

How Kabam's Heroically Fun Emails Save Subscribers from a Boring Inbox

- After incorporating LivePolls and embedded surveys into its email experience, Kabam Inc. experienced a 286.5% lift in its engagement—quickly making it the brand's top-performing email element
- Dynamic content and A/B testing capabilities enable Kabam's Lifecycle Marketing Team to elevate the experiences tools like LivePoll create—after adding pre-vote survey response data to its users' email experiences, for example, the brand saw a more than 33% lift in click-through rate
- iOS-focused emails with Liveclicker's LiveReveal element increases campaign click-to-open rates by up to 46%



Rich stories, profound lore, and immersive worlds help [Kabam Inc.](#) captivate millions of people all over the world. By putting amazing experiences and new ways to have fun in the hands of mobile gamers everywhere, Kabam lives its mission by entertaining the world one interaction at a time.


With more video game and entertainment options available than ever before, it's the brand's dedication to continuous innovation and customer delight that keeps gamers coming back for one more playthrough. Take its *Marvel Contest of Champions* app for example. Even after being released more than seven years ago, over 270 million downloads, more than four billion hours of combined playtime, and 96 billion plus in-game battles, this mobile game is still growing.

So, what happens when Kabam applies this fun-first approach to email marketing? After incorporating more interactive content like embedded polls, tap-to-reveal character and feature releases, videos, dynamic images, and more, Kabam's users now see the company as a hero that puts on its cape every day to protect the world from inbox boredom.

TIME LEFT TO BUY

HOURS MINUTES SECONDS

05 : 24 : 03




PLAY NOW!

WIN 6-STAR CHAMPIONS!


The Contest's most powerful Symbiote Champions are available NOW in a limited-time offer! Don't miss out - win Venom, Carnage, and more in the new *Mythic Cinematic Symbiote Bundle*. Which 6-Star Symbiote do you want to win the most, {{userName}}?

TAP TO CHOOSE NOW!



55%

VENOM



55%

VENOMPOOL

Fueling Entertainment with Feedback and First-Party Data


Today, mobile gaming isn't app development—it's an artform. And in this world, every studio uses audience engagement to coat the brush that paints every storyboard's evolving canvas and satisfy growing customer demands.

After all, gamers spend countless hours and hundreds of dollars (if not more) to support the experiences entertainment experts like Kabam provide. So you can't blame them for being extremely passionate about every potential change. You can, however, follow Kabam's lead and take advantage of this feedback to inspire long-term success.

TIME LEFT TO BUY

HOURS MINUTES SECONDS

05 : 24 : 03




GET OFFER!


GET NEGATIVE ZONE CHAMPIONS!

Get the *Albarnate Dimension Bundle* NOW for your chance to win 6-Star Doctor Doom, Human Torch, Namor, and more. Which Negative Zone Champion do you most want to win {{userName}}?

TAP TO CHOOSE NOW!



50%



50%

Embedded email polls are an easy, effective way to make your fans feel heard. It's a data-driven one-two punch that not only lets Kabam's most loyal fans express their opinions, but offers the brand's Lifecycle Marketing Team real-time insights into potential changes that can most positively influence customers and improve future email personalization opportunities.

After implementing Liveclicker's LivePoll feature and experimenting with it through multiple character and feature release announcements, A/B testing revealed embedded email polls to be Kabam's top-performing email content element.

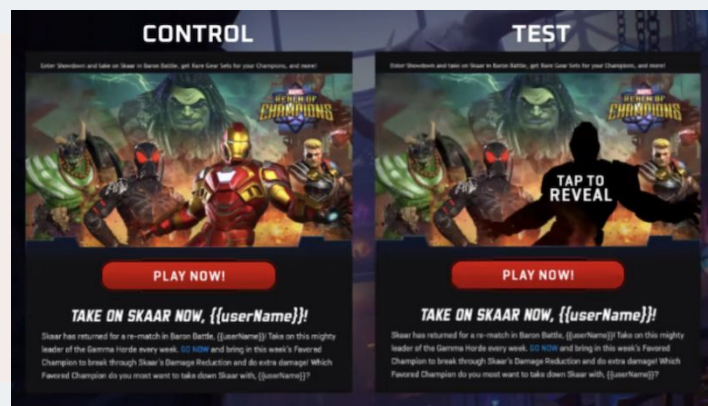
Over the course of its Avengers: Endgame campaign (the first time Kabam A/B tested our LivePoll element), the brand experienced a **286.5% engagement lift and record lift in click-to-open rates** by giving fans the chance to vote on which Marvel champion they'd choose to take to a fight with Thanos.

Since then, LivePoll has quickly become Kabam's most successful (and widely used) Liveclcker email element. The brand's Lifecycle Marketing Team has evolved the role LivePoll plays in its emails by expanding it into almost every campaign type and personalized send it creates.

Beyond expanding embedded surveys into its onboarding series, Kabam continues to innovate these experiences by asking questions the brand has never asked before. After multiple rounds of testing for email optimization, data indicated that displaying real-time survey responses and audience percentages to recipients before they vote could be an effective way to draw additional customer engagement and interest. And since making this addition, Kabam's Lifecycle Marketing Team has seen a more than 33% boost to click-through rate as a result.

Surprises That Make Any Subscriber's Spidey Senses Tingle

For any gamer, there's no better, more exciting feeling than the first time they pick up a controller, download an app, or boot up their browser to begin a new adventure. After all, the element of surprise is a superhumanly powerful force. And your audience is most engaged when they don't know which villain or hero is hiding behind the next corner.



“We’ve been a Liveclcker customer since 2015, and it has always been a positive experience whether we’re talking results or day-to-day work. The Liveclcker platform and all of its elements are easy to configure. In fact, our creatives and art teams are able to log in, make changes, and update email assets without any extra work on my part—proving that you don’t have to be an email marketing expert to take advantage of the robust personalization tools Liveclcker offers. Plus, everyone from the Liveclcker client support side has been incredibly supportive and easy to work with. What more could you ask for from a technology partner?”

Jake O’ Brien,
Senior Lifecycle Marketing Specialist

But for interactive brands like Kabam, this experience extends past products to add fun into every recipient's email interactions via Liveclicker's LiveReveal element and iOS-optimized tap-to-reveal content. While its Lifecycle Marketing Team uses this feature sparingly due to increasing Apple Mail restrictions, rigorous A/B testing has proven that Kabam's mystery click promotions have delivered a click-to-open rate increase of more than 19% across its character, and feature announcements across multiple titles since being implemented.

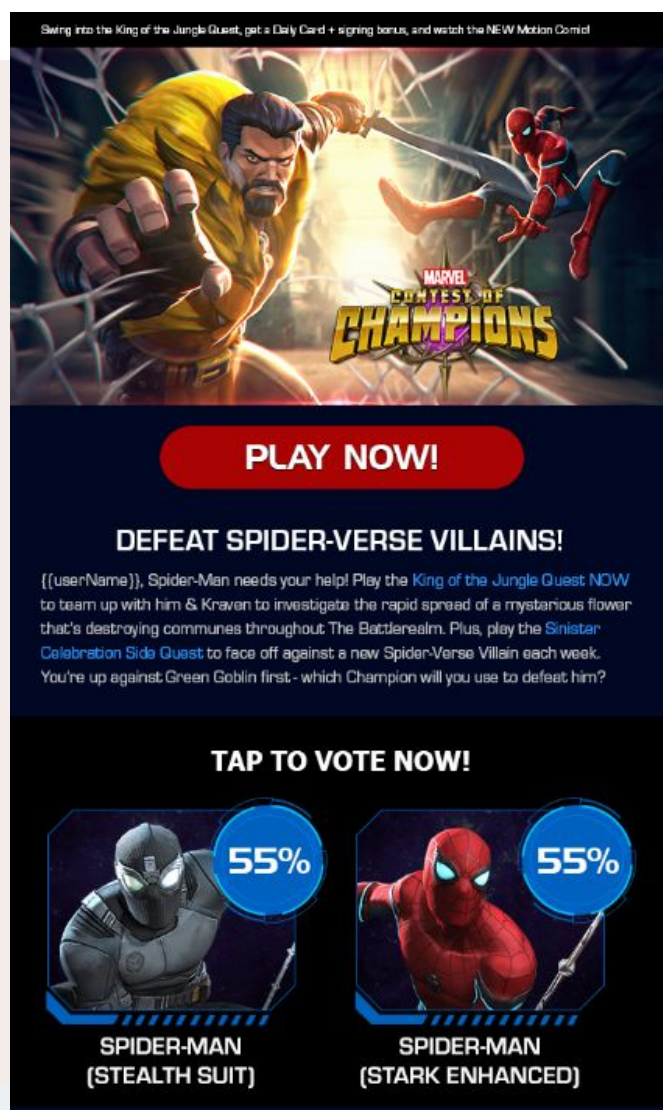
In fact, these engagement-driven email elements have been so effective at encouraging audience responses that Kabam is incorporating them into new campaign types, new titles, and more launch promotions than ever.

When Kabam sent its 5.0 Feature Release Update to fans of Marvel: Realm of Champions—the brand's latest Marvel release—a tap-to-reveal element was included to build excitement, engagement, and anticipation for Iron Man's debut among its iOS audience. And after the campaign results rolled in, Kabam's Lifecycle Marketing Team was thrilled. Compared to its static, non-interactive control version, click-to-open rates were more than 46% higher.

It's a Bird. It's a Plane. No, It's Interactive Email Results!

Like any hero, your work isn't done when one bad guy is defeated or one bank robbery is stopped. And while Kabam's Lifecycle Marketing Team isn't actively fighting crime, they approach day-to-day work with the same passion and energy.

As part of the organization's Data Science and Analytics team, it's the Kabam Lifecycle Marketing Team's most important mission to continuously innovate and fight against the fate of boring inboxes. And by adding interactive elements like Liveclicker's LiveImage and LiveVideo elements to its messages, Kabam has eliminated the krypton of disengaged followers and unengaging emails that weaken many marketers every day.



Swing into the King of the Jungle Quest, get a Daily Card + signing bonus, and watch the NEW Motion Comic!

PLAY NOW!

DEFEAT SPIDER-VERSE VILLAINS!

{{userName}}, Spider-Man needs your help! Play the King of the Jungle Quest NOW to team up with him & Kraven to investigate the rapid spread of a mysterious flower that's destroying communes throughout The Battlerealm. Plus, play the Sinister Celebration Side Quest to face off against a new Spider-Verse Villain each week. You're up against Green Goblin first - which Champion will you use to defeat him?

TAP TO VOTE NOW!

Character	Percentage
SPIDER-MAN (STEALTH SUIT)	55%
SPIDER-MAN (STARK ENHANCED)	55%

By giving its smartphone-heavy gaming audience personalized videos, gameplay previews, animated images, and other interactive email elements, Kabam has added a new level of engagement—and ROI that moves faster than the speed of sound—to its marketing efforts. In the first six months of embedded email videos and dynamic images alone, click-to-open rates across these campaigns **increased by 118%**. Not to mention an **ongoing 14.5% click-to-open rate boost** whenever these additions are substituted for traditional alternatives.

In addition to these interactive video and email-fueled messages, Liveclicker's "Add to Calendar" link functionality and subject line testing capabilities have helped Kabam deliver thousands of new opens conversions, and sales by making these experiences as easy as a single click from inside someone's email.

During its Patriotic Gear Poll campaign, for example, Kabam's Lifecycle Marketing Team leveraged Liveclicker to perform an A/B test and measure which variation was capable of generating the most engagement across Marvel: Realm of Champions players.

Going forward, Kabam's large audience of mobile gamers will continue to grow. Which means that Jake and the rest of Kabam's Lifecycle Marketing Team must continue to find new, exciting ways to deliver exceptional email experiences that increase clicks, conversions, and engagement. And Liveclicker still has a large part to play in this brand's next adventure.

"After working with Liveclicker's personalization experts for more than five years, it's safe to say that we've leveled up our email game. We've come leaps and bounds in making our messages look good, and Liveclicker's experimentation capabilities have heavily influenced—and will continue to influence—the anticipation and excitement we create with every interaction. We look at our main goal of driving clicks through email as a game where every response generated is a win because someone new is playing. And, in a lot of ways, partnering with Liveclicker feels like sitting down at the table with several aces up our sleeve."

Jake O' Brien,
Senior Lifecycle Marketing Specialist