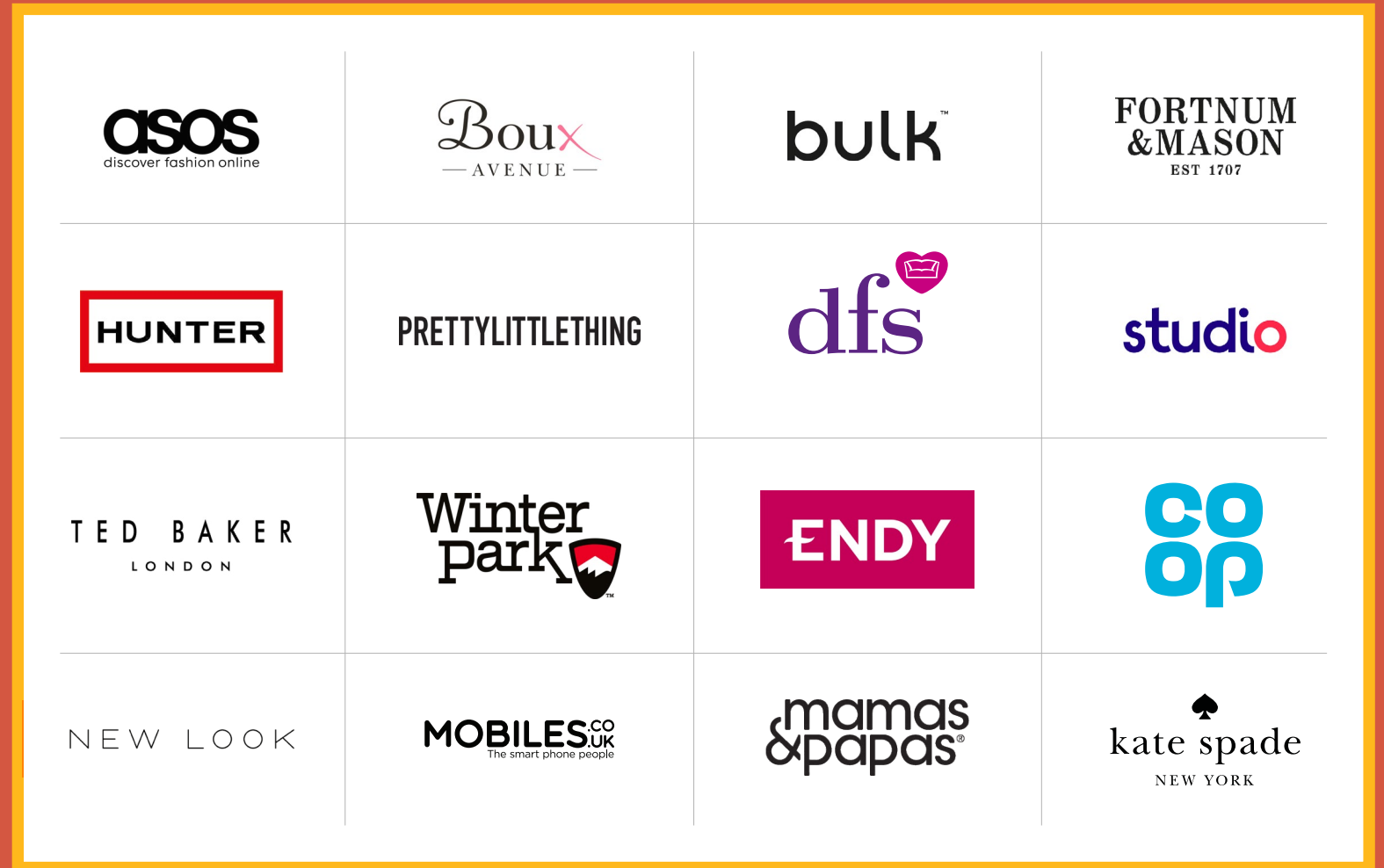


# Best Emails of 2021

# A showcase of 2021's best emails.

2021 was another challenging yet remarkable year for our industry. Email marketers worldwide were, and remain, incredibly agile, maneuvering seamlessly to remote working whilst maintaining rigorous sending schedules and bolstering online sales. The skill, dedication and creativity of CRM and marketing teams has been a joy to witness. Out of challenging times has come mastery and success.

Each year we choose some of the most exceptional live email campaigns sent throughout the year to feature in our 'best of email' showcase. As digital transformations surged forward and more was required from the humble email, there are more exceptional examples than ever to choose from. We've curated this special collection of emails to showcase the skills of the teams that created them.



# Email recommendations & web data

Last year, we released our latest innovation - product recommendations for email powered by our revolutionary AI prediction engine. Brands are able to seamlessly track on-site activity and use the data immediately to provide personalized product recommendations in email. Most viewed, most purchased, individual recommendations (and much more) can be added to email in real time based on live site and product data. Here are some brilliant examples.

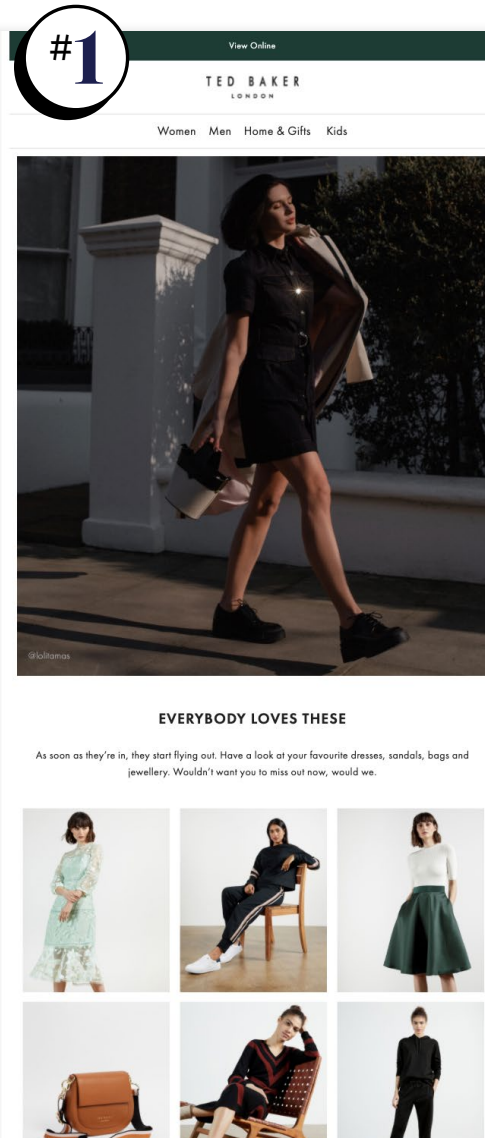
Want the low down on our **revolutionary AI**-powered email product recommendations?

Kickdynamic

**unlock**  
more product revenue.

Product recommendations for email  
Powered by Kickdynamic's revolutionary prediction engine.

↓  
**DOWNLOAD NOW**

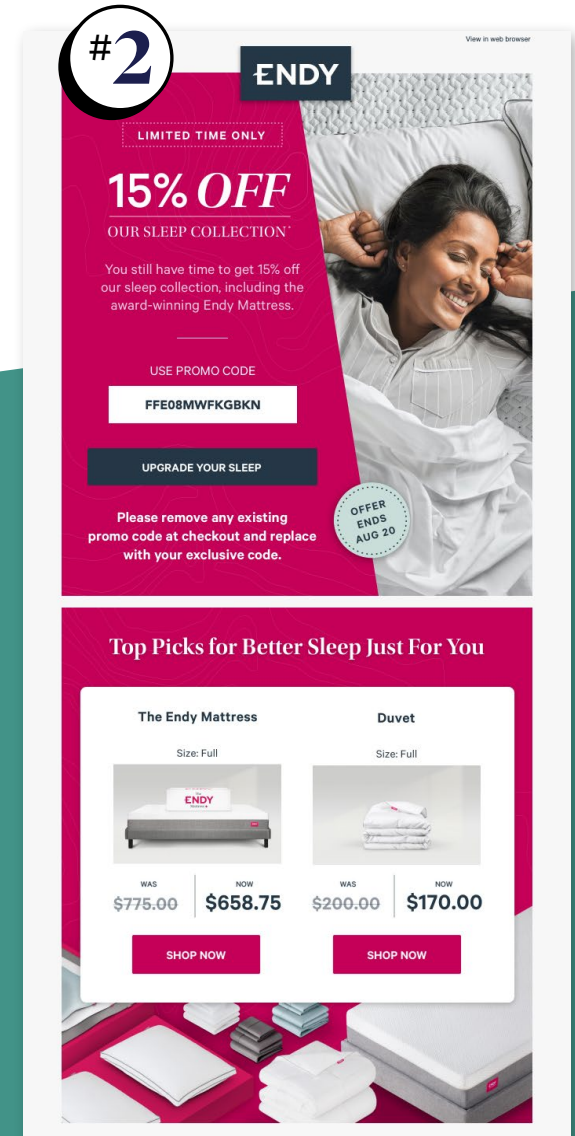


Ted Baker displayed the most viewed and most purchased products on their site from the last 7 days. Products updated and changed upon open based on what's happening currently on site. Advanced filters and business rules can be applied to products such as stock level rules, price point filters or rules to combine CRM data to display recommended products from a preferred category.

To maximise revenue potential, set a price threshold to only display products over a defined price point.



This email from Endy was sent to customers to let them know there was an upcoming exclusive sale. They used our AI-powered recommendation tool to include items which the individual customer had either shown interest in, or similar items to ones they had interacted with on-site.



“Working alongside Kickdynamic has allowed us to automate much of our email process, freeing up time to make sure customers receive relevant, high-quality emails with every send. This has helped increase our CTR in automated emails by over 20% against the previous year. We have some really exciting plans moving forward and can’t wait to kick off 2022.”



Timothy Williscroft  
Brand Marketing Manager,  
Mobiles.co.uk



Mobiles.co.uk utilise our email product recommendations to showcase their recommended deals. Products in emails are displayed based on the number of views or purchases in the past 30 days. This essential merchandising for the team ensures they are displaying the most popular deals.

#3

**MOBILES.CO.UK**  
The smart phone people

View in browser

This Weeks Top **Budget Deals**

Get these top smartphone deals  
From Just: **£16.00p/m**

**FREE** Next Day Delivery

<p><b>Samsung Galaxy A02s</b></p> <p><b>Unlimited</b> Minutes <b>4GB</b> Data</p> <p></p> <p>Save £216 Cashback by redemption</p>	<p><b>£11.00</b> Monthly Cost</p> <p><b>FREE</b> Upfront Cost</p> <p><b>LEARN MORE</b></p> <p><b>£264.00</b> Total Cost</p>
<p><b>Huawei P Smart 2021</b></p> <p><b>Unlimited</b> Minutes <b>18GB</b> Data</p> <p></p> <p>Save £264 Cashback by redemption</p>	<p><b>£12.00</b> Monthly Cost</p> <p><b>FREE</b> Upfront Cost</p> <p><b>LEARN MORE</b></p> <p><b>£288.00</b> Total Cost</p>
<p><b>Refurbished</b></p> <p><b>Apple iPhone 8</b></p> <p><b>Unlimited</b> Minutes <b>18GB</b> Data</p> <p></p> <p>Save £216 Cashback by redemption</p>	<p><b>£14.00</b> Monthly Cost</p> <p><b>FREE</b> Upfront Cost</p> <p><b>LEARN MORE</b></p> <p><b>£336.00</b> Total Cost</p>

#4

**studio insider**

New In Womens Mens Kids Home Clearance

**THIS WEEK'S BEST SELLER'S**

We thought we'd help cheer you up this Monday with some of our best seller's from last week! Take a look at what our customer's loved the most...

<p>PINTUCK COLOUR... NOW £12.99</p>	<p>LONGLINE ZIP... NOW £12.00</p>



Studio wanted to target the subscribers who hadn't engaged with the website, or made any purchases in a while. They set up an automated email which showcased their bestsellers, encouraging unsure customers to grab their most popular products.



This birthday email from New Look was sent out to subscribers with products displayed that they had interacted with, or shown interest on the site, which was created using our AI-powered recommendation tool.

#5

**NEW LOOK**  
Womens Mens Girls Boys

**It's your birthday!**

Celebrate your special day with

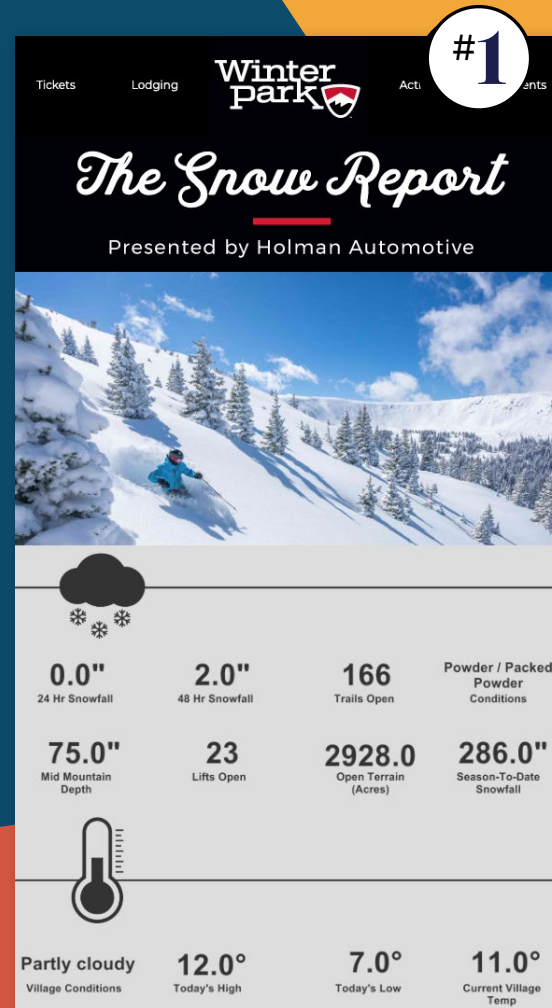
**20% OFF\***


**SHOP NOW**



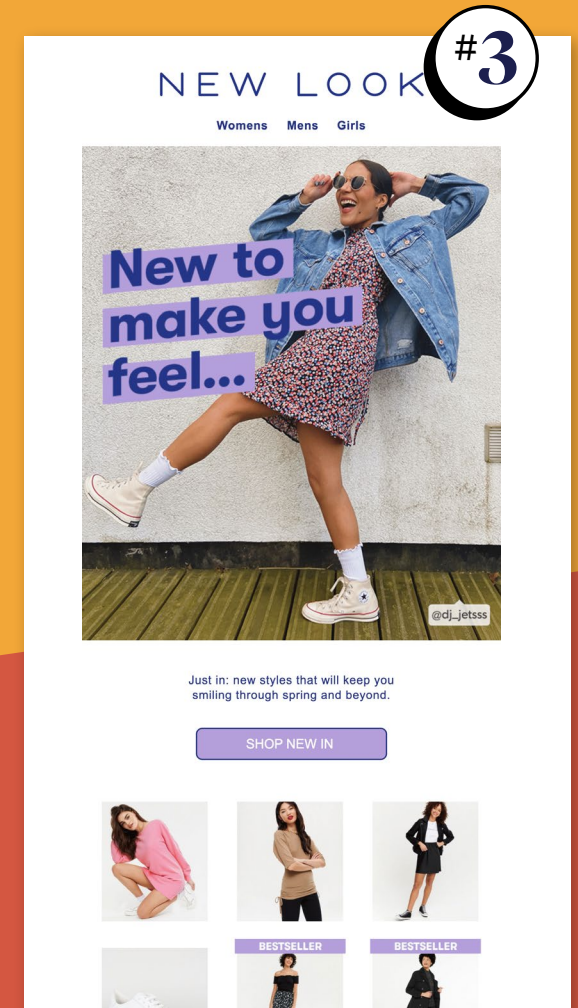
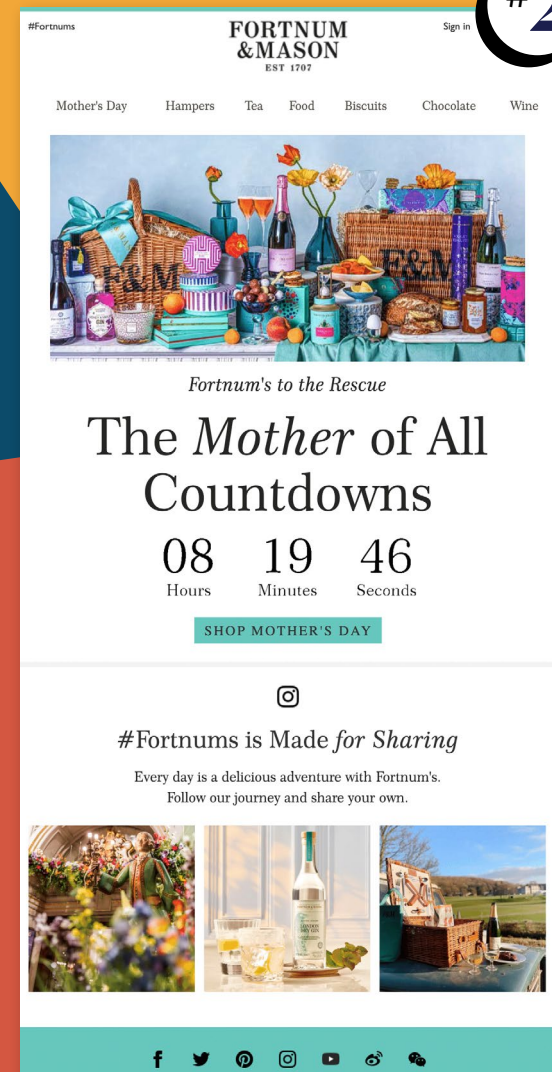
# Content Automation

Automating email content shouldn't be a challenge. Using existing technology such as product feeds, marketers can easily achieve automated emails without having to do any heavy lifting (or hours of coding!). The following emails contain content that's powered using feeds (Google Shopping feeds, .csv files, XML or json API). Automated content can be pixel perfect and can easily be combined with CRM data to personalize at scale.



↑ **Live snow report**  
This fully automated email gives openers all the latest information they need before heading out to ski. API-powered, it featured the latest weather and snow reports alongside live info from the mountain including the number of lifts open. An exemplary example of email automation in action; set up once and sent daily without needing to be touched.

↓ **Social Media Feed**  
Using a Social Media feed in emails is an easy way to show recipients more of your brand. Just set up the feed once and let it run. This is the definition of "set it and forget it."



↑ **Live new in**  
The latest New Look products were featured in this 'new in' email at every open. As the products update in the feed, the email automatically updated too. This is a great solution for teams wanting to be more efficient, replacing manual processes with automation. We also love the user-generated content in the header image.

# Personalization using CRM data

Moving beyond basic segmentation, these brands have delivered personalized content to each recipient based on their stated individual preferences, previous browse behaviour or purchase data.

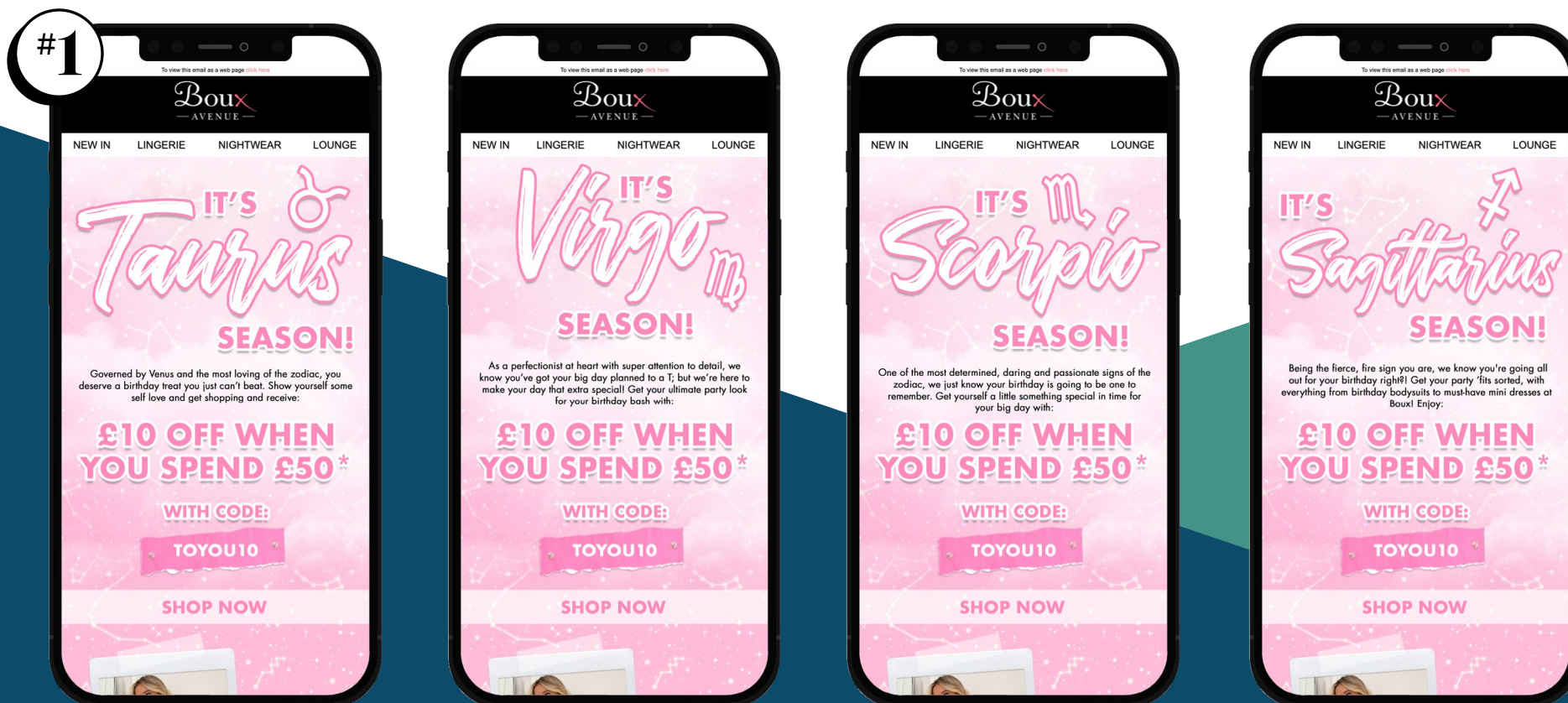


Removing the need to manually build lots of HTML variants is a must for busy CRM teams. This email is an excellent example of automating personalization - the CRM data and Kickdynamic are doing the heavy lifting. It's possible to easily generate thousands of email variations from one HTML. Magic.”

Jess Horn, Account Manager, Kickdynamic



To maximise efficiency, this email from Boux Avenue used Kickdynamic's date/time rules to automatically show the correct star sign content based on the date of opening. The entire program was set up once, and by simply updating the rule with new content, the HTML would automatically update as well. This allowed for easy adjustments without ever needing to pause the program.





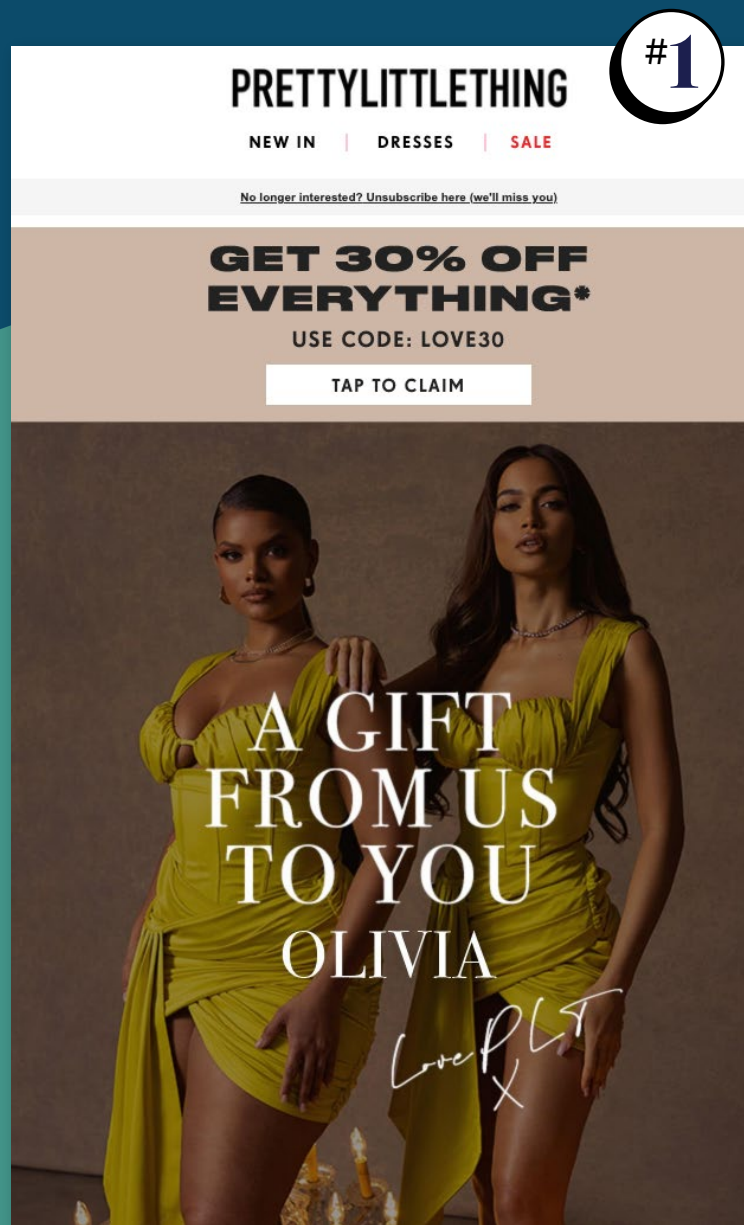
# Personalized images

Add eye-catching wow factors to your emails using CRM data to personalize images.



This email from PrettyLittleThing incorporated the personalization of the images extremely well. By using the same font as the rest of the copy, it really helps the messaging flow and feel natural to the recipient.

Discover **more** of our work with PrettyLittleThing



#1



This email from Kate Spade puts personalization front and centre. They included each email recipient's first name in the header image, making for a simple, yet very effective email.

## Customer Results

↑  
**360%**  
in CTR

↑  
**35%**  
in AOV

↑  
**24%**  
in CR



#2


#3

Celebrate your special day with £5 off\*

studio

View Account

## HAPPY BIRTHDAY ENJOY £5 OFF ON US



PLEASE USE **CODE 004**

It's time for a birthday treat! That's right, we're knocking £5 off your next order with us\*. All you need to do is use offer code 004 at the checkout and TA DAH, that's a cheeky fiver off your next shop. Have a fabulous birthday, savvy shopper. We hope your day is filled with plenty of gifts, fun and CAKE... You deserve it!

[Start shopping](#)

↑ Studio utilized the personalized image feature in a really fun and innovative way. We love how they added the recipient's name to the top of the cake in this birthday email, and who doesn't love a personalized cake for their birthday?

#4

**BUZZ Bingo**

## Lucy's £20 BINGO PLAY!

**LAST CHANCE! LAST CHANCE! LAST CHANCE!**

You've got until midnight tonight to make this bingo bonus all yours Lucy! Just deposit and spend £5 on bingo (ex. Bingo Millions). You'll get your bingo bonus as soon as you tap 'Play Bingo Now' and accept it!

[DEPOSIT HERE ›](#)

**BUZZBINGO.COM**

[PLAY BINGO ›](#) [PLAY SLOTS ›](#) [SAFER GAMBLING ›](#)

↑ We love the header image in this email from Buzz Bingo. Not only is the image personalized, it's also letting the recipient know they've got £20 to play. Now that's what we call BINGO!

#5

How's your 2021 membership journey looking so far, Jessica?

**Rewards for you**

Using your Co-op Membership card or app when shopping has earned you a total of

**£10.00**  
so far this year.

**£1.00**  
is what you have on your membership card now. Why not head to your favourite store, **Manchester - Angel Street**, today to earn more?\*

↑ Co-op used the personalized image tool to include the name of each member who received their email. They did this in a super innovative way by including it on the membership card, which is being held in the image.




# Location

For retailers focused on supporting physical stores, adding a location suggestion for in-person shopping is a powerful addition to email. Upon click, the native map app launches and shows the store closest to the opener! We love these examples for making the stores the star of the show.


#1

kate spade  
NEW YORK

FREE SHIPPING ON ORDERS OVER £100



we'd love to go shopping with you.  
(we're so close.)



#2

NEW LOOK

Womens Mens Girls Boys


Keep that sunshine feeling going

up to **60% off**\*

Shop mood-boosting styles for (much) less today, online and in store. Happy shopping...

**SHOP NOW**

Shop the sale in your local store



**FIND YOUR LOCAL STORE**

#3

mamas & papas

BLACK FRIDAY PUSHCHAIRS FURNITURE CLOTHING NURSERY CHRISTMAS

Did you know, BLACK FRIDAY Is Here




UP TO **50% OFF**\*

**SHOP NOW**

\*Selected Lines

Find your nearest Store

Our stores are here to help you on your parenting journey. Visit your nearest baby store to benefit from product demonstrations, personal shopping and friendly customer service. We look forward to welcoming you.


#4

sofas | sofa beds | beds | dining | contact us

**THE GREAT SUMMER SALE**

don't miss out

TEAM GB | dfs OFFICIAL PARTNER



**SAVE £700**

**£699**  
AFTER EVENT PRICE £1,399

Sink comfortably into summer

Our summer sale is here! Get up to half price on many luxurious sofas whatever your budget and style. Take this sumptuous Orka – a smooth and roomy design combined with curvy edges and soft padded cushions making it ideal for any family home.

**Shop all offers**


Your nearest DFS store

**DFS Bristol**

<p>Store Information</p> <p>Call us: 0333 9999775</p> <p>Find us: Highwood Lane, Bristol, BS34 5TQ</p>	<p>Opening Hours</p> <p><b>Monday - Friday</b> 10:00AM - 08:00PM</p> <p><b>Saturday</b> 10:00AM - 06:00PM</p> <p><b>Sunday</b> 11:00AM - 05:00PM</p>
--	--

**Find out more**

Looking for more inspiration?



# Weather

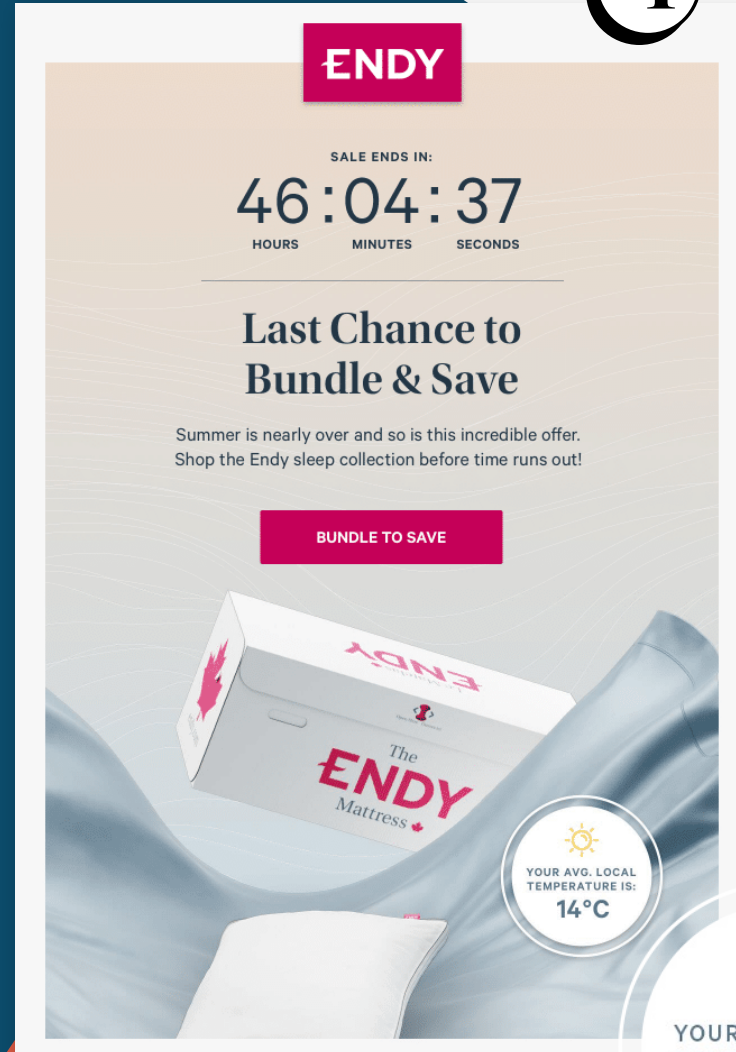
Weather targeted content is great for those sending to large territories with varying weather conditions, or to add even more relevancy to an email. Forecasts encourage shopping for the weather, and provide useful information for the opener. Here are our favourite emails...

**54%**

increase in orders from weather-targeted sends



This email from Endy displayed a local temperature roundel in the header image. Displaying the local weather allowed customers to think about the kind of bedding they wanted, e.g. thicker duvets. We love this bold countdown timer too!



#1



#2

↑ We love this weather feed in the header of this email from the Game Show Network. Not only did they display local weather for the next 2 days, they also included a cheeky third option which was an image of a TV, showing that you can watch every day, rain or shine.

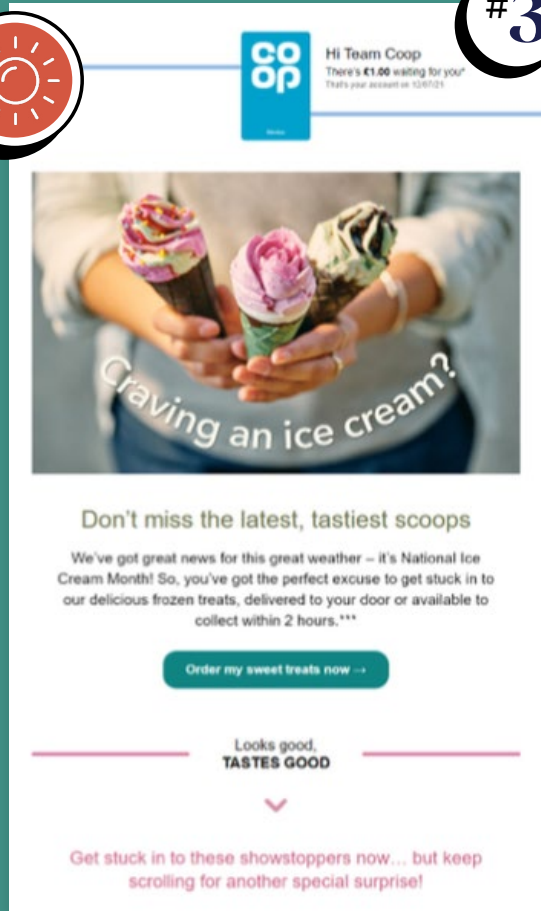
YOUR AVG. LOCAL TEMPERATURE IS: **14°C**



#3



From one HTML code, Co-op displayed different text based on the weather where the email was opened, ensuring the content was relevant for their customers wherever they were located. Just a subtle difference can make *all* the difference!

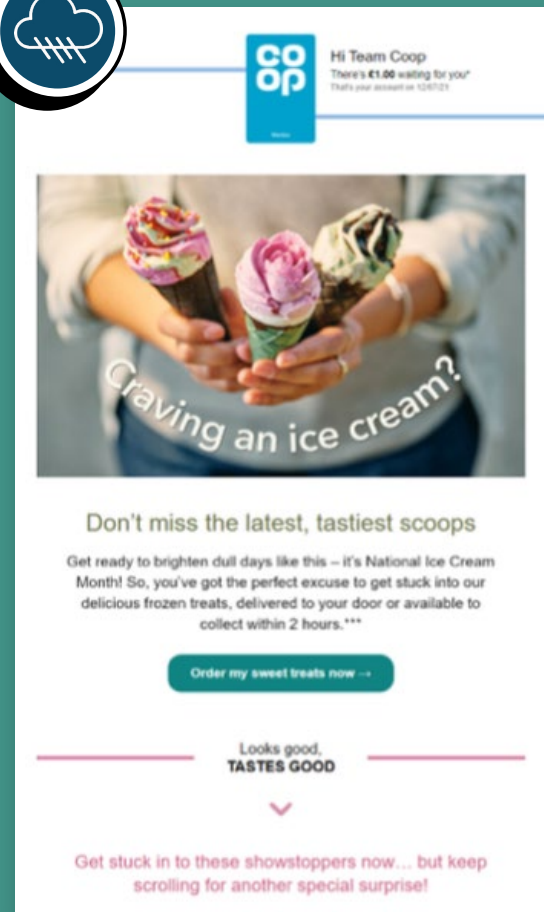


# Pssst!

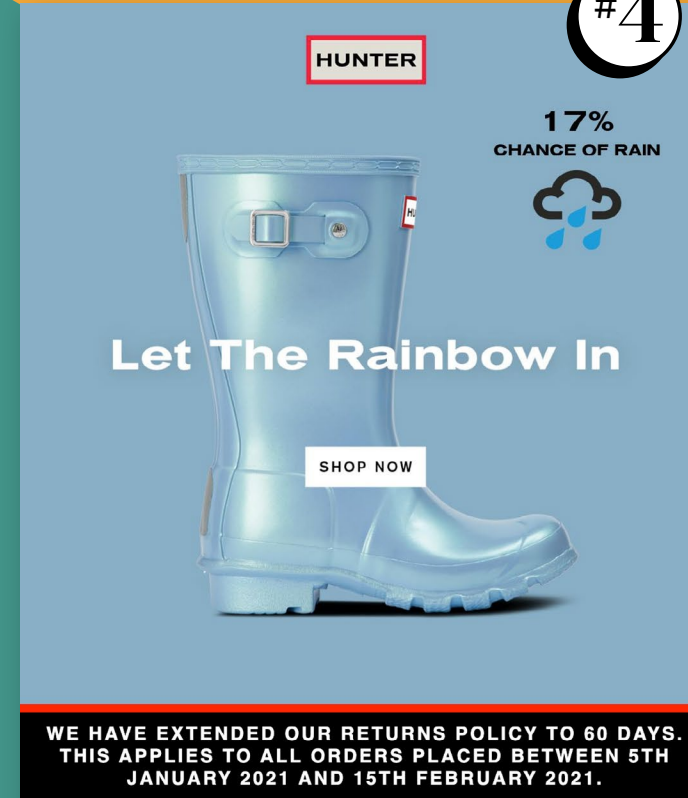
There are loads of data and options to choose from when displaying live weather information. Feels like temperature, UV index, wind direction and speed are all popular inclusions.

YOUR LOCAL  
TEMPERATURE IS  
22°C

YOUR LOCAL  
UV INDEX IS  
8



#4



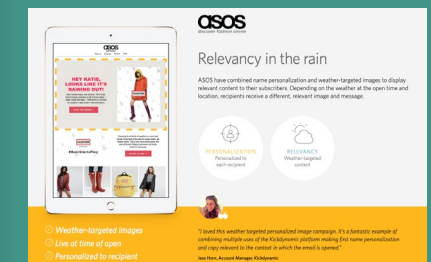
Designed especially for puddle splashing, your little ones will be excited to go outdoors with our new collection. Discover a rainbow of waterproof Kids boots.

SHOP NOW



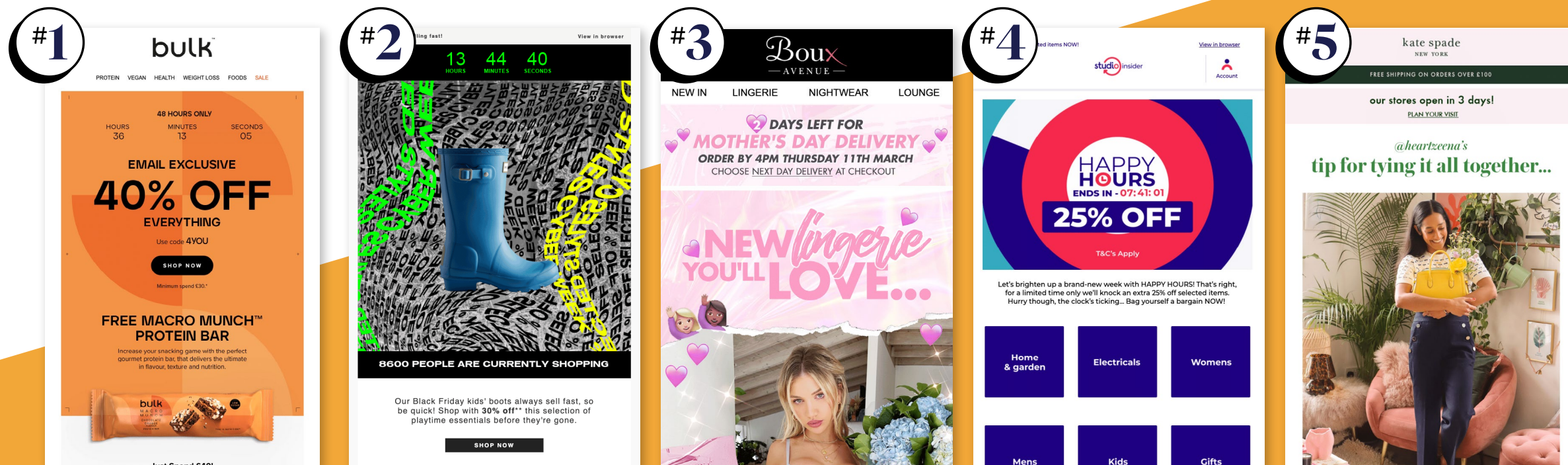
The hero of this email included a weather forecast icon, which included the chance of rain percentage. This was a great idea from Hunter when promoting their wellies, as the higher the chance of rain, the higher the likelihood of the recipient purchasing.

## Discover the power of weather targeted content in this case study from Asos...



# Countdown timers

Timers are a tried, tested and loved tool for email marketers. Timers are used for everything from countdowns to webinars to the end of a sale. As a powerful visual tool, timers build anticipation and encourage action. They can look pretty snazzy, too. Here are some of our 2021 favourites...



↑ This subtle timer from **bulk™** was placed at the very top of the email, in the header image. By doing this they were able to make sure that customers knew that there was a limited time on this offer.

↑ This email from **Hunter** featured the countdown timer as the first element in the message. This approach is a great way to capture the recipients' attention and encourage them to act quickly before they miss out on the deal.

↑ The graphic countdown timer from **Boux Avenue** was such a cute way to alert recipients how long they had left to order before Mother's Day. We adore the little hearts.

↑ Who doesn't love Happy Hour? **Studio** used this fun countdown timer to let openers know about their limited happy hour offers. We love the bold colours and lettering; they really pack a punch!

↑ **Kate Spade** used the countdown timer function to let email recipients know that their stores were re-opening after lockdown. What a great way to get people excited to be able to shop in-store again.



# Customer feedback

**bulk™**

*"Timers are great for creating urgency and driving click throughs, especially for limited-time-only deals. The ease of setting these up has meant that they're in every 'Deal of the day' email we send."*

Emily Brown, Senior CRM Executive

**Boux**  
— AVENUE —

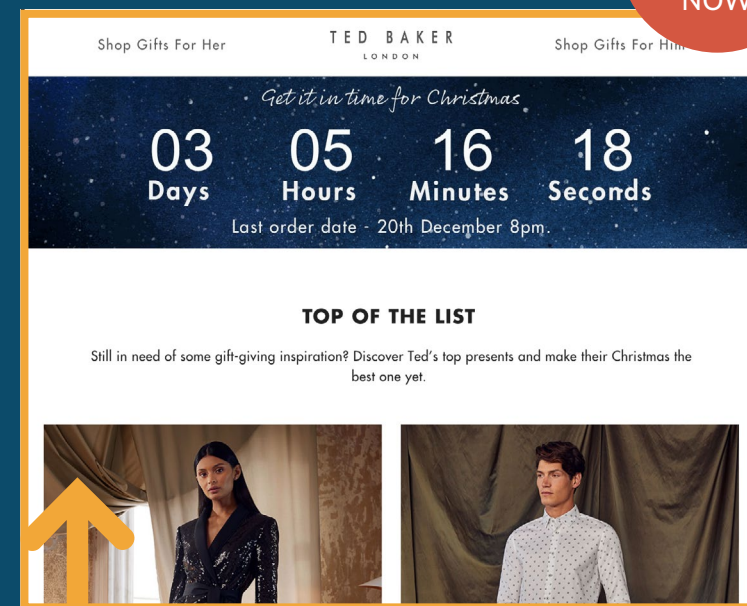
*"We continue to see a strong uplift in CTR and conversion every time we use timers on key promotions to drive urgency. They're now a key part of our email strategy!"*

Natasha Henson, Digital Marketing Manager

## Customer Results

29% increase in revenue  
20% increase in AOV

↓  
DOWNLOAD  
NOW



**Pssst!**

Check out this Case Study from Ted Baker about how they used countdown timers to let customers know how long was left before Christmas delivery. Each country had its own specific cut off time and date too!

# Timed content

Changing email content based on the time the subscriber opens skyrockets engagement. Open and click through rates surge as customers re-open to see the latest content, offers or deals. Timed offers or daily deals are strong strategies to keep customers opening...

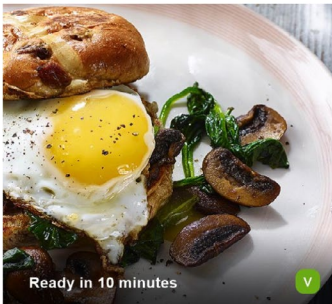
**3%**

Uplift in  
email clicks

## Breakfast

DELICIOUS RECIPES  
all day long

We've got every mealtime covered! If you open this email later, you'll see different, tasty recipe ideas for your next meal

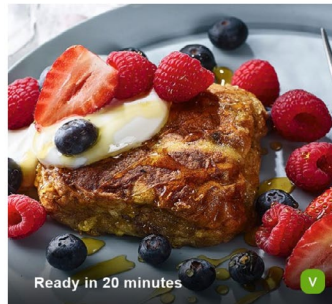


Ready in 10 minutes



Breakfast hot cross bun

See the recipe →



Ready in 20 minutes



French toast hot cross  
buns

See the recipe →

## Lunch

DELICIOUS RECIPES  
all day long

We've got every mealtime covered! If you open this email later, you'll see different, tasty recipe ideas for your next meal



Ready in 15 minutes

Storecupboard sesame  
salad

See the recipe →



Ready in 35 minutes

Ricotta fritters with  
green relish

See the recipe →

## Dinner

DELICIOUS RECIPES  
all day long

We've got every mealtime covered! If you open this email later, you'll see different, tasty recipe ideas for your next meal



Ready in 45 minutes

Chicken thighs with  
roasted lime

See the recipe →



Ready in 45 minutes

Spring leek soup with  
dumplings

See the recipe →

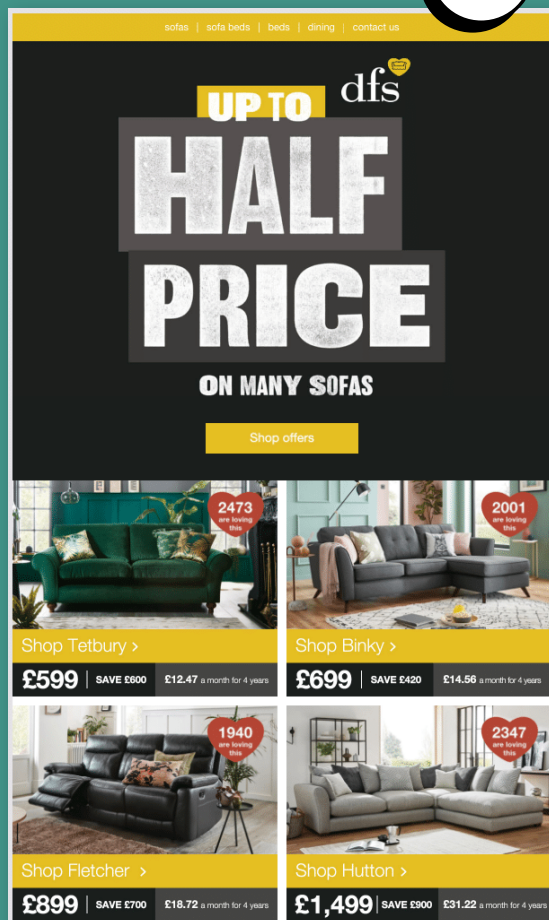


In this email, Co-op was able to feed through the latest recipes from their website, but the twist was that these recipes updated to reflect the relevant time of the day. So in the morning, email recipients saw recipes for breakfast, then lunch. In the evening, recipes for dinner were shown.

# Social signals

Social signals are fast becoming a popular feature of email! Displaying the engagement on a section of an email adds real social proof to email content and encourages more openers to click through. Subscribers love social signals - proven by consistently higher click through and conversion rates.

#1



This email from DFS included social signals on the images of their half price sofas. Adding little social signals to emails like this shows customers how many people are currently loving each product, prompting them to click through fear of missing out on a great deal. The FOMO is real!

2347  
are loving  
this

#2



This super sleek email from Endy promoting their Black Friday sale used subtle social signals at the footer of each image. The way in which they used the social signals really fit in with their brand identity and made the emails look even slicker and engaging than they already are.



**This email is just so effortless. It includes subtle social signals, with visibility rules which can be set by the user so that they only show after a certain number of clicks. Great job Endy!"**

Martyn Lee, Digital Marketing Manager, Kickdynamic

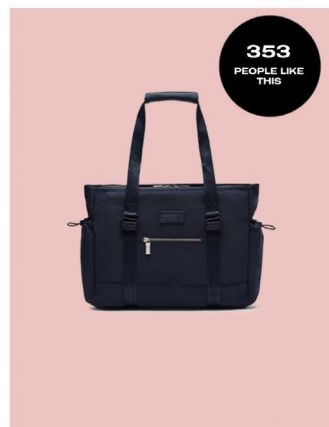


#3



Introducing our most eco-friendly bag collection yet. Designed with our signature all-weather intelligence but with less impact on our planet, our new Refined Bags radically refashion rescued polyester.

SHOP NOW



REFINED SUSTAINABLE TOTE BAG

- 100% Recycled Polyester
- Highly Water-Resistant
- Certified Vegan



Hunter used social signals in this email promoting their new recycled bags. By overlaying them on the image in the contrasting black colour, it really draws the eye of the customer to just how many people are liking each product.

## The power of social signals in the inbox

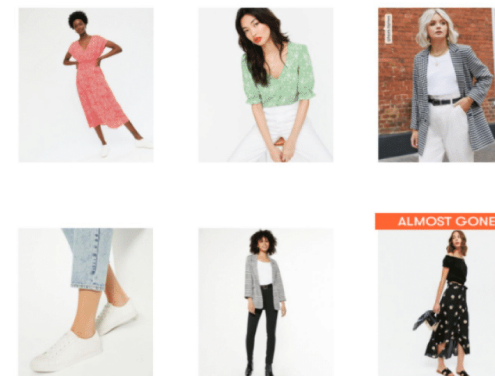

[DOWNLOAD CASE STUDY](#)

#4



New Look used social signals in a banner form at the top of each image. They used rules set up through their shopping feed which meant that when a product's stock went below a certain number, it displayed this message.

ALMOST GONE


[SHOP THE OFFER](#)

\*T&C's apply. Select UK standard at checkout.

You might also like...

Curves

Petite

Maternity

Tall

## Customer Results

- 25% increase in total opens
- 180% more orders vs. control
- Over 190% more revenue vs. control
- 26% increase in revenue



# Polling

Live polls are a much loved, engaging feature in the inbox. As subscribers open and click through, the votes update. Lots of recipients re-open to see the poll results.

#1

bulk™

PROTEIN

VEGAN

HEALTH

WEIGHT LOSS

FOODS

SALE

WHICH ONE OF OUR LIMITED EDITION SUMMER FLAVOURS IS YOUR PERFECT MATCH?

Vote for your favourite for the chance to WIN A 500G POUCH OF ALL 5 FLAVOURS!

17%

VOTE NOW

EXOTIC ICED LOLLY

Exotic and deliciously fruity. Find them on the beach all summer looking irresistible.

10%

VOTE NOW

BLACKCURRANT SORBET

Not like other fruit. Bold and deep with a complex nature. So juicy, leaves you wanting more.

13%

VOTE NOW

PEACH & MANGO

Sweet, juicy and full bodied. Turns heads wherever they are.

11%

VOTE NOW

KEY LIME PIE

Zesty and keeps you on your toes. Sweet with a twist and totally refreshing after a hot summer's day.

49%

VOTE NOW

ICED LATTE

Smooth and charismatic. Will sweep you off your feet.



This live poll takes the crown for our favourite of the year. We loved that bulk™ used polls to gather feedback from their customers about new products they launched. It's a great way to collect data and understand what customers are loving.

“Using polling is a quick and easy way to give our emails a new dimension; it takes customer engagement to the next level. It allows us to use customer responses to make our emails even more personalized.”

bulk™

#2



co-op

Hi Martyn

There's £1.00 waiting for you\*

That's your account on 10/06/21

Kick, join in for the chance to win

Fancy yourself as a product designer? Here's your chance to help us decide the flavour for our new, member-designed ice cream. Plus, share your pizza preferences and your best-loved sweets as we work together with members on some exciting new ideas for our ranges.

KEEP SCROLLING for more prizes

Give us the scoop

How would you like to win a delicious tub of ice cream every week, for a month? To enter the prize draw, simply answer our live poll below by clicking on which flavour you'd most love to see in our stores.

27%

Caramel & White Chocolate Cheesecake

12%

Rocky Road Sundae

24%

Raspberry Pavlova

8%

Raspberry & Vanilla Cheesecake

14%

Lemon Meringue Pie

15%

Knickerbocker Glory

Win free ice cream for a month

T&Cs apply^

Pineapple on pizza?

Nothing divides pizza lovers quite like pineapple. So tell us, which side are you on? Answer a quick question and help shape our pizza range.

Yes or No? →

Win a pizza party for 5!

T&Cs apply

Win a Co-op

Sweet dreams


This ice cool email contained a live poll, asking recipients to vote for their favourite ice cream flavour. Co-op then uses the data from the customer polls for new product development. By voting, customers had a chance of seeing that flavour on the shelves of Co-op.

an additional  
**51k**  
people took part in  
Co-op product dev  
conversions

#3

PRETTYLITTLETHING  
NEW IN | DRESSES | SALE

WHAT'S YOUR  
**SUNDAY VIBE?**  
JESSICA



**NEXT WEEKEND PLANS**

236 VOTES


SHOP GOING OUT

**DUVET DAY**

255 VOTES

SHOP DUVET DAY

Make Sundays ALL about shopping. Whether you're lookin' for an extra AF 'fit or a cosy look for your duvet day, here's the styles you'll love.



↑ We loved this poll from PrettyLittleThing that asked recipients what their Sunday vibe was. Beneath the voting customers could easily access the "Going Out" and "Duvet Day" categories of the site, making it super easy for them to find exactly what it is they are looking for.

#4

FATFACE  
Christmas | Women | Men | Kids

**HAPPY NATIONAL SOCK DAY**

Pick your pair

45% VOTED



55% VOTED




Shop women's socks

↑ This email from FatFace celebrating National Sock Day is a super fun way to get recipients engaged. By including products in the poll, they showed customers the kind of items they could buy on-site.

#5

Boux Avenue  
NEW IN | LINGERIE | NIGHTWEAR | LOUNGE


**LOVE ME for ME**



SHOP NOW


What's your Valentine's style? Vote for your favourite below

@geesteelx



43%

@mandi\_vakil



57%

SHOP NOW

New, hand picked fabrics with exquisite attention to detail



Boux Avenue included polling in this email for the launch of their Valentine's Day product range. We love the cute emoji hearts they used to track the voting; it's very on brand and fits the style of the email so well.

"I love this email - it's got the real wow factor. Not only does it look great, the engagement was fantastic too. I love it when their emails land in my inbox. I'm such a fan of this brand!"



Jordan Sawyer,  
Head of Account Management,  
Kickdynamic



43%



57%



## Industry focus

## Sportsbooks


## Euro 2020 odds powered by APIs

Odds in email are a must for Sportsbooks. These three fabulous examples feature some great content that reflects the odds on-site, which is all powered by the same API.

Leveraging existing tech to enhance email content is a must. The emails are personalized using CRM data to change the odds format, language and click-through site.

**#1**

**betsafe**



**Copa América con yap**  
¡Peruano que se respeta pide yapa!

Realiza una apuesta de S/20 con una cuota mínima de 1.50 en el primer tiempo de cualquiera de los partidos seleccionados y gana una apuesta gratis del mismo monto para el segundo tiempo de ese partido.

¿Apostamos?

[Descubre más](#)

GRUPO C | 13.06.2021 15:00  
**HOLANDA VS UCRANIA**

GANADOR DEL PARTIDO

HOLANDA	EMPATE	UCRANIA
<b>1.67</b>	<b>3.70</b>	<b>5.80</b>

CASHOUT

GRUPO E | 14.06.2021 12:00  
**POLONIA VS ESLOVAQUIA**

GANADOR DEL PARTIDO

POLONIA	EMPATE	ESLOVAQUIA
<b>1.82</b>	<b>3.30</b>	<b>5.40</b>

CASHOUT

GRUPO E | 14.06.2021 15:00  
**ESPAÑA VS SUECIA**

GANADOR DEL PARTIDO

ESPAÑA	EMPATE	SUECIA
<b>1.46</b>	<b>4.70</b>	<b>9.25</b>

CASHOUT

**#2**

**POKERSTARS SPORTS**

Fußball | Tennis | Basketball | Aktionen

**AKTUELLE ANGEBOTE**

Europa League | 26 Mai | 21:00 CEST  
**VILLARREAL CF V MAN UTD**

<b>4.10</b> VILLARREAL CF	<b>3.20</b> UNENTSCHIEDEN	<b>1.85</b> MAN UTD
------------------------------	------------------------------	------------------------

[Hier wetten](#)

**GRATISWETTE**

FÜR EINE WETTE AUF EIN AUSGEWÄHLTES SPIEL

[Anmelden](#)

**QUOTEN-BOOST**

Paul Pogba erzielt ein Tor Villarreal CF - Man Utd	-5.25	6.00
Gerard Moreno erzielt ein Tor und Villarreal CF siegt Villarreal CF - Man Utd	-5.25	6.00

**BELIEBTE WUNSCH-WETTEN**

Von Ihnen erstellt

Gael Monfils schafft den 1. Break und Gael Monfils serviert die... Roberto Carballes Baena v Gael Monfils	2.35
Gael Monfils serviert mehr als 5,5 Asse im Match und Kein Break... Roberto Carballes Baena v Gael Monfils	4.50

**#3**

**betsson**

View online

GROUP A  
23:00  
**CHILE VS BOLIVIA**

<b>1</b> 1.26	<b>X</b> 6.00	<b>2</b> 11.50
---------------	---------------	----------------

[BET NOW](#)

GROUP A  
02:00  
**ARGENTINA VS URUGUAY**

<b>1</b> 2.15	<b>X</b> 3.45	<b>2</b> 3.40
---------------	---------------	---------------

[BET NOW](#)

GROUP B  
04:00  
**PERU VS BRAZIL**

<b>1</b> 8.70	<b>X</b> 5.95	<b>2</b> 1.31
---------------	---------------	---------------

[BET NOW](#)

# Abandoned browse/basket

We all know the importance of recovering abandoned carts. These examples replace standard, static content with up-to-date, enhanced content.



We love this email from Mobiles.co.uk in which they utilized Kickdynamic's AI-powered recommendation tool to show customers similar items to the ones that they had been browsing on the website.

Want to discover how Mobiles.co.uk achieved **amazing** results?



↓  
DOWNLOAD  
NOW

MOBILES.co.uk

#1

Looks like you left something behind

Return to your basket to complete your purchase.

BACK TO BASKET

Items waiting in basket

Samsung Galaxy A32 5G 64GB Awesome Blue

100GB data  
Unlimited minutes  
Unlimited texts  
24 Month Contract

Order before 6PM for Free Next Day Delivery

Upfront Cost £0.00

TOTAL

Pay Monthly	£32.00
Pay Today	£0.00

BACK TO BASKET

Similar Items

£23.00 per month  
18GB Data

LEARN MORE

£20.00 per month  
4GB Data  
£90.00 Upfront

LEARN MORE

£17.00 per month  
2GB Data  
£110.00 Upfront

LEARN MORE

Having problems seeing this email? View in browser.

"Together with Kickdynamic we are regularly delivering some of our best ever email campaigns. The platform has helped us all the way from including personalized products to creating dynamic content designed to drive engagement. We have also been able to utilise our real time data thanks to the new LYNX platform, furthering our ability to send relevant content directly to our customers with every single email."



Timothy Williscript  
Brand Marketing Manager,  
Mobiles.co.uk

124%  
increase in  
conversion value



This email from New Look is a really great example of how to entice the recipient. It shows the latest item the online shopper viewed, as well as recommending some other products they might be interested in, encouraging them to convert to a customer.

NEW LOOK

Womens Mens Girls Boys

Take another look

Something caught your eye? Pick up where you left off below.

NEW LOOK kind

Just your style

SHOP NOW

You might also like...

Petite

Maternity

Tall

Curves

Download our app



# User generated content

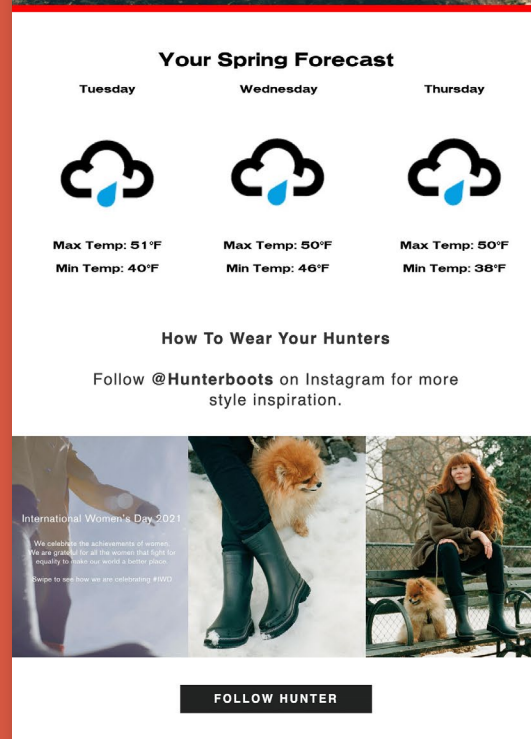
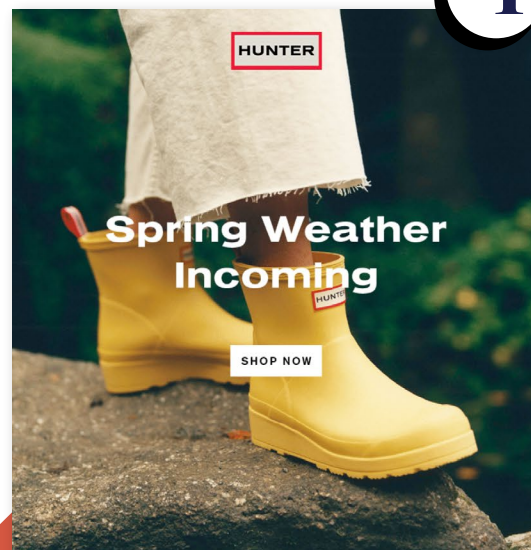
User generated content (UGC) was a hot topic in 2021. As Covid restrictions continued to impact photoshoots, brands turned to this alternative means of content to keep their content relevant and up to date.



This email from Hunter included UGC through a social media feed at the bottom of their emails. By showing real customers using their products, especially in the snowy weather, it allows recipients to put themselves in their shoes... literally. We also love the cute weather forecast icons.

UGC is a fantastic addition to any email - it's eye catching, super relevant and organic content. Recipients love to see 'real' people showcasing products!

#1



We love this UGC email from PrettyLittleThing. As a brand, they're known for their creativity. They pulled out all the stops for this email by combining customer imagery with stock level rules so they only display in stock, shoppable products which update as their UGC content updates on their website.

*"A great benefit of using live UGC in email is that we can schedule our email in advance knowing the content will be up-to-date no matter when it's sent. Swapping sold out products for available ones means we're maximising the revenue opportunity for each email whilst giving our customers a more satisfying experience."*

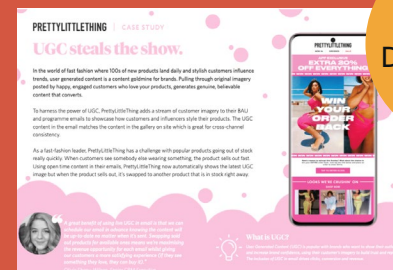


Olivia Shanu-Wilson  
Senior CRM Executive,  
PrettyLittleThing

Want to learn more about how PrettyLittleThing harness the power of UGC?



DOWNLOAD NOW



#2




# Brand and product ratings


Cementing your reliability and building trust by displaying your latest brand rating is a quick win. By simply connecting review partners feeds into Kickdynamic these brands were able to show just how effective showing customer reviews and ratings really are.

Even a subtle rating in an email can have a big impact by showing recipients how much other customers love your brand!

#1



Hi  
There's £1.00 waiting for you\*  
That's your account on 10/09/21



### Wills and LPAs made simple

At Co-op Legal Services, we have easy-to-follow online tools to support you every step of the way. Whether you're making or updating a will, or putting into place a lasting power of attorney (LPA), you'll receive straightforward legal advice without the jargon. Helping you get the protection you and your loved ones need.

[See more about wills & LPAs →](#)


★ Trustpilot

★★★★★

Rated **4.7** out of 5 based on **1,629** reviews^

---


Plan ahead with  
**THE PERFECT TOOLS**



### Create and customise your lasting power of attorney online

An LPA enables you to appoint someone you trust to help you make decisions, or make decisions on your behalf, if you're

#2




View

## Discover Colour

You know the Endy sheets are breathable and super-soft, but did you know they come in three different colours? Revamp your room with a new set of sheets, available in calming colours that'll showcase your style.

[SHOP THE SHEETS](#)



**4.9**

★★★★★

average star rating based on  
631 customer reviews

---

SHOP REVIEWS REFER FAQ

---

✉ ☎ f 📷 🐦



# Working with Kickdynamic



**“Looking back, I can’t see how we coped without Kickdynamic and the features it facilitates. Kickdynamic really brings our emails to life, moving us on to a different level from where we previously were and there is no doubt they improve the engagement with the emails as well as the aesthetics too.”**



**“Kickdynamic is a great tool that offers so much in improving customer engagement to our emails and overall look and feel. It’s been a great success and is very user friendly.**



**“Can’t imagine life without Kickdynamic and I’m really looking forward to seeing everything we do together in 2021 and beyond.”**

## **Customer** **Results**

**400%**  
ROI

**55%**  
CTR

**29%**  
increase in  
AOV

**71%**  
increase in  
conversion

**51%**  
increase in  
revenue

**73%**  
increase in  
orders



These strategies are tried, tested and proven by leading brands.  
If you're ready to take your email content to the next level and  
increase performance across the board, book a demo.



[hello@kickdynamic.com](mailto:hello@kickdynamic.com)

[hello@litmus.com](mailto:hello@litmus.com)

BOOK A DEMO



[www.kickdynamic.com](http://www.kickdynamic.com)

[www.litmus.com](http://www.litmus.com)

Trusted by leading brands

asos

Winter  
park

Boux  
— AVENUE —

bulk™

HUNTER

ENDY

mamas  
& papas

kate spade  
NEW YORK

MOBILES.CO  
UK  
The smart phone people

NEW LOOK

PRETTYLITTLETHING

op

dfs

studio

TED BAKER  
LONDON

FORTNUM  
& MASON  
EST 1707