



litmus

BEST PERSONALIZED EMAILS OF



A showcase of the best personalized emails of 2022

With 2022 firmly in the rear view mirror, it's time to take a look back and celebrate some of the best personalized emails Litmus customers have sent to their subscribers. Our customers have continued to deliver exceptional customer experiences in the inbox created with [Litmus Personalize](#), powered by Kickdynamic. Featuring live social signals, dynamically automated content, interactive polling and cutting-edge product design!

We have chosen some of the most innovative personalized emails sent throughout the year to feature in this 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.



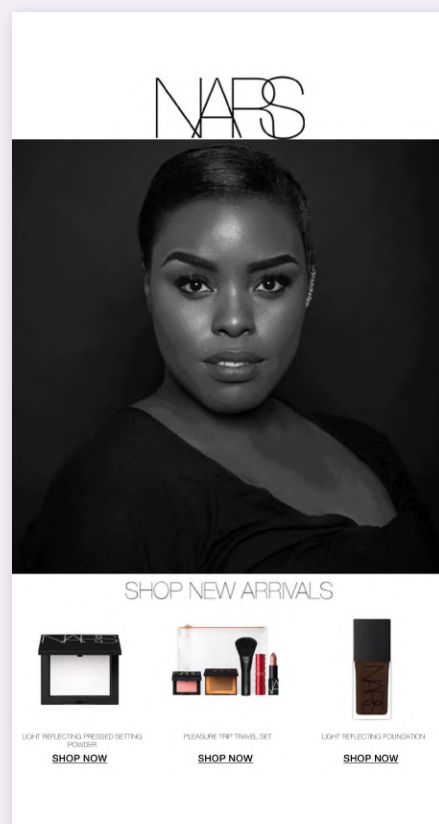
Automated content

Automating email content shouldn't be a challenge. Using existing technology such as product feeds and page scraping, marketers can easily achieve automated emails without having to do any heavy lifting (or hours of coding!).

Automated personalized content can be pixel perfect and combined with CRM data to personalize at scale.

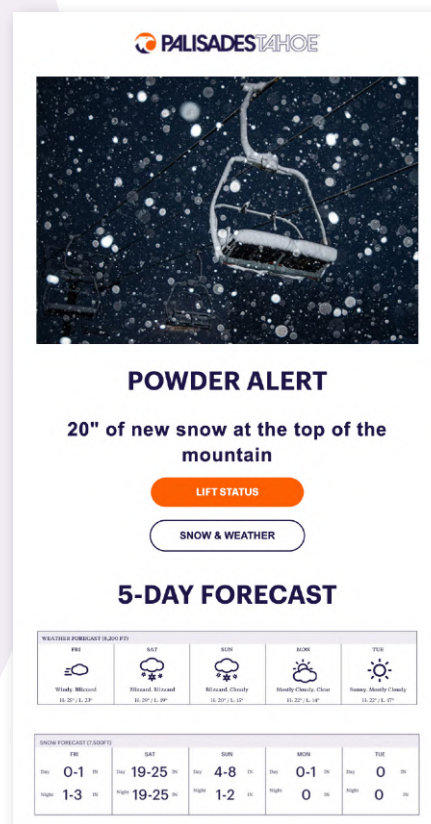
Live new-in products

The latest NARS products were featured in this “new in” email at every open. Everyday when the products updated on the NARS website our page scraper tool then automatically updated the email too. This is a great solution for teams wanting to be more efficient, replacing manual processes with automation.



Live snow report

This fully automated email gave openers all the latest information they needed before heading out to ski. API-powered, it featured the latest weather and snow reports alongside live information from the mountain, including how many inches of fresh, new snow had fallen.



Product automation and Klarna pricing

Kate Spade [integrated their shopping feed](#) to populate this email with the latest Minnie Mouse themed products. They also included the Klarna “buy now, pay later” pricing—this was done by creating a rule within [Litmus Personalize](#), which divides the product price into thirds, showing how much each installment would cost when purchasing through Klarna.



“I love this email - it’s got the real wow factor. Not only does it look great, the functionality is fantastic too. I’m such a fan of this brand and love it when their emails land in my inbox!”

Jordan Sawyer, Head of Litmus Personalize Account Management



£149

Was **£279**

Make 3 payments of £ 50
with **Klarna.**

kate spade
OUTLET

We like style synonymous with joy.

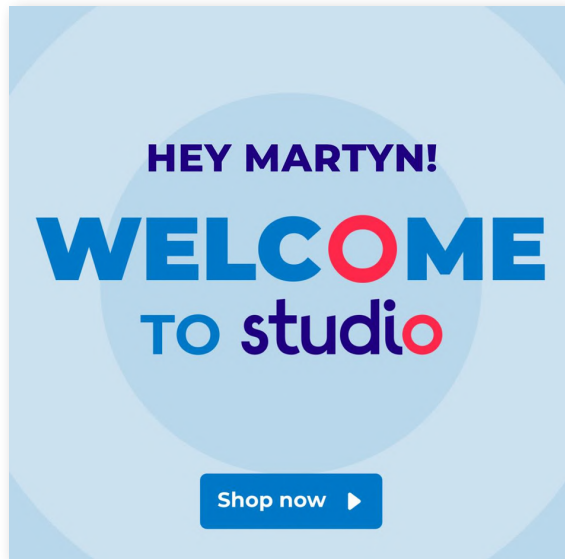
Your wardrobe is craving these

 £169 Was £419 Make 3 payments of £ 56 with Klarna.	 £99 Was £159 Make 3 payments of £ 33 with Klarna.
 £149 Was £279 Make 3 payments of £ 50 with Klarna.	 £49 Was £80 Make 3 payments of £ 16 with Klarna.

SHOP NEW ARRIVALS

Personalized images

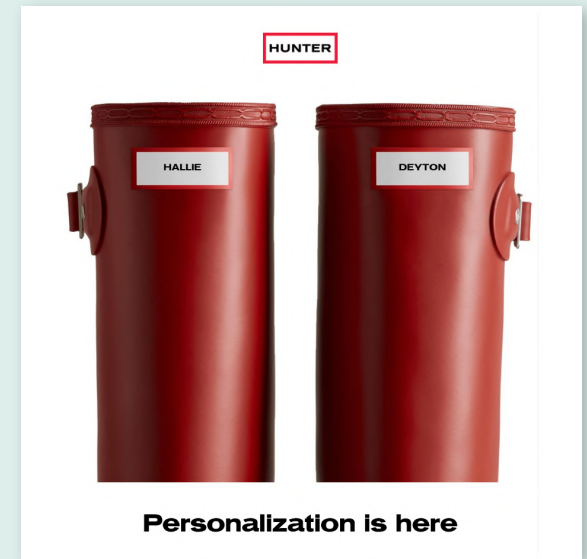
Eye-catching imagery with customer information is always a winner. Hero images with first name, personalized discount codes, or points balances are easy, [quick wins](#). Go further by including a first name on a [call-to-action \(CTA\)](#) for some extra wow-factor.



This example from Studio is jam packed with [Litmus Personalize](#) goodies! The personalized image—bright, bold, and eye-catching! Not only that, the email also displayed their latest bestsellers using [content automation](#).



[Black Friday](#) is one of the the most important shopping days for any retailer. This example from Mama's & Papas uses a personalized image to grab the recipients attention and encourage them to shop their Black Friday deals!



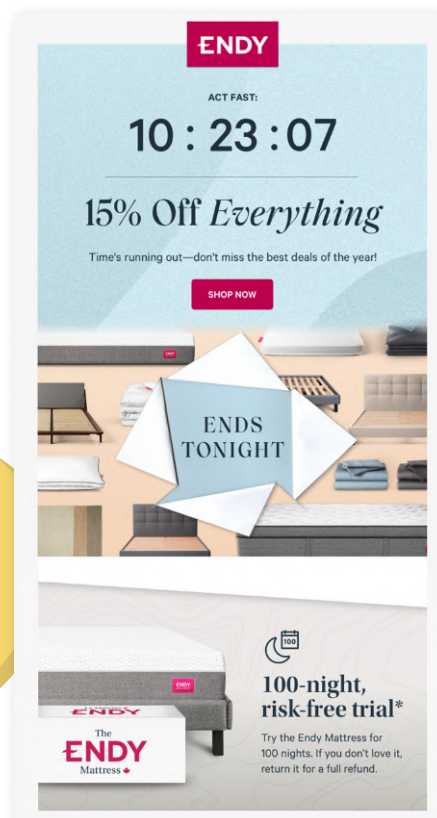
This example from Hunter boots promoting their new customizable wellington boots used customers' names to automatically personalize the image of the boots. Such a fun way to use the personalized image functionality!

Countdown timers

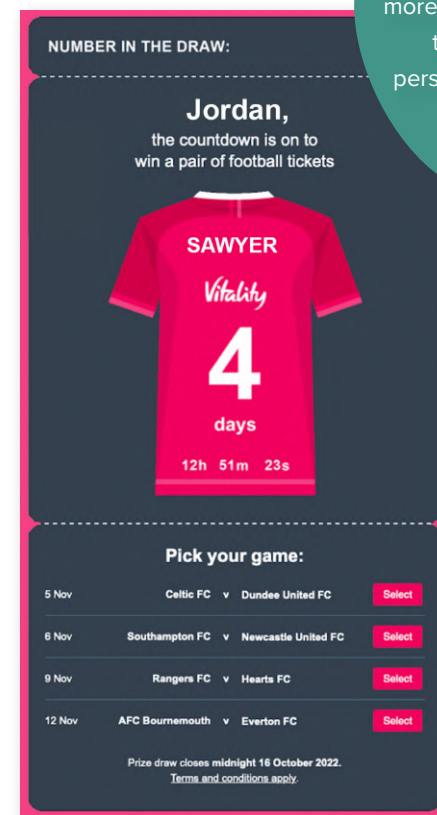
[Timers](#) are a tried, tested, and much-loved tool for email marketers. Timers are used for everything from countdowns to an event, to the end of a sale. (We even used them to countdown to [Litmus Live!](#)) As a powerful visual tool, countdown timers build anticipation and encourage action from the recipient.



Wow-factor was the name of the game when IKON Pass created this email counting down to the deadline for purchasing a pass for the 2022/2023 season. The bright colors and bold font really create an impact on the reader.



Endy used a countdown timer to promote their end of year sale. By using a combination of a simple countdown timer with an exciting header image they enticed customers to click, and shop of course!



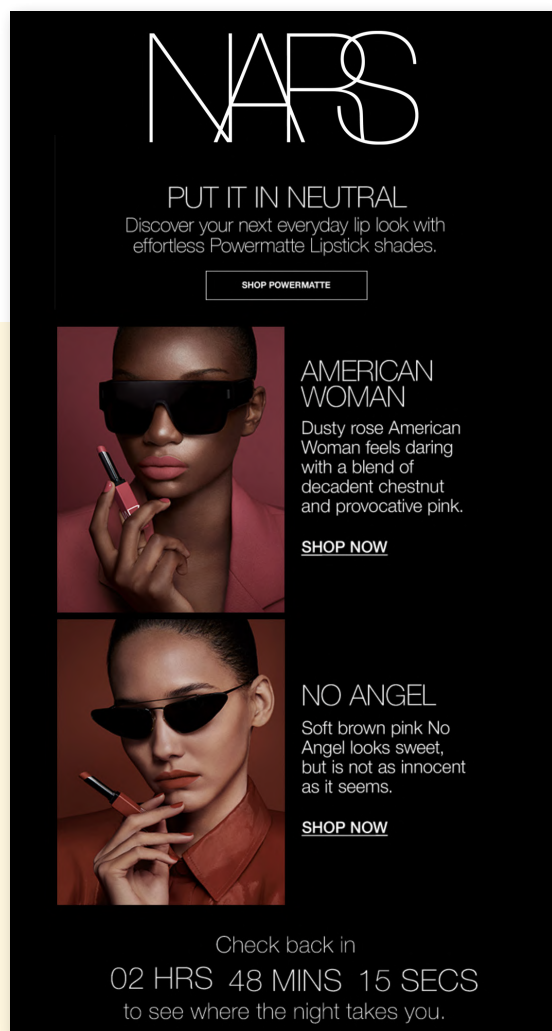
Vitality promoted their competition to win tickets to a Premier League Football match using an amazing timer which incorporated the countdown as numbers on the back of a football shirt. Back of the net!

2,000
more people entered
through this
personalized email!

Timed-based 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, information or deals.

DAYTIME IMAGERY



NARS

PUT IT IN NEUTRAL
Discover your next everyday lip look with effortless Powermatte Lipstick shades.

[SHOP POWERMATTE](#)

AMERICAN WOMAN
Dusty rose American Woman feels daring with a blend of decadent chestnut and provocative pink.

[SHOP NOW](#)

NO ANGEL
Soft brown pink No Angel looks sweet, but is not as innocent as it seems.

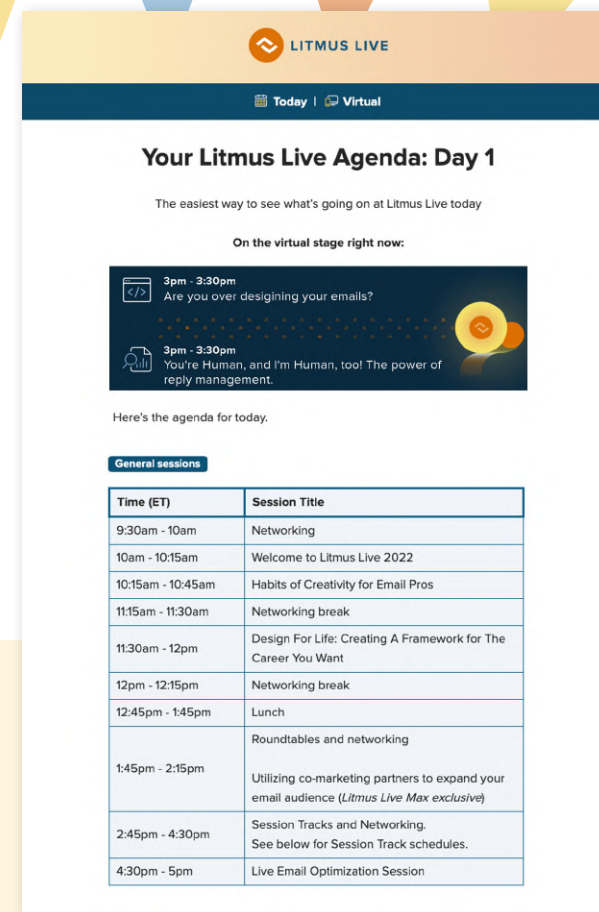
[SHOP NOW](#)

Check back in
02 HRS 48 MINS 15 SECS
to see where the night takes you.

NIGHTTIME IMAGERY



NARS created this email using a time-based rule builder. By doing this they were able to have the email content automatically change depending on the time of day it was opened. Recipients opening in the daytime would see neutral shades of lipstick, whereas nighttime openers saw evening inspired red lipsticks. It even had a countdown to when the content would be updating!



LITMUS LIVE

Today | Virtual

Your Litmus Live Agenda: Day 1

The easiest way to see what's going on at Litmus Live today

On the virtual stage right now:

3pm - 3:30pm
Are you over designing your emails?

3pm - 3:30pm
You're Human, and I'm Human, too! The power of reply management.

Here's the agenda for today.

General sessions

Time (ET)	Session Title
9:30am - 10am	Networking
10am - 10:15am	Welcome to Litmus Live 2022
10:15am - 10:45am	Habits of Creativity for Email Pros
11:15am - 11:30am	Networking break
11:30am - 12pm	Design For Life: Creating A Framework for The Career You Want
12pm - 12:15pm	Networking break
12:45pm - 1:45pm	Lunch
1:45pm - 2:15pm	Roundtables and networking
2:45pm - 4:30pm	Utilizing co-marketing partners to expand your email audience (<i>Litmus Live Max exclusive</i>)
2:45pm - 4:30pm	Session Tracks and Networking. See below for Session Track schedules.
4:30pm - 5pm	Live Email Optimization Session

Here is an example from our very own [Litmus Live](#) agenda email. We sent this to attendees with the upcoming schedule for the day. This was created with [content automation](#), but the thing that made this extra special was that we put in place time-sensitive rules, so the “On the virtual stage right now” section updated to reflect the current session, whenever the email was opened.

Polling

[Live polls](#) increase click-through rates (CTR) significantly and provide an up-to-date interest indicator. As subscribers open and click-through, the votes update—encouraging recipients re-open to see the poll results.



SHISEIDO
GINZA TOKYO

What does your skin deserve?
Show your skin some love
with your dream skin gift
VOTE BELOW FOR YOUR WINNER.

VOTE SMOOTH
34%
Opt for Benefiance and reveal
visibly smoother, plumped
skin in just 2 weeks.**

VOTE HYDRATION
27%
Choose Essential Energy for
3x longer lasting hydration.***

VOTE LIFT & FIRM
39%
Discover visibly lifted skin
in just 1 week* and firmer,
brighter skin in 4 weeks*
with Vital Perfection.

SHOP NOW

This poll from Shiseido is chic and elegant, just like the brand itself! By asking recipients which kind of treatment their skin needs, they are encouraging them to engage within the email.

mamas & papas

OFFERS CLOTHING FURNITURE PUSHCHAIRS NURSERY NEW IN

Bug
Help them grow
The 3-in-1 seat
that adapts as your
baby grows.

2,956 people are loving this!

Our clever 3-in-1 Bug seat has features that adapt to your baby as they get bigger – so you can use it for longer. Once your little one has mastered supporting their own head, the Bug will help them develop the core strength they need to sit up by themselves.

Shop Now

Choose your favourite

Pebble Grey
46% voted
Shop Now

Bluebell
22% voted
Shop Now

Blossom
32% voted
Shop Now

★★★★★
"Great product and well designed to last for a couple of years whilst they grow!"
Zoe

Mamas & Papas asked recipients to vote on which color baby seat they preferred. This is a great way to show potential customers variations of a certain product.

litmus

WEEKLY
10 November, 2022

Best Email Design B2B ROUND #1

Valpak
25%
Vote for this email
View larger

Salesforce
18%
Vote for this email
View larger

Response Labs
14%
Vote for this email
View larger

Ally Financial
43%
Vote for this email
View larger

Voting booth created by Litmus Personalize.

We used the polling functionality in our [Litmus Weekly](#) newsletter, asking subscribers to vote in this year's Litmus [Email Excellence Awards](#).

Social signals

[Live social proof](#) in email increases brand confidence and click-throughs. Displaying the engagement on a certain element of an email adds real social proof to email content.



This simple, yet effective email from Hunter Boots includes a counter of how many people are currently shopping their [Black Friday](#) sale at the base of their header image. Using wording like this creates a sense of FOMO, encouraging more people to shop.



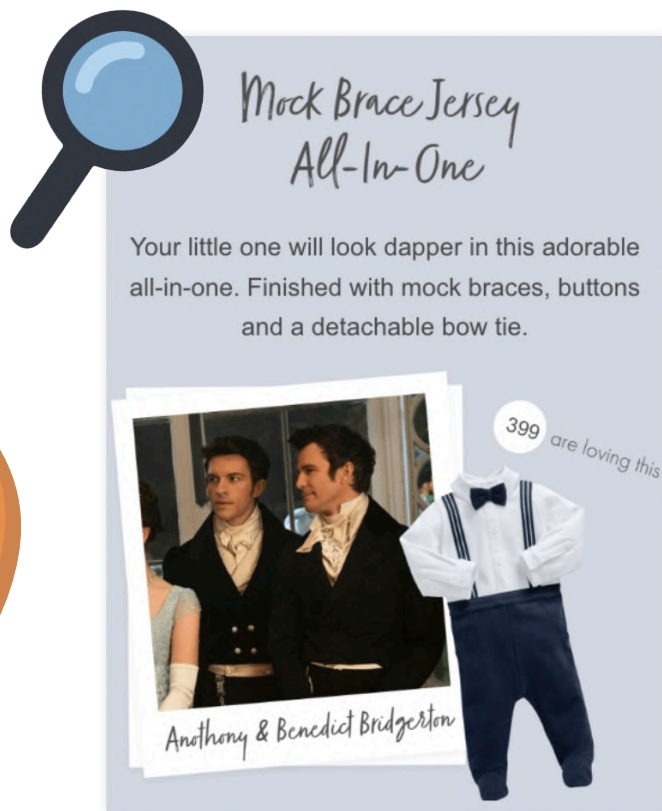
"Using a timer is a quick and easy way to drive urgency and encourage action from your recipients. Including a countdown timer in the header image is a seamless way to integrate them into personalized emails."

Jessica Horn, Senior Litmus Personalize Account Manager



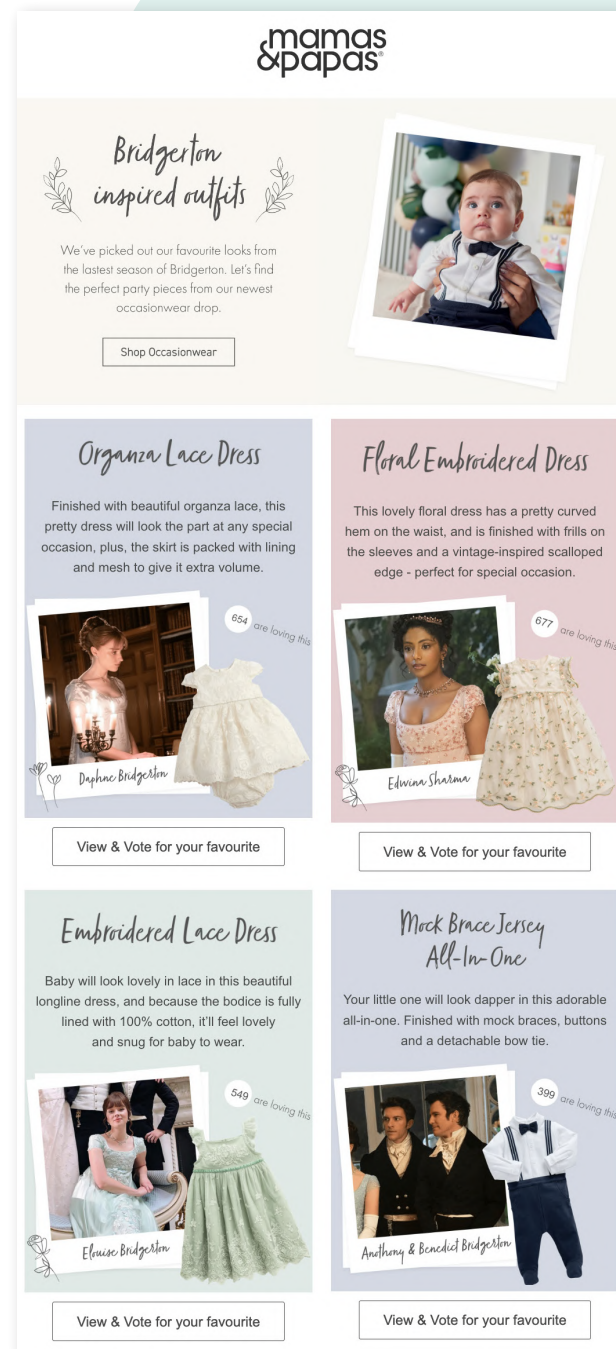
This Halloween email from PrettyLittleThing is anything but spooky. The pink color of the social signaling makes the message jump off the page and entice readers to click!

Mamas & Papas created this Bridgerton themed email, including social signals to show readers how many people were loving each of the outfits inspired by the show. We think this email would definitely be chosen as a diamond by Queen Charlotte!



26%

increase in revenue
could be achieved
when using
social signals



Email personalization is not as hard as you might think.

Personalization shouldn't be difficult. With the right technology in place, email personalization is achievable at scale and in every email you send. No matter what your business is, there's an opportunity to use automated email personalization—and benefit from it!

Ready to level-up your personalization?

See how [Litmus Personalize](#), powered by Kickdynamic, empowers you to use email personalization to create individualized experiences at scale.



Create individualized email experiences at scale

Get powerful results with uniquely personalized, engaging email experiences that boost customer loyalty and drive revenue with [Litmus Personalize](#), powered by Kickdynamic.

[Learn more](#)

[Subscribe today](#)



A little bit about us

Litmus provides the leading email personalization, optimization, and collaboration software for marketers. From pre-send campaign development, testing, and AI-driven content recommendations through [Litmus Personalize](#), powered by Kickdynamic, to post-send insights for future content optimization, Litmus improves marketing performance and boosts customer engagement. Drive conversion and revenue with Litmus' suite of solutions that enable users to efficiently build, test, and collaborate on large volumes of emails, while simultaneously creating highly personalized email experiences at scale.

With offices in Boston, San Mateo, and London and backed by Spectrum Equity, Litmus is used by major global brands across every industry, including 80% of the Fortune 100, top 10 retailers, 9 of the top 10 ecommerce brands and U.S. banks, and 23 of the top 25 U.S. advertising agencies. Learn more about Litmus at [litmus.com](#), subscribe to the Litmus [blog](#), or follow us on social media—[Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#).