

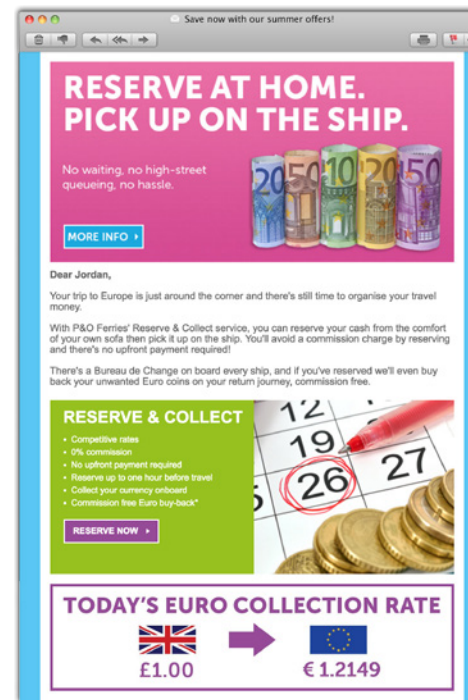


Setting sail with Content Automation

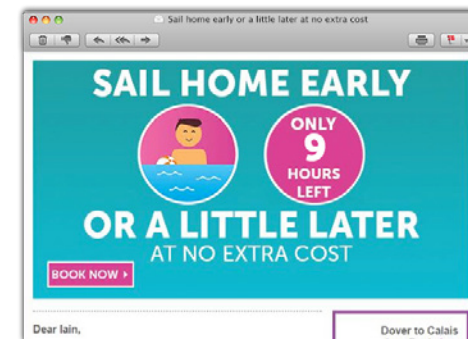
P&O Ferries use a number of open time widgets alongside Content Automation to deliver live, innovative campaigns to their subscribers.

P&O Ferries turned to Open Time Content Automation to keep email content up to date at every open. Adding a live blog post Tag to the email template significantly reduced email build time; the latest post from each blog category is automatically displayed in the email at the moment of open. This was setup one and is used across a variety of email templates and sends.

Alongside the latest blog posts, P&O introduced a personalized image to provide an attention grabbing, strong personal experience to increase engagement in peak campaigns.



Additionally, they introduced a live currency feed into their emails around peak to display the latest Pound to Euro currency conversion.



Around key promotions P&O introduced timed images and countdown timers to drive urgency, encouraging recipients to complete a booking.

Results

- ▶ Uplift in currency sales since using the live currency Kickdynamic Tag.
- ▶ Blogs are now one of the top 10 most clicked items in email.

“All parts of the Kickdynamic platform have given us incredible flexibility. Kickdynamic has become our go-to method of getting live content into our emails. The efficiency of building and using Tags has reduced the time we spend on coding emails, which gives us more time to spend on other areas. The cumulative effect of all the elements of Kickdynamic adds up to better and more relevant email communications to our customers.”

Kim Verlinde
CRM Manager
P&O Ferries