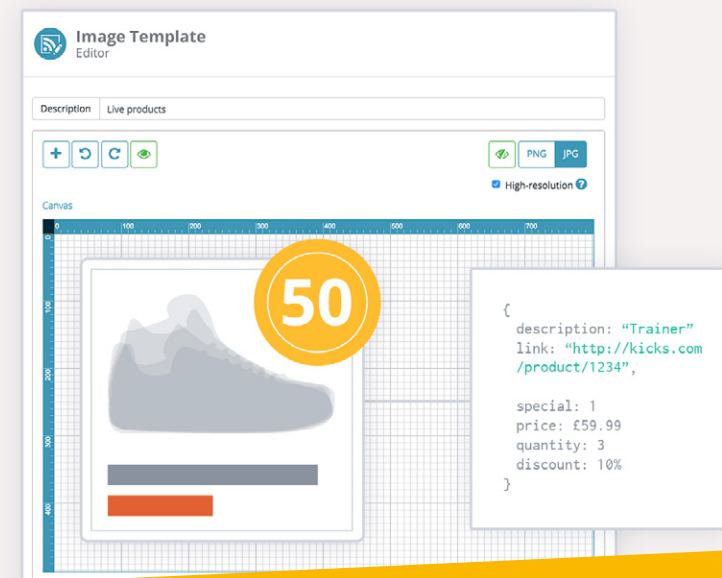# Kickdynamic

Save time, save resource, **send better email**

Using Kickdynamic's content automation product you can save time and resource by automating and personalizing email content at the time of open, not at send time. Take content from your website or a feed at the time email is opened for automated and up-to-date content. This is setup once in the Kickdynamic platform and embedded in your existing campaigns; the content updates every time the email is opened.

Image Template Editor

Description | Live products

PNG | JPG

High-resolution

Canvas

50

```
{
description: "Trainer"
link: "http://kicks.com
/product/1234",

special: 1
price: £59.99
quantity: 3
discount: 10%
}
```

How it works?

In the Kickdynamic platform you can connect json, xml, csv or website content sources and use the data to build image templates. You can design the image template to match your brand guidelines and watch it adapt live at open time depending on changes in the content source. Open Time Content Automation is advanced, flexible and easy to use solution for automated, personalized content.

Flexible design:
Build your image template to match exact brand guidelines & email design style.

Visibility rules:
Build visibility rules to hide or show areas of the image depending on data from the feed.

Advanced filtering:
Advanced filtering to display products based on price, size, slugs & more.

Set up once:
Set up once directly in the platform & can be used in every email.

Challenges solved

✓ **Curating content per email is a resource challenge.**
Sourcing, generating and updating email content per email is a very resource heavy and it can take all your time just to manage business as usual email.

✓ **Content goes out of date.**
Due to the time it takes, when content is finally ready, it can be out of date when you are about send - it is not contextual.

✓ **Personalization is a tech challenge.**
Creating personalized email and content from every recipient beyond preference segmentation is a technology resource challenge.

Use cases

ASDA

Asda has reduced email build time by up to 9-days per month by automating their daily alert email campaign resulting a significant impact on ROI.

> *"It is amazing that this project began as a response to a business challenge and now this Kickdynamic technology is LEADING THE WAY to automating our emails and getting us to true 1 to 1 personalization"*

Guy Smith, CRM Manager at **Asda**

P&O FERRIES

P&O Ferries personalise and automate all content from from weather and blog sources to ensure the latest content is displayed in every email.

> *"We were thrilled the moment Kickdynamic explained the concept of Content Automation and took us through it the first time. It has given us incredible flexibility and is quickly becoming our go-to method of getting live content into our emails."*

Kim Verlinde, **P&O Ferries**

Why Kickdynamic's Content Automation?

- ✓ **Fully self-service, setup directly in the Kickdynamic platform**
- ✓ **No IT team or customization required**
- ✓ **No webcropping therefore fully flexible design**
- ✓ **More reliable than webcropping**

Key stats

7 days to 1 day reduction
in email build time

£51 + returned for every £1
spent on Kickdynamic

20% + increase
in CTR & conversion

Resources

Blog: kickdynamic.com/blog

Whitepapers: kickdynamic.com/resources

Tag of the week: kickdynamic.com/portfolio-item/showcase/

Contact us for a demo of the Kickdynamic platform: 📞 +44 (0) 20 3514 4609 ✉ hello@kickdynamic.com

Kickdynamic