

**Livclicker**  
by MARIGOLD™

Maximizing engagement  
with the latest advancements in

**real-time  
personalization**

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# The state of marketing

Email continues to be one of the most impactful digital marketing channels. Consumers make more purchases from email than any other marketing channel, including social media and banner advertisements.<sup>1</sup> While less popular overall, mobile push and in-app alerts play an important supporting role, with slightly higher engagement among younger audiences.

In an era where competition for attention is higher than ever, personalized content is the way to win. Empowered with the right technology, marketers can deliver personalized messages to their audience to nurture a positive relationship.

<sup>1</sup>2025 consumer trends index, Marigold.

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# 40%

of consumers have cited

**frustrations with receiving  
irrelevant content or offers  
from brands**

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# New possibilities

There are many ways that data-driven technology can enhance your marketing.

**Some of the possibilities include:**

Data driven  
recommendations that  
put the right content  
and offers in front  
of every customer

Time-of-open  
personalization that  
keeps your messages  
relevant whenever your  
recipients open them

Multimedia content  
that enriches the  
inbox experience with  
countdown clocks,  
interactive elements,  
coupon codes, and  
video content

# Personalization and relationship building

A customer-centric approach is the cornerstone of modern marketing. Tailoring your email and mobile content to your recipients has to be part of that.

When recipients feel that the communications they receive are tailored specifically for them, they are more likely to engage, click, and convert. The vast majority of consumers say that personalized offers are critical for making them feel seen and valued.<sup>1</sup>

<sup>1</sup>2025 consumer trends index, Marigold.

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## 64%

of consumers say that

personalized offers are critical for making them feel seen and valued.

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## 73%

of consumers

like personalized offers based on their past purchases.

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Personalization and  
relationship building

Zero party data

Building trust with your customers starts and ends with data. The kind of data you collect, how you collect it, and how you use it all shape how much your customers will trust your brand.

Data shared willingly by customers is more valuable, more useable, and more accurate than any other.

**Did you know...** that consumers will share their personal, psychographic, and behavioral data with brands in exchange for a chance to win something (83%), unlock content (61%), and feel part of a brand’s community (52%)?<sup>1</sup>

This creates new opportunities for powerful personalization.

<sup>1</sup>2025 consumer trends index, Marigold.

Ensuring relevance

We all receive marketing messages every day. Only the most relevant items will grab our attention. To differentiate yourself from the noise, you can create hyper-personalized content using the following:

Geo-location

Weather conditions

Operating system

Device type

Browser type

Adding this data opens up new ways to create customer experiences that feel more engaging, more personal, and more meaningful.

# Harnessing the power of real-time data to deliver real-time personalization

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Real-time data can be an absolute game changer for boosting engagement.

When you want to stand apart from your competition in the inbox consider adding relevant content and context such as changes in weather. On cold days, focus your messaging on indoor activities, online shopping, or consuming media content. On warmer days, direct customers to new places and adventures they can enjoy in their local area.

After a campaign is sent, many things can change. With real-time data and personalization, you can update offers and recommendations to reflect the latest promotions and stock levels, right up until the moment the message is opened.

# How Marigold Liveclicker can help

Liveclicker brings your campaigns to life with interactivity, dynamic content, and real-time updates.

Capture the attention of your audience with engaging personalized content that holds their interest from open to click.

Adapt your content to the context of your customer. Celebrate birthdays, loyalty point milestones, or simply promote your best rainy day offers on a day when it is actually raining.



# Liveclicker

by MARIGOLD™

A full suite  
of content,  
activated at the  
moment of open



### LiveImage

Assemble the perfect email with this building block of real-time personalization.



### LivePoll

Engage recipients with questions and live in-email results.



### LiveReveal

Captivate consumers with scratch-off offers or live promotion codes.



### LiveFeed

Call any third-party API for endless personalization potential.



### LiveForecast

Keep subscribers comfortable and dry with real-time local weather data.



### LiveTimer

Create a sense of urgency to drive conversions.



### LiveSlides

Embed a series of images to create a smoothly cycling slideshow.



### LiveCalendar

Reach beyond the inbox to fuse email with calendar apps.



### LiveCoupon

Implore openers to act with personalized coupons.



### LiveRender

Display live animated charts for rewards and loyalty programs.



### LiveScape

Display current articles, product availability, fares, and more.



### LiveVideo

Real embedded video with bulletproof fallback content.



### LiveSocial

Display live feeds from Bazaarvoice, IG, FB, PowerReviews, and more.



### LiveTracker

Empower your customers with current package tracking in email.



### LiveMap

Point customers in the right direction with geo-targeted maps.



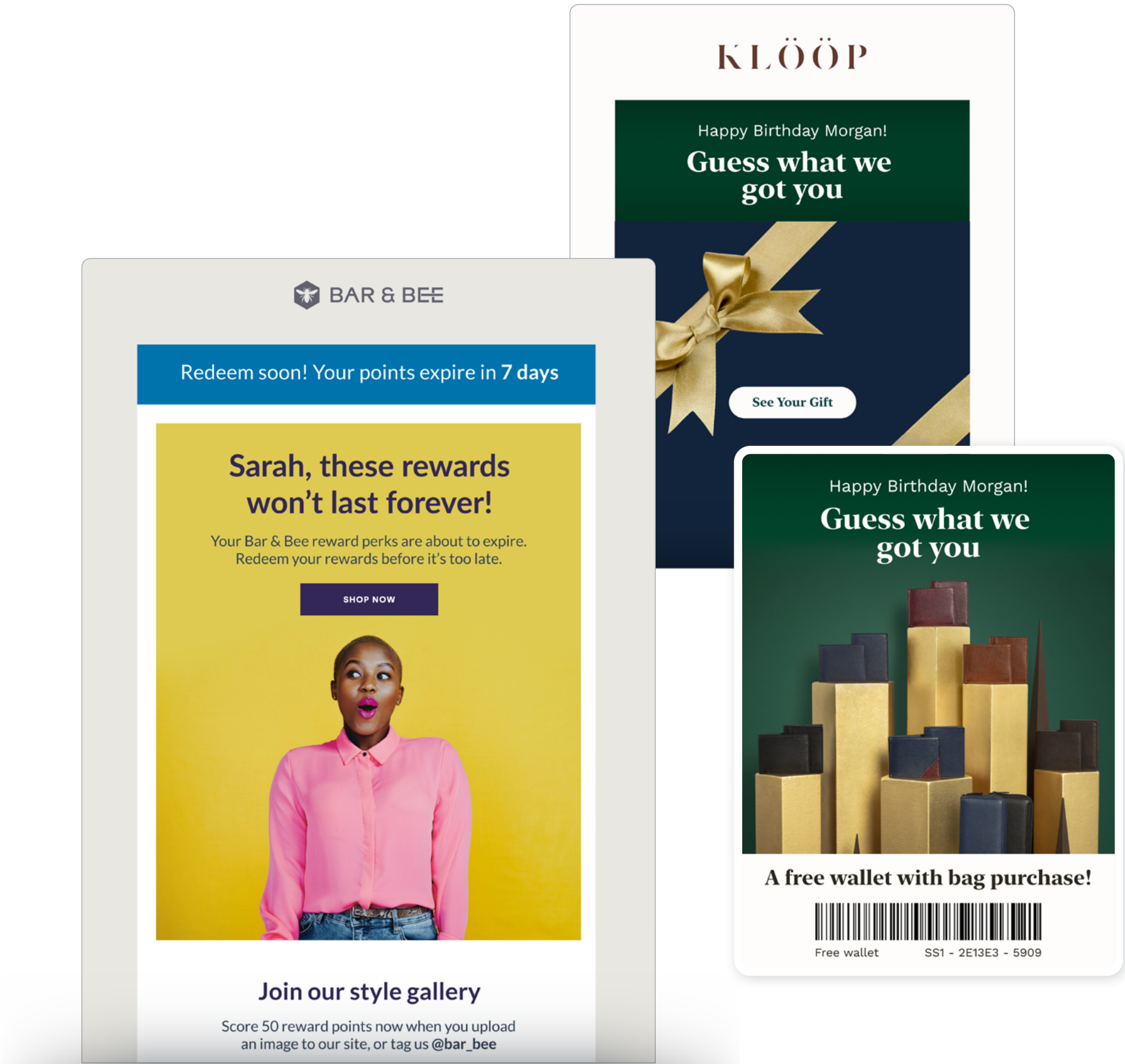
Use cases for retail

Make discount codes personalized, interactive, and urgent

89% of consumers find value in receiving discounts or coupons from brands.<sup>1</sup> With the LiveCoupon feature, you can capitalize on the popular desire for discounts with personalized coupon codes.


Make the experience interactive with LiveReveal, which allows recipients to virtually “scratch off” the code. And to enhance conversion, integrate LiveTimer, which displays a live countdown clock to create a sense of urgency.

<sup>1</sup>2025 consumer trends index, Marigold.







Use cases for retail



Alice Blush Crossbody  
\$159.00



Metro Tote  
\$285.00



Dottie Gold Clutch  
\$129.00

**Your order #3462905  
is on the way!**

—●—●—●—●—

CURRENT LOCATION  
**New Jersey**

**Experience a new  
way to shop  
online at Kloop!**

**Download the App**

Provide live shipping status,  
directly within the email


A customer has made an exciting purchase and cannot wait for it to arrive. Set their mind at ease with LiveTracker. This feature allows customers to monitor real time shipping progress directly from the original email. No clicking or external links required.

**Amotrio**

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**Back in stock!**

You have great taste! Don't let this be the one that got away...



**HURRY!** Only 8 left in stock.

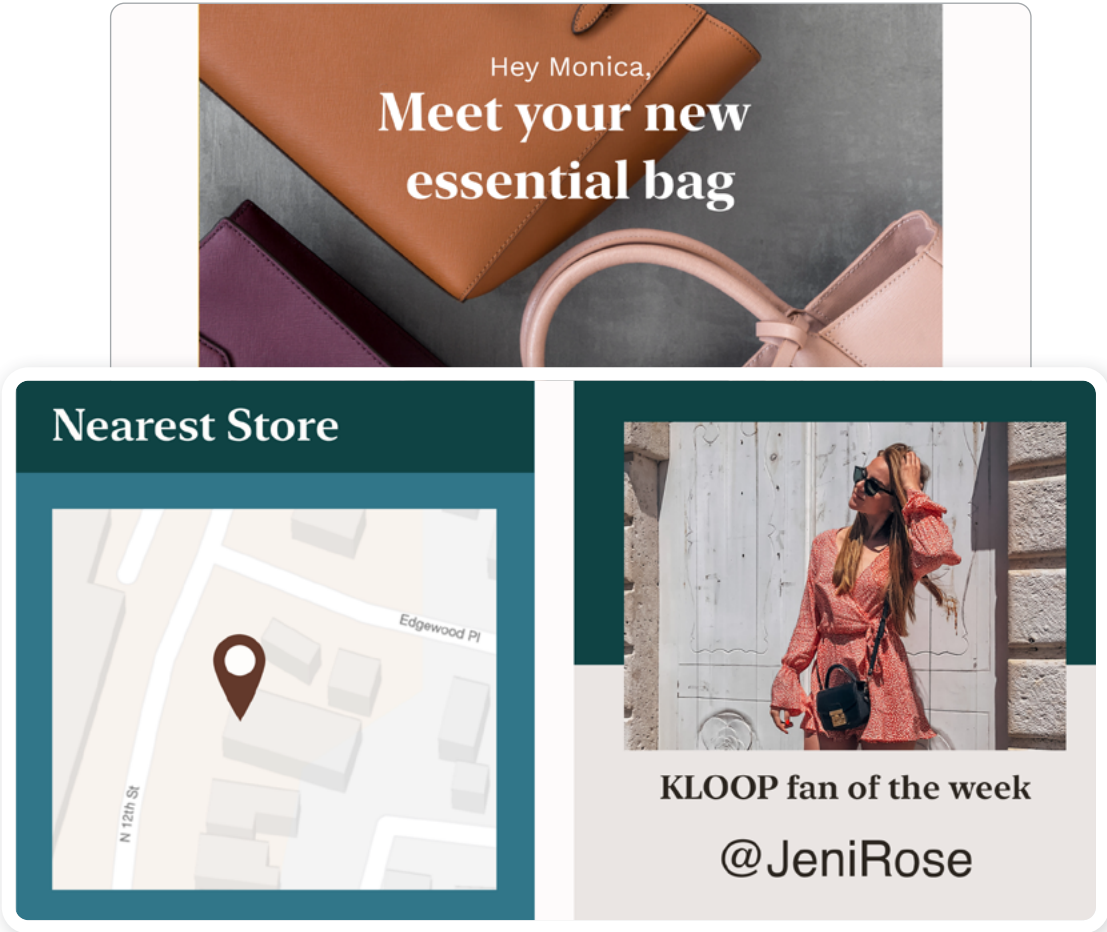
**TAKE ME HOME**

Account for inventory  
changes in real-time

Your product stock and availability is always changing. With the power of LiveFeed you can ensure your marketing content is always promoting the products that are available right now. You can even change pricing dynamically if situations change.

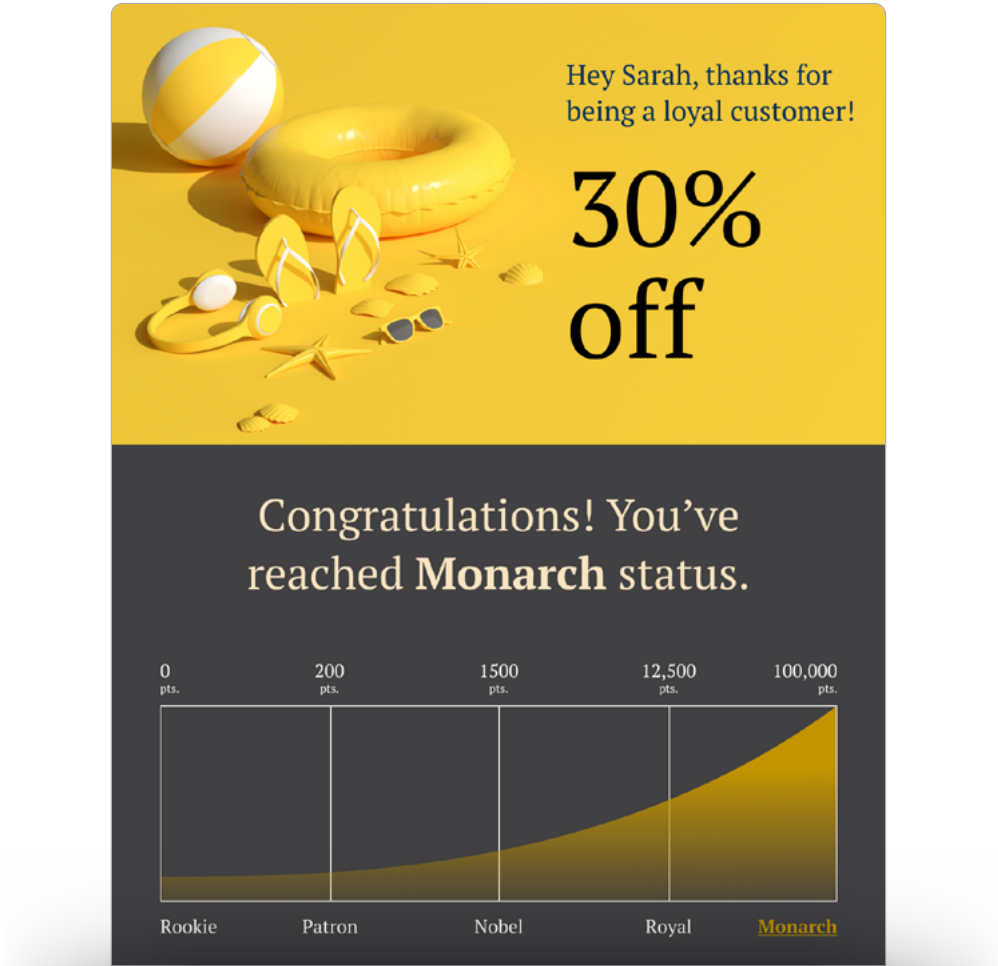


Use cases for retail



Signpost customers to your local stores with LiveMap

Always show customers your nearest physical location, wherever they are.

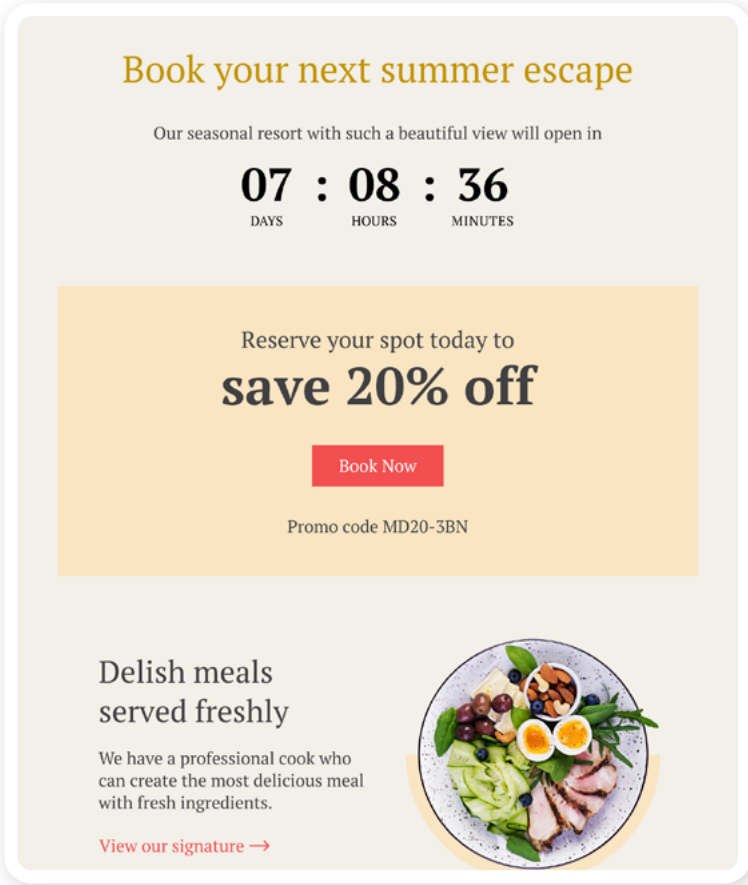


Bring loyalty rewards to life with Liveclicker and LiveRender

Increase the excitement of loyalty with animated progress bars and personalized savings summaries.

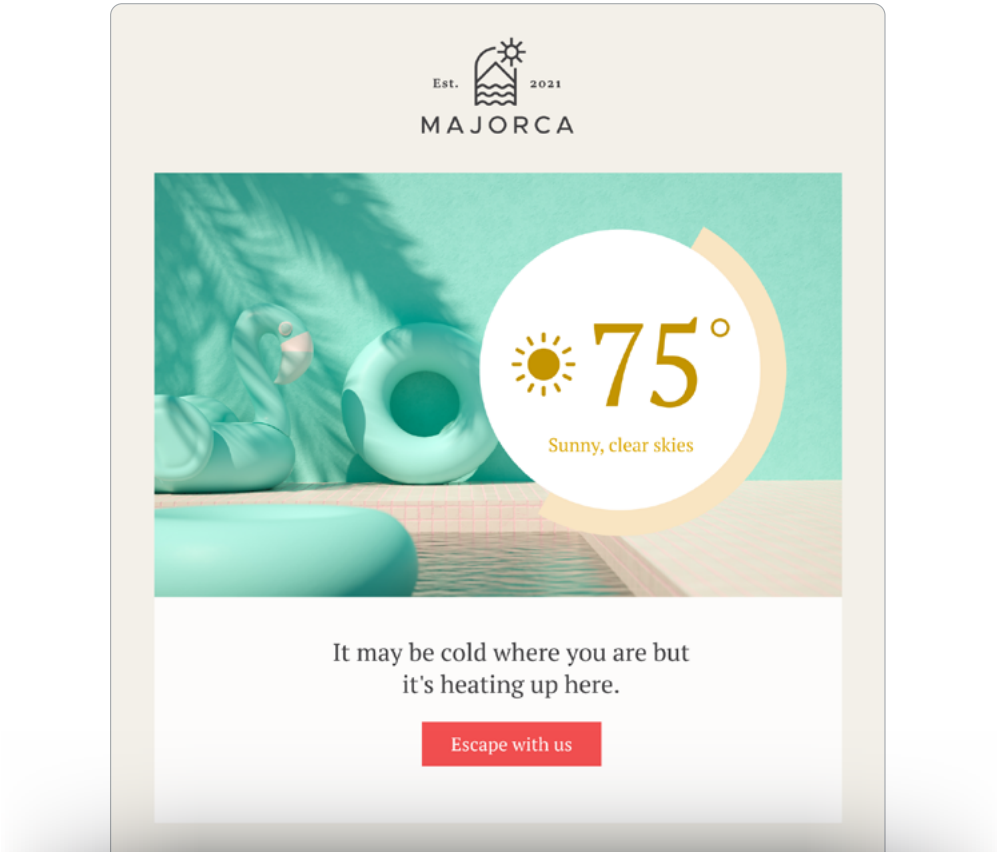


Use cases for travel and hospitality



Ensure promotions are always accurate with LiveFeed

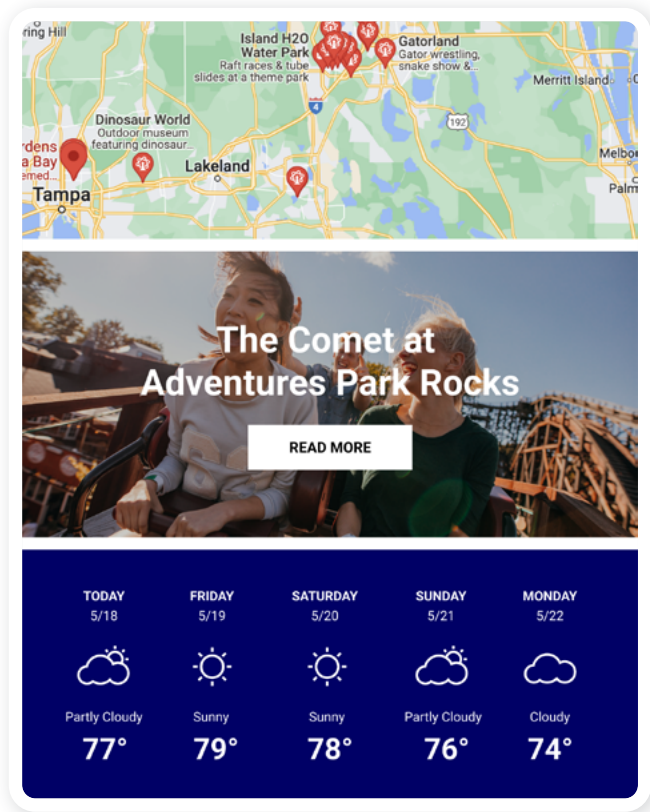
Make sure your customers always see accurate availability whenever they open your booking emails.



Capture the moment with LiveForecast, whatever the weather

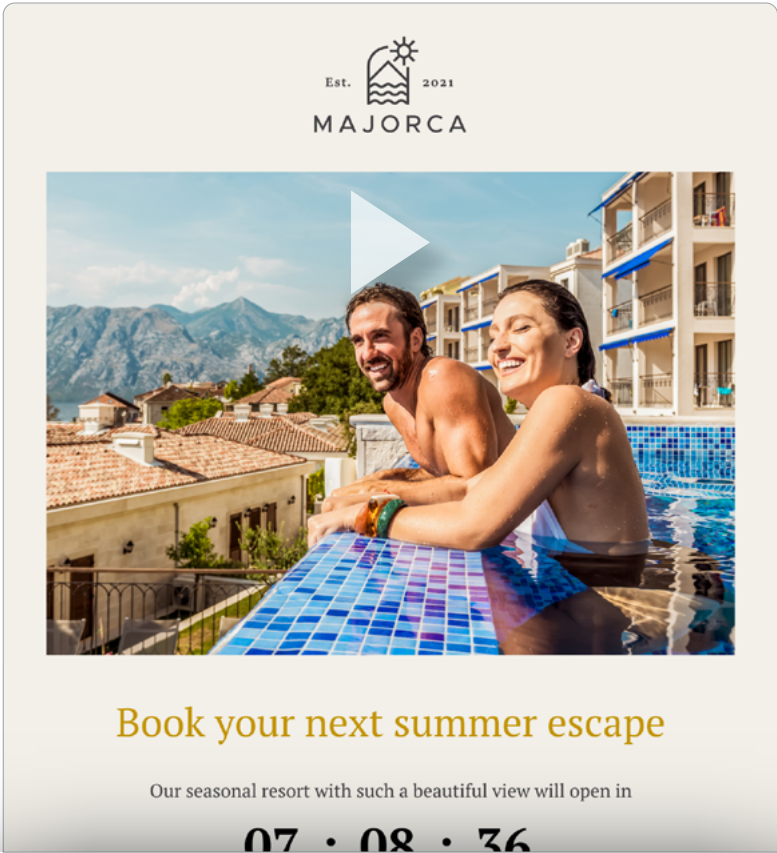
Warm your customers with sunny beaches on cold days, or lure them to snow-capped mountains when conditions are perfect for winter sports.

Use cases for travel and hospitality



Simplify the pre-trip experience

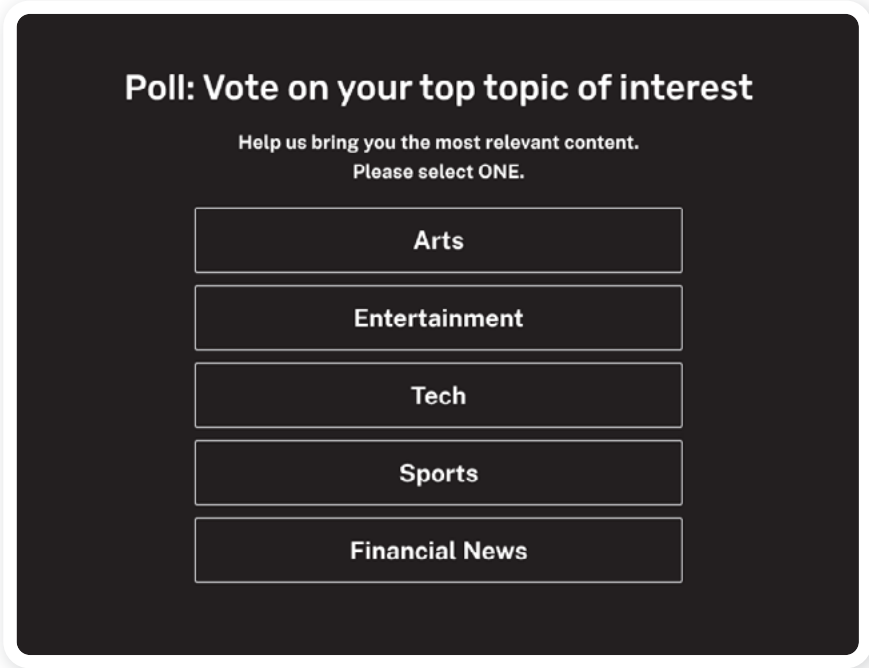
Combine LiveForecast and LiveMap to provide information and advice to your leisure customers. Reduce their travel stress with real-time traffic overlays and key local updates.



Embed compelling videos

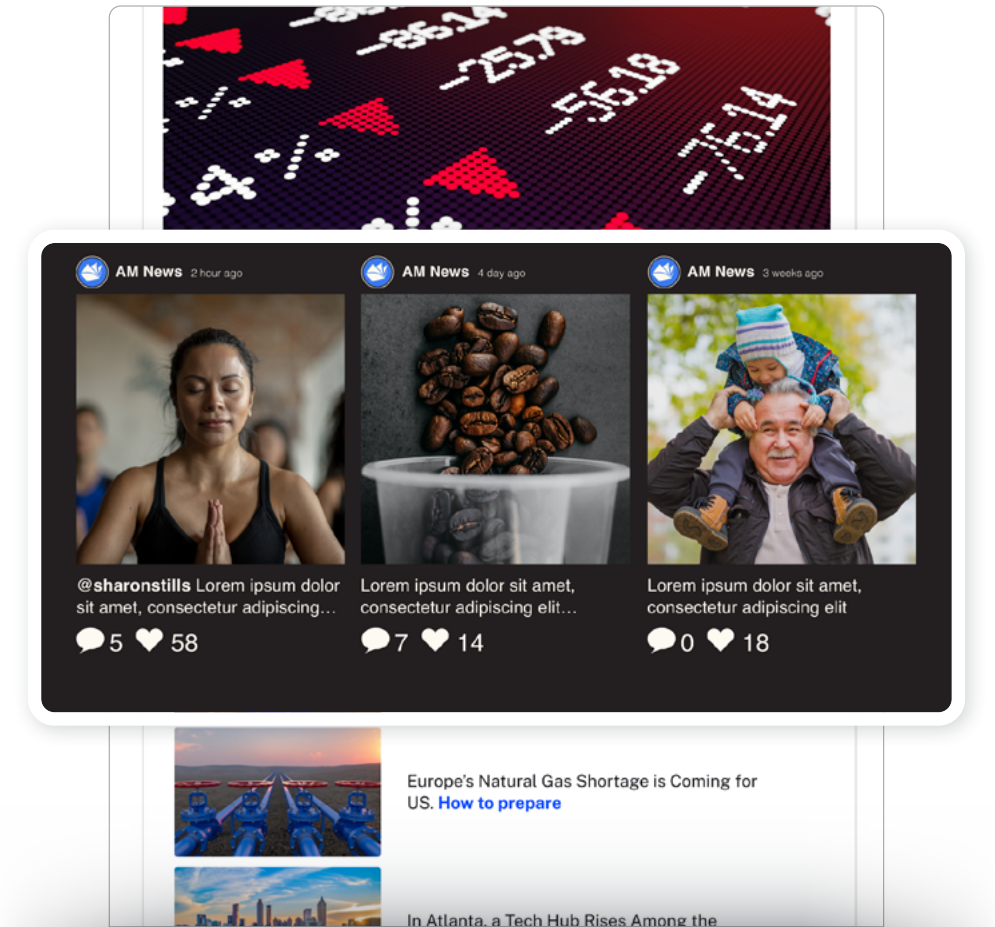
Captivating visuals can move the needle for undecided travelers. LiveVideo brings the power of visual storytelling into your messages, letting recipients watch embedded videos right from their inbox with no extra clicks needed. Whether it's a virtual tour of lodging and amenities, or an exciting outdoor adventure, LiveVideo allows you to showcase key selling points without disrupting redirects to video or social media sites.

Use cases for media and publishing



Entertain your audience and enrich your data

Understanding your audience is the key to creating content that resonates. LivePoll enables you to collect valuable insights from viewers and readers via interactive polls and surveys. Give your audience the chance to make their voice heard, while also gaining valuable insights into their opinions and preferences.

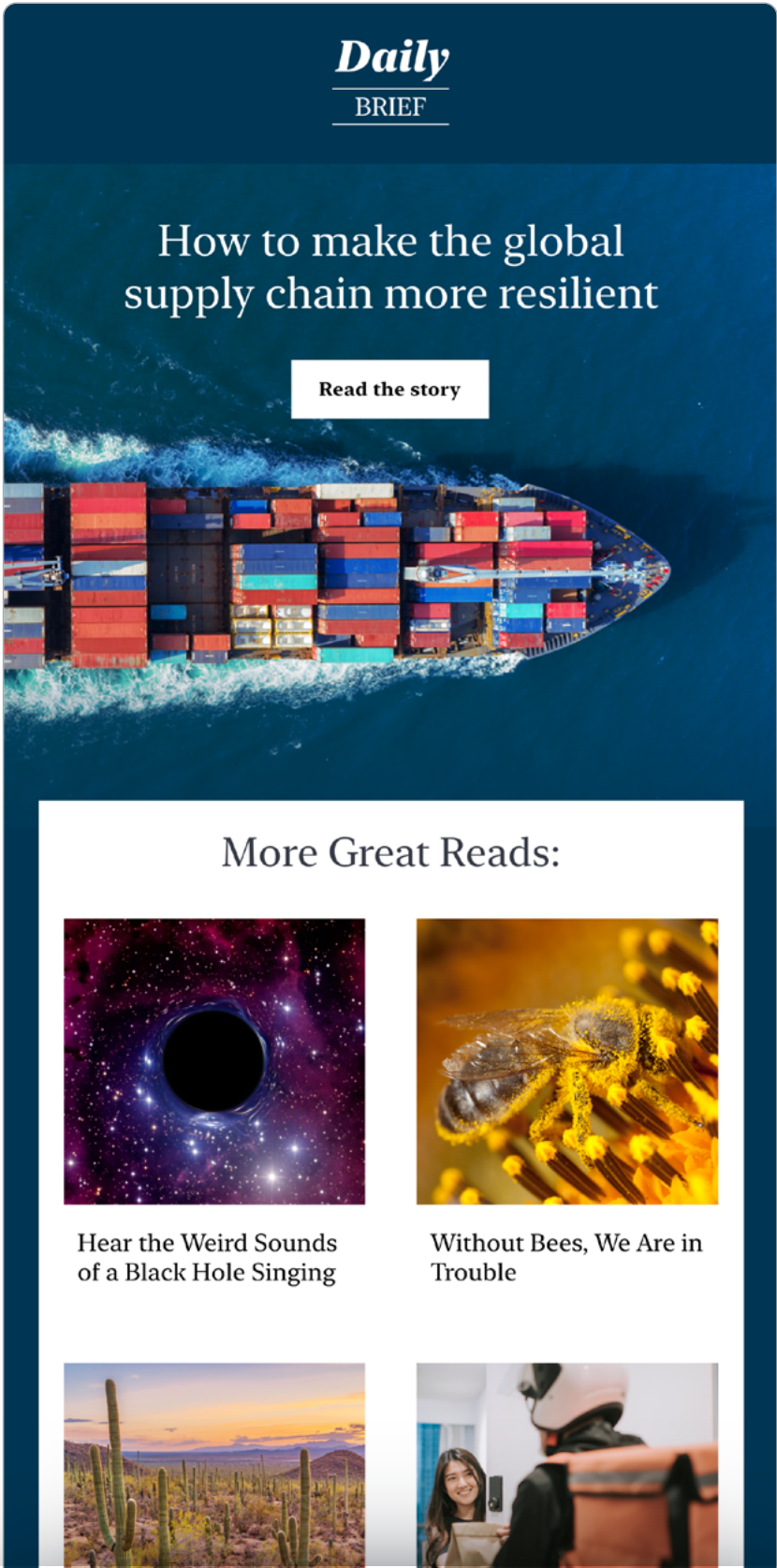


Drive cross-channel engagement with social media feeds

Showcase your social content with LiveSocial and enrich your emails with the latest information. Embed specific campaigns or tags and ensure you emails contain an engaging feed.



Use cases for media and publishing



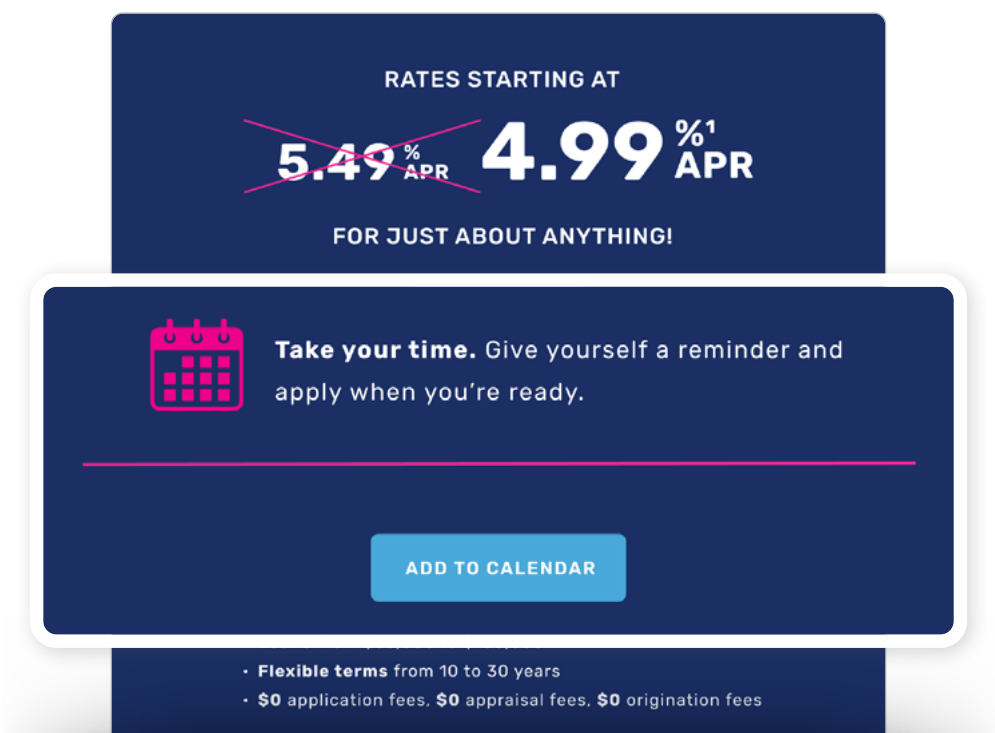
Provide the most timely articles and stories

You can't spell news without new. Thanks to LiveScribe you can dynamically update your emails with content from your website. Whenever a customers opens their email they will always see the latest and greatest.



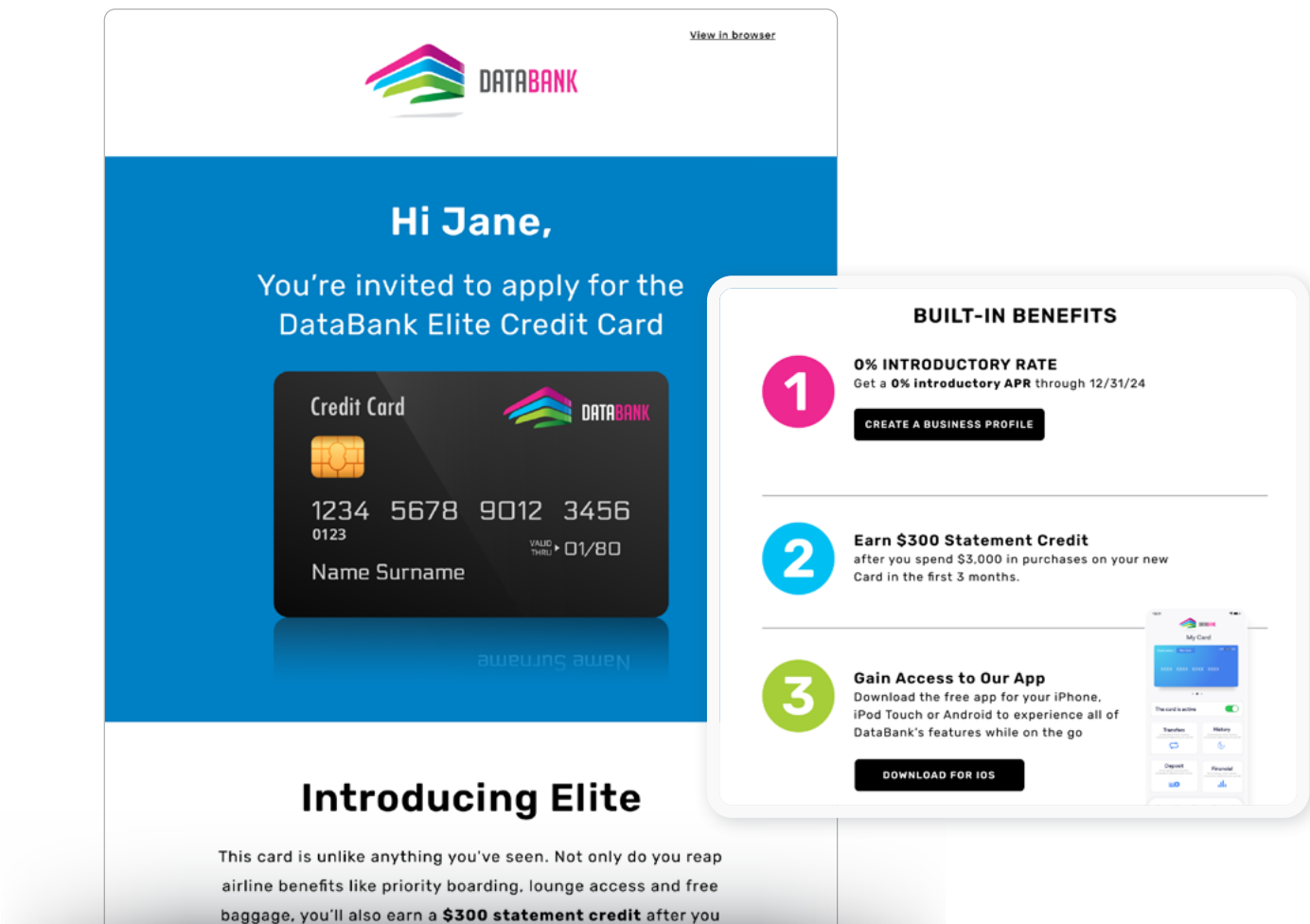


Use cases for financial services



Encourage appointment bookings with calendar integration

Giving clients and prospects the option to add bookings to their calendar—directly from the email—is a helpful tactic for increasing conversions. Utilize LiveCalendar to drive appointment bookings by sending next available appointments to recipients.



Reflect real-time price and rate changes

If your recipients view an email a day later, will the prices and rates included still be accurate? Account for fluctuations with LiveFeed, ensuring information populated from data sources will always be accurate when the email is opened.

# Final word

So, if you're looking for a way to...

- ☐ Create the most engaging messages you have ever sent
- ☐ Feel confident your offers and stock are always up-to-date and relevant
- ☐ Share rewarding experiences with your most loyal customers

Then we would love to **talk to you**.

# MARIGOLD™

**Request a demo today**

# MARIGOLD™

Marigold is a leading cross-channel marketing platform, with solutions for email, SMS, loyalty, and personalization, helping brands transform their relationships with customers.

As the trusted partner behind the world's most recognized brands, including Air New Zealand, Chipotle, Hiscox, KFC, Kraft Heinz, The Atlantic, and more—Marigold delivers relevant brand experiences that cut through the noise and drive real impact.

Marigold was born through a merger of industry-leading marketing platforms Cheetah Digital, Sailthru, Selligent, Liveclicker, Emma, and Campaign Monitor, and powers billions of customer interactions annually.

Learn more at [meetmarigold.com](https://meetmarigold.com).