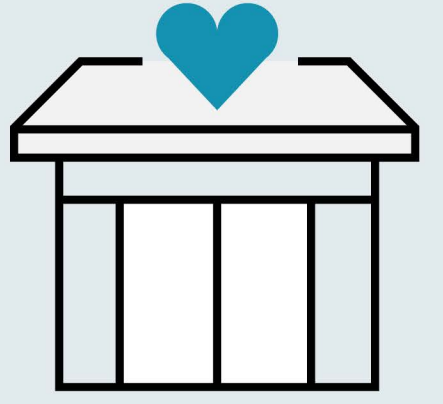




Ecommerce is accelerating:

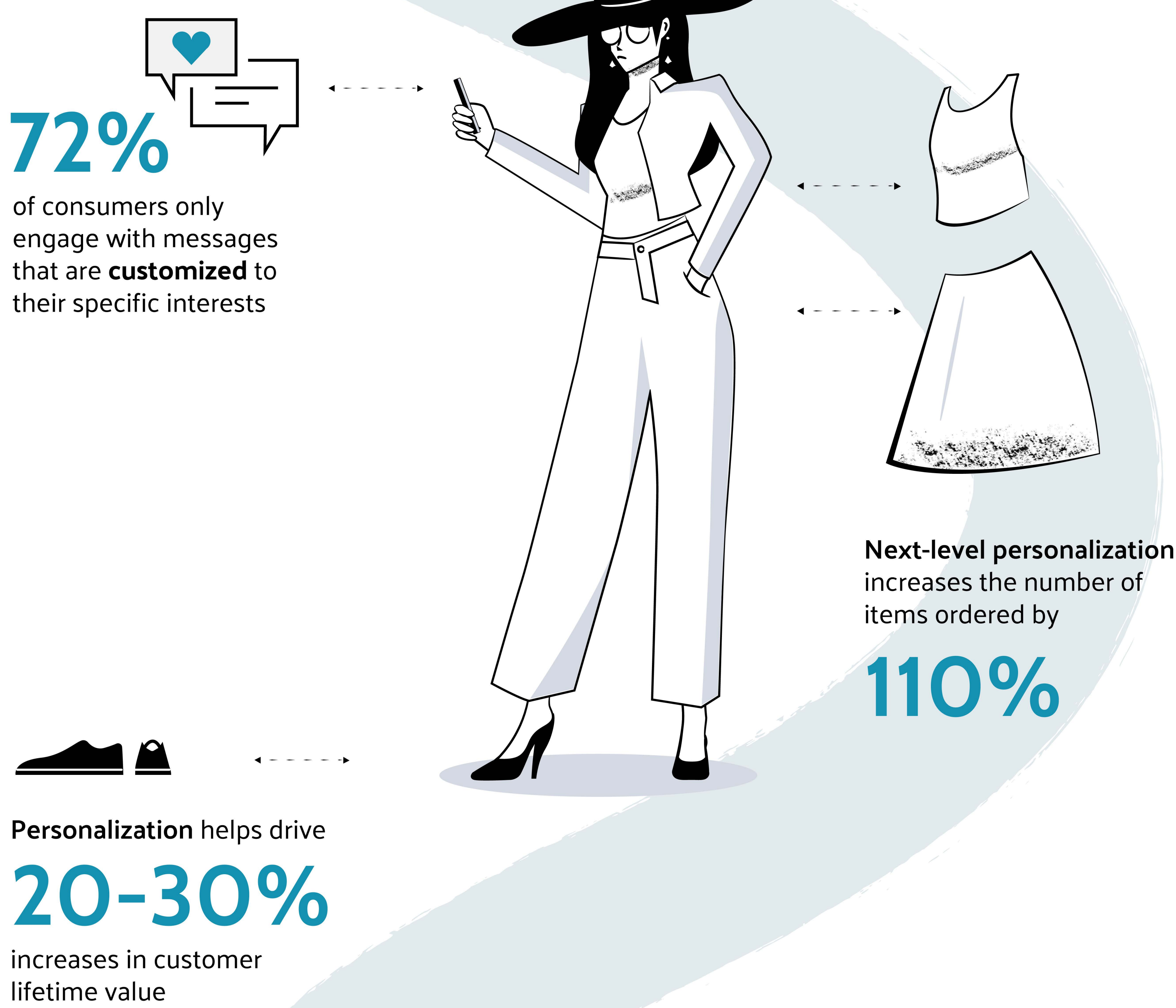
online sales are up nearly 40% since February



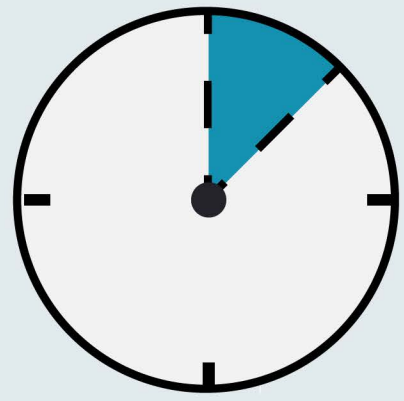
Big players are getting bigger:

Online shopping jumped 35% at Amazon and 74% at Walmart

To retain customers and grow sales, it's time to make it personal



Liveclicker makes personalization easy and cost-efficient



7 minutes is all it takes

to start adding advanced personalization to your campaigns



\$20+ in ROI

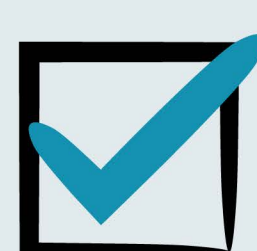
Investments into advanced personalization can deliver retailers \$20+ in ROI

6 accessible personalization tactics to make a difference now



1. Feel more confident with the gift of the 'take-back'

Over time, offers may expire or important messages about safety and store openings may change. Use dynamic content you can adjust after you've sent the email to swap them out with the most up-to-date information.



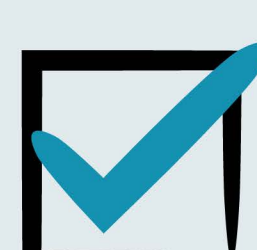
2. Show cautious shoppers that it's safe to return

Give customers a firsthand view of what you're doing to keep them—and your employees—safe. Embed videos showing all the steps you're taking to sterilize stores and how-to guides for a safe shopping experience.



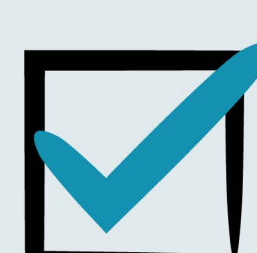
3. Turn triggered messages into conversion opportunities

Add a personal touch to triggered/transactional emails; especially account welcome, order confirmation, and abandoned cart campaigns. Incorporate personalized recommendations and live package tracking data to keep them coming back for more.



4. Free up valuable resources with a smarter workflow

Designing and developing separate communications for every region or store quickly gets out of hand. Save time and effort by designing a single email that adapts to the nearest location.



5. Remind your MVPs all the reasons to stay loyal

Keep loyalty program members engaged with highly-personalized messages featuring individualized rewards data updated at the moment of open. Add a running tally of perks and savings so they never forget the benefits of shopping with you.



6. Show customers just how close they are to you

Make sure customers know they're always welcome; light the way with a map showing the nearest open location, along with store hours and contact info.

Easy, efficient, effective personalization

Building experiences like these is fast and easy with Liveclicker.

[Request Demo](#)