MAXIMIZING ENGAGEMENT

with the Latest Advancements in

Real-Time Personalization

MARIGOLD™
LIVECLICKER

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The State *of* Email Marketing

Emails 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.[1]

51% *of consumers have cited frustrations with* RECEIVING IRRELEVANT CONTENT OR OFFERS FROM BRANDS

In 2024, half of consumers said they were frustrated by irrelevant content or offers.[1] In an era where competition for attention is higher than ever, personalized content is the way to win. Empowered with the right technology, email marketers can deliver personalized messages to their audience in a way that nurtures a positive relationship.

1   "2024 Global Consumer Trends Index Report," Marigold, 2024.

New POSSIBILITIES

Although HTML for email advances slowly, there are many other ways that technology can enhance your emails.

Some of the wonderful possibilities include:

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

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

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

Personalization & Relationship Building

Taking a customer-centric approach and tailoring your email content to your recipients is the cornerstone of modern marketing.

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 the brands that they consider their favorites are the ones that treat them like an individual.[1]

85% of consumers say that their favorite brand treats them like an individual

63% of consumers say they'll pay more to shop with the brands that have earned their loyalty

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Personalization & 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, is pivotal to how much your customers will trust your brand.

One of the key pillars of relationship marketing is zero-party data. We strongly believe that 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 behavioural data with brands in exchange for a chance to win something (81%), unlock content (60%), and feel part of a brand's community (55%)?[1] When done correctly, this unlocks a whole new world of personalisation opportunities.

1   "2024 Global Consumer Trends Index Report," Marigold, 2024.

Personalization & Relationship Building

ENSURING RELEVANCE

We all receive huge numbers of 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 into your strategy will unlock new ways to create engaging and delightful customer experiences.

Harnessing the Power of Real-Time Data for Real-Time Personalization

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 an email campaign is sent, many things can change. Using real-time data and personalisation you can update offers or recommendations to reflect the latest promotions and product stock levels.

How *Marigold Liveclicker* Can Help

Liveclicker brings your email campaigns to life with interactivity, dynamic content and real-time updates. Capture the attention of your audience with engaging personalized content that keeps them engaged from open to click.

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

MARIGOLD™ LIVECLICKER

A full suite *of* content

ACTIVATED AT MOMENT OF OPEN

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

LiveFeed
Call any third-party API for endless personalization potential.

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

LiveRender
Display live animated charts for rewards and loyalty programs.

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

LivePoll
Engage recipients with questions – and live in-email results.

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

LiveCalendar
Reach beyond the inbox to fuse email with calendar apps.

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

LiveTracker
Empower your customers with current package tracking in email.

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

LiveTimer
Create a sense of urgency to drive conversions.

LiveCoupon
Implore openers to act with personalized coupons.

LiveVideo
Real embedded video in email with bulletproof fallback content.

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

## Make Discount Codes Personalized, Interactive & Urgent

91% of consumers find value in receiving discounts or coupons from brands.[1] 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.
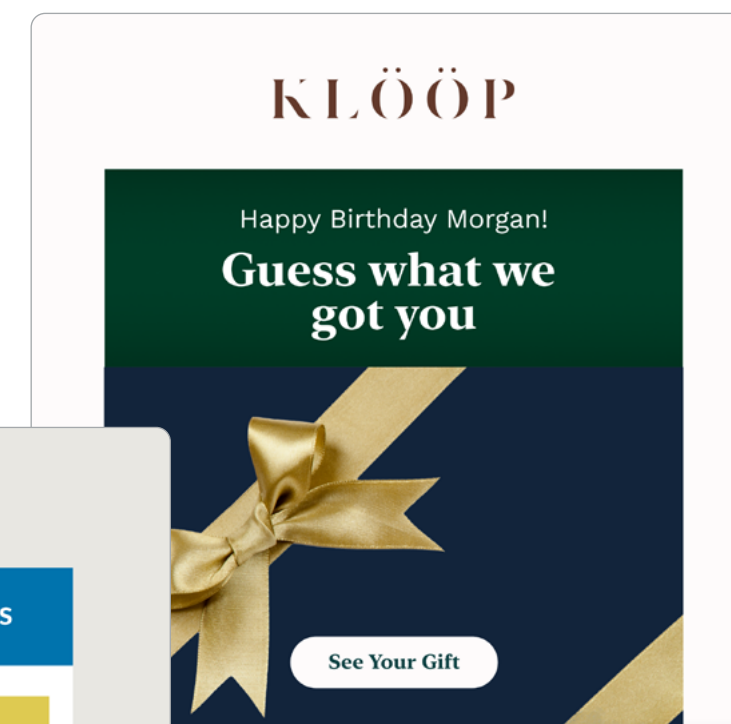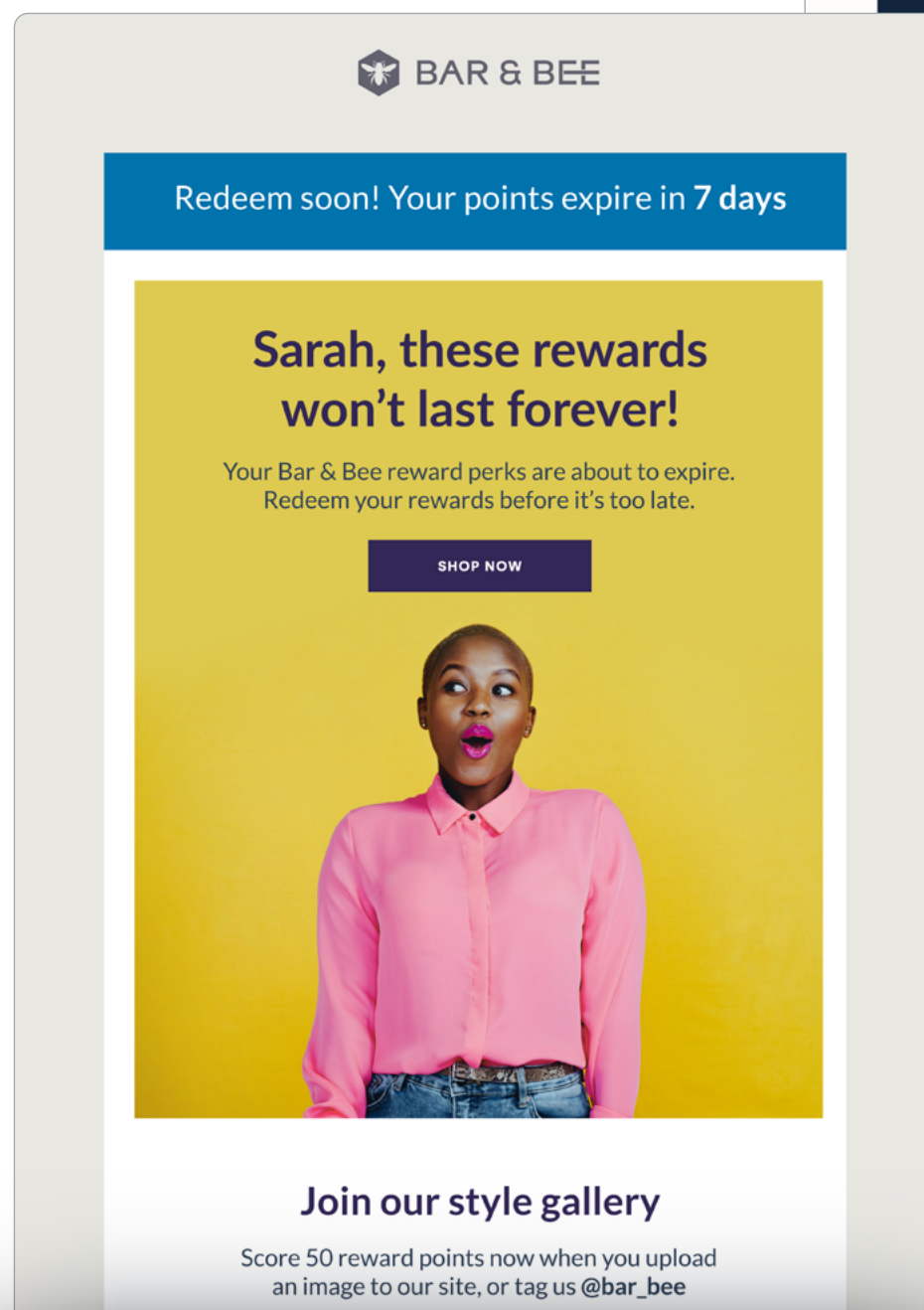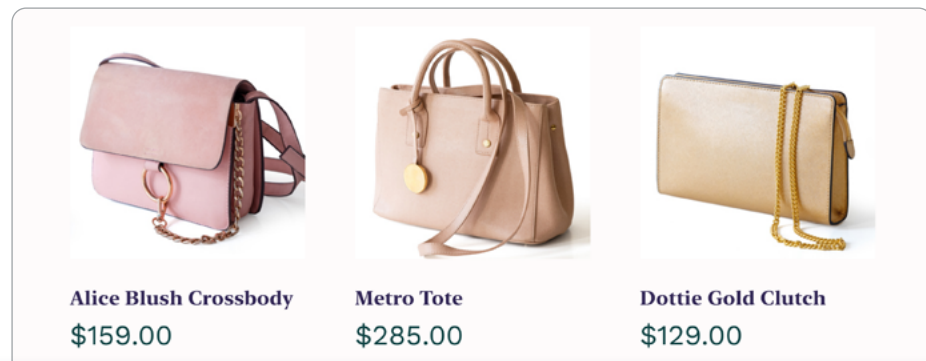
Provide Live Shipping Status, Directly Within the Email

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.

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, all within the original email.

USE CASES *for* Retail
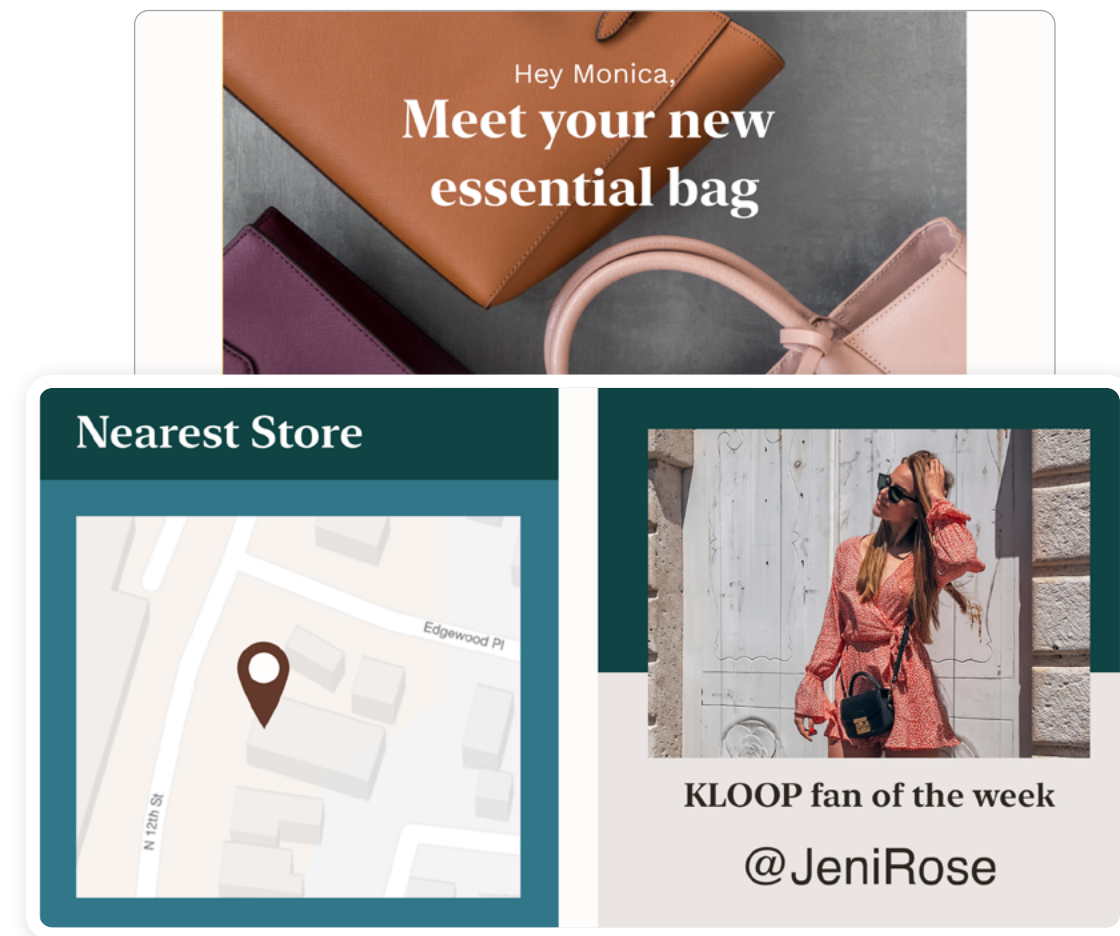
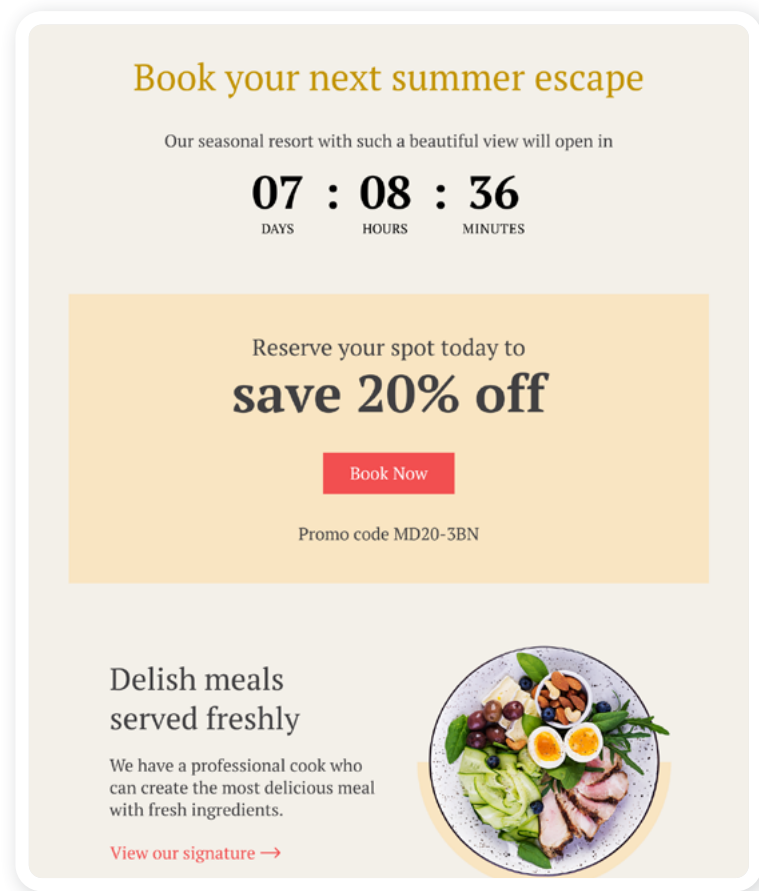## Signpost customers to your local stores with LiveMap

Always show customers your nearest physical location, wherever they are.
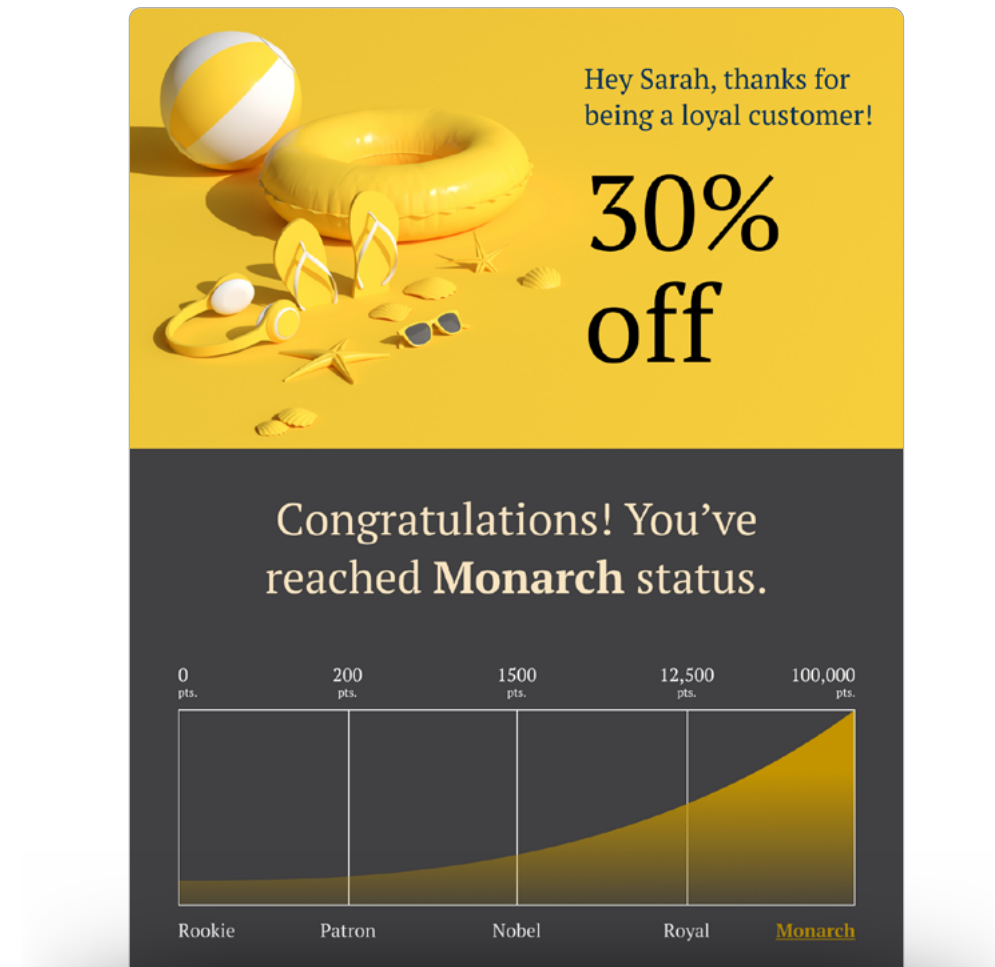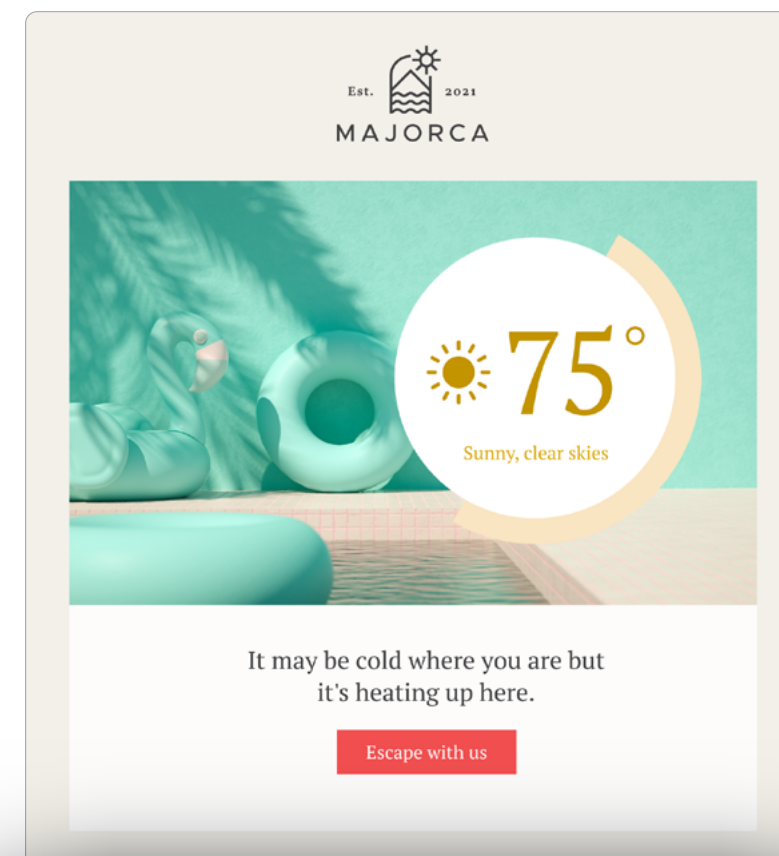
Bring loyalty rewards to life with LiveRender

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

USE CASES *for* Travel & 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 & Hospitality
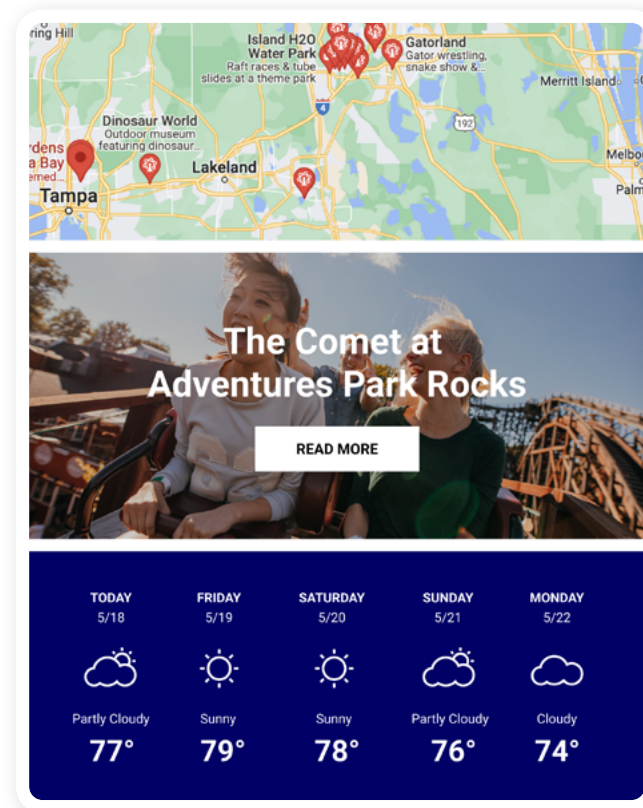

Simplify the Pre-Trip Experience

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.
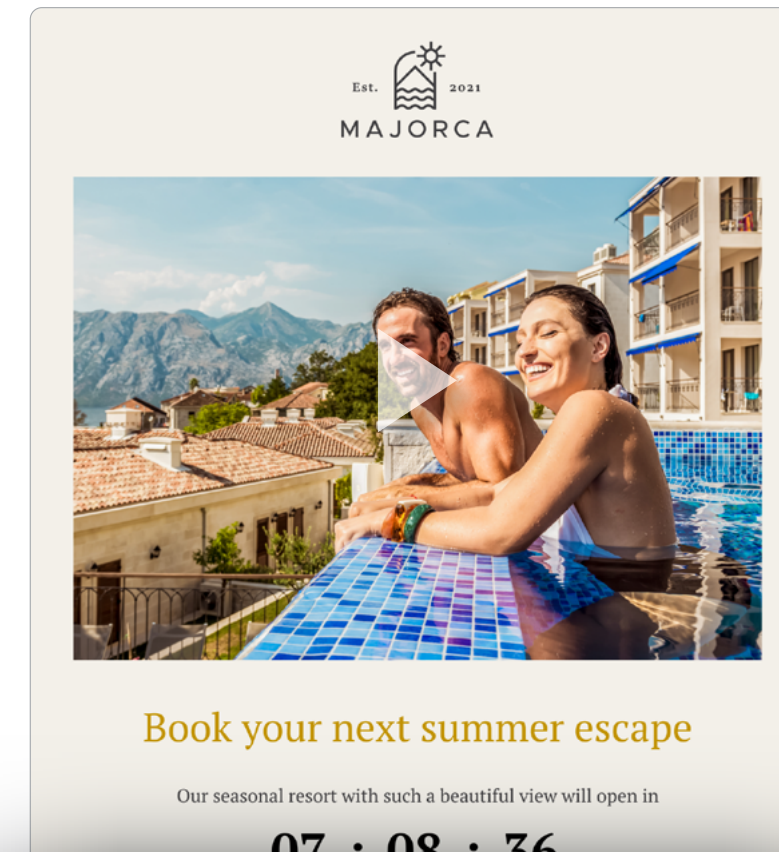
## Embed Compelling Videos into Emails

In travel and hospitality, captivating visuals can move the needle for undecided travelers. LiveVideo brings the impact of visual storytelling to email, allowing recipients to view embedded videos directly from their inbox — no visits to external pages required. 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
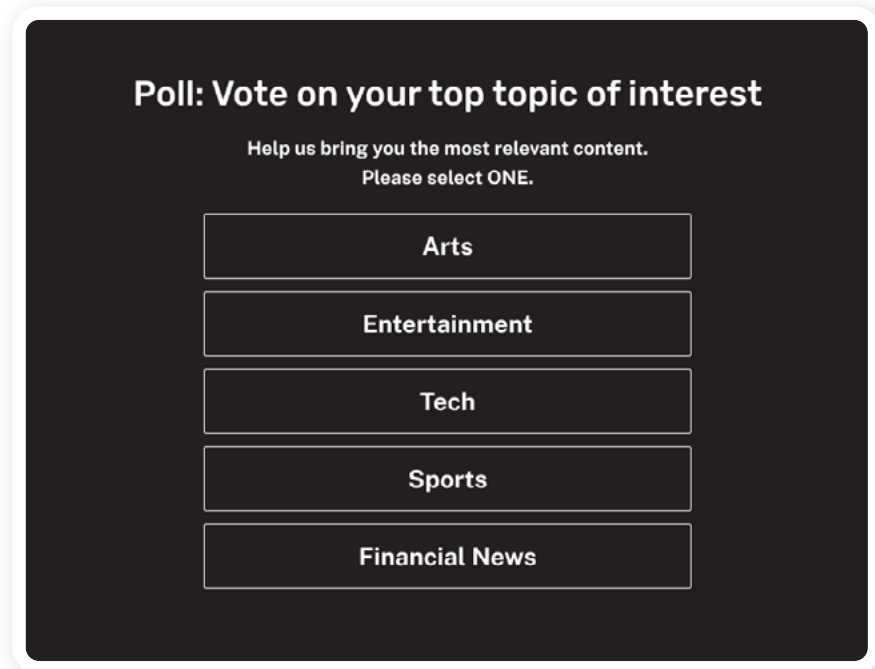
Entertain your audience and enrich your data

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.
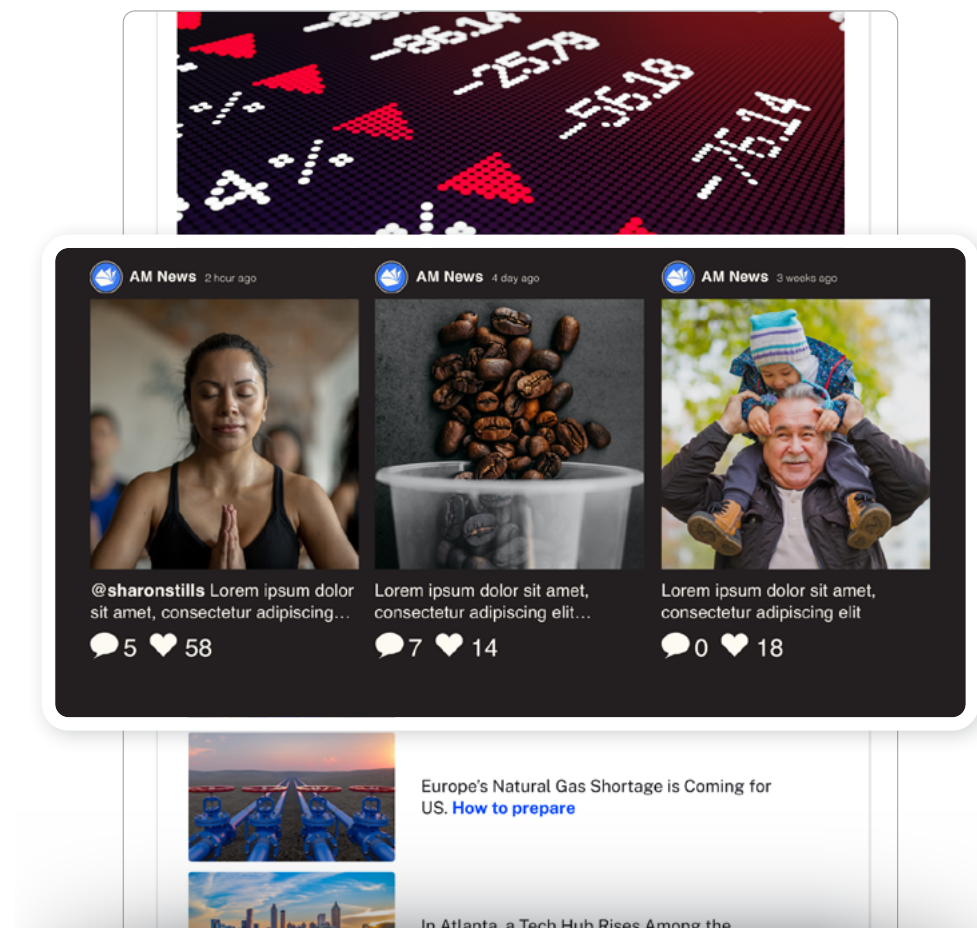
Drive Cross-Channel Engagement with Social Media Feeds

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 LiveScrape you can dynamically update your emails with content from your website. Whenever a customer opens their email they will always see the latest and greatest.

USE CASES *for* Financial Services

Encourage Appointment Bookings with Calendar Integration

Providing clients and prospects with the opportunity to add bookings to their calendar — right from their 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 emails 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**.

With Marigold, you don't have to predict the future to be prepared for it.

As marketing trailblazers we're constantly innovating on your behalf, adding new capabilities before you even think to ask for them. So no matter what tomorrow brings, you'll be ready to bring it.

Request a Demo Today

✿ MARIGOLD™

Where *relationships* take root.

Where *relationships* take root.

Marigold's approach to relationship marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

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