DO THE HOLIDAYS right

REAL-TIME EMAIL EXAMPLES THAT MAKE A REAL IMPACT

LiVECLiCKER
Shine bright

Make the most of the moment by engaging your audience during the holidays. Not only are holidays an expected touchpoint, they’re a prime opportunity to provide valuable offers and playful experiences in email.

Sweeten the Fun

1-800-Flowers serves up a beauty. While their promotion can stand on its own, they use LivePoll to serve a gender-targeted question. They then retarget the opposite gender to show the results. Now men know what women want and women know what men want. Talk about a win-win!
If they have points, don’t forget to show their balance to spur them to action as seen in this header.

Offer a big discount and make sure you play it up with a large hero image.

Use LiveImage to show items and offers customers will be interested in.

Get creative! Use LivePoll to encourage interaction (and learn more).

Try creating polls based on gender or other segmentation.

Are there other occasions you can cross-sell, such as birthdays or anniversaries?
Surprise Them

Sun Tan City celebrates Thanksgiving by serving up one of four randomized offers in a scratch-and-reveal experience!
Promote your holiday message in a fun, engaging way with LiveReveal.

Have a new product? Scratch off a silhouette to reveal its features.

One primary message with one call-to-action is a great way to laser focus.

Remember that postcard messages are a great way to showcase your brand’s unique style.
MS Society uses LiveVideo to better convey the impact that donations provide for MS research and treatments. 

75% Saw a 75% uplift in email donations over last year’s campaign.
Consider using LiveVideo to embed a special holiday message or leverage pre-existing video assets.

Adding video to email can boost click-through rates by 200-300 percent (Forrester Research).
LEGOLAND amps up the fun with scratch-off bricks on “Brick Friday.”

Benjamin, take a look at these exclusive offers!
Take advantage of animations and other personalization for a fun experience.

Create a sense of urgency by highlighting offer timeframes and when they expire.

Scratch-off bricks are extremely interactive. Consumers can’t resist!

Don’t just use one! Use LiveReveal for multiple offers and discounts.
A Holiday, You Say?

Chico’s celebrates “United Against Ironing Week,” a holiday created to promote their wrinkle-free clothing line.
Everyone loves a celebration! Make up your own holiday to celebrate a feature about your products or services.

Use LiveScrape to display fresh content such as new products.

Play off of existing art icons, but within your brand’s style, to draw immediate recognition.

Close the email with great offers they can’t refuse.
Liveclicker's advanced experiences are a proven way to increase loyalty, conversions, sales, and profits. We hope these samples helped you learn many best practices for improving your email marketing. But if you have any questions or need more help, please contact us today at sales@liveclicker.com.