

NEXT LEVEL
PERSONALIZATION
THAT YOU CAN
START DOING
TODAY

KEVIN LINDEN



ABOUT ME | LIVING THE EMAIL LIFE



YOUR PEERS IN THE INDUSTRY

Campaign Monitor

15 Email **Personalization**
Stats That Might Surprise
You

MediaPost

Using Customer Data To
Boost Email **Personalization**

Treasure Data

Personalization Leaders
Prosper, Learners Suffer.

GetResponse

The 5-Step Guide to Email
Marketing **Personalization**

EMAIL PERSONALIZATION

Inside secret... it works!

INVESP

45% of consumers say they are more likely to shop on with personalized recommendations

MailChimp

Segmented and personalized campaigns have a 14.31% higher open rate and 100.95% higher clicks

Periscope By McKinsey

31% of consumers say personalization prompts them to act

Aberdeen

Personalization increases click-through rates by an average of 14% and improves conversions by 10%

Evergage

98% say it advances customer relationships, and 48% plan to spend more on personalization compared with 37% in 2018

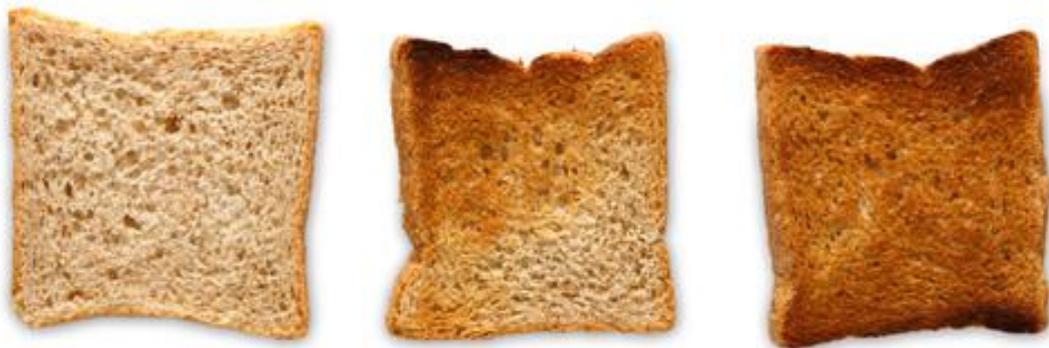
Epsilon

80% of customers are more likely to make a purchase when their experience is personalized

LEVELS OF PERSONALIZATION



HOW MUCH DO YOU **TOAST**?



L A Z BOY®
Live life comfortably.

Recliners Sofas Chairs Free Design Services



Hello Kevin & Eunie!

Thank you for bringing us home.

Your purchase comes with a dedication to quality, comfort and craftsmanship. For over 90 years it has been at the heart of everything we do. We're a family here, and we're honored that you chose to make us part of yours.



Our Guarantee

Every La-Z-Boy product is backed by our Limited Lifetime Warranty, one of the best in the industry.

[Warranty Information >](#)



Something for Every Room

From kitchen and dining to bedrooms and dens, outfit your entire home with furniture and decor to match your style.

[Complete Your Look >](#)



BASIC TEXT

- Mail Merge Lives



VARIABLES IN IMAGES

- Custom fonts
- Font Size
- Positioning(tilt, skew)
- Effects (stroke, drop shadows, glow)
- Multiple variables in a single image


Lacerte[®]
ProSeries[®]

Larry,

You're invited to a special webinar training.

RSVP for Lacerte
RSVP for ProSeries

Choose a session date that fits your schedule.

See how leading software can work hard for you.

Join us for a [Lacerte webinar](#) or [ProSeries webinar](#) to experience the latest features firsthand. Hear from our 36-year product expert to learn how to:

- Gain efficiency with built-in timesaving tools
- Customize features to fit your needs and preferences
- Tap into integrations that simplify data collection, data entry, signatures and more.

Not sure which software session to join? We'd love to have you at both. But here are quick highlights to help you choose.

<p>Lacerte is ideal for firms that work with a wide range of clients, staff or complex business returns.</p> <p style="text-align: right;">Explore more ></p>	<p>ProSeries is ideal for practices that primarily file 1040 tax returns but want flexible package options.</p> <p style="text-align: right;">Explore more ></p>
--	---

Please reach out to us at **844-691-8074** if you'd like a one-on-one consultation about which software is right for you.

RSVP for Lacerte
RSVP for ProSeries

Choose a session date that fits your schedule.

P.S. Don't see a session date that fits your schedule?
[Watch a recorded version now >](#)

30 DAY
MONEY BACK
GUARANTEE

EASY START
NEW
CUSTOMER
PROGRAM

THE TOP
RATINGS FOR
EASE OF USE

intuit Connected with ProConnect








View the web version

f **formstack** Log In



Hi Andrew,

So, you want to clean your Salesforce org, but you're not sure where to start?

Don't worry! We've gathered some strategies to help you understand where your data is coming from, how to clean it up, and how to plan for continued upkeep.

Join us tomorrow, April 25, at 2 p.m. ET to learn easy, effective strategies for deep cleaning your org. Be sure to join us on Twitter using [#FormstackSalesforceApp](#) if you have any questions during the webinar.

Sign Up, Andrew

Can't wait to see you there!

Clint Buechler
Senior Product Marketing Manager
Formstack

P.S. Can't make it? [Register anyway](#), and we'll send you the recording.






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50% OFF

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espresso beverage

Ends November 12
Offer code 354

One-time use only
Non-transferable



It starts with your name on the cup, then our baristas help create your perfect handcrafted drink. On the journey to your waiting hands, each shot of our caramelly sweet espresso is used immediately and milk is freshly steamed to the perfect temperature to create a drink that is always delicious. Explore the art of espresso.

How to redeem this offer:

Available at participating Starbucks stores.

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- Pay with your registered Starbucks Card.
- Earn a Star towards future rewards.

For My Starbucks Rewards™ members exclusively
Play the Starbucks Movie Premiere Sweepstakes for a chance to win 1 of 2 trips for two (2) to Los Angeles to attend the premiere of Disney's *Saving Mr. Banks*.

Disney SAVING MR. BANKS

In Theatres December 20

Get Started

©2013 Disney

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What's New | Tops & Sweaters | Dresses | Outerwear | Shoes | Lingerie | Clearance

Brinnie Foutles
Reward Points 0



Click through this link to automatically apply your savings. Offer details below.

Can't shop now? [Click here for a friendly reminder.](#)



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"Because the best dressing room is in the comfort of your own home."
SEE DETAILS BELOW

The Jessica London Platinum Card has incredible new benefits & a great new look!

EARN \$10 REWARDS

For every 400 points earned at all FULLBEAUTY Brands™
Get 2 points for every \$1 you spend on the Jessica London Platinum credit card.
SEE DETAILS



REFER A FRIEND
& YOU BOTH GET A \$25 E-COUPON
LEARN MORE



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THE PERFECT GIFT

CARSPRING

PUSH THE  **BUTTON**

PHILIP



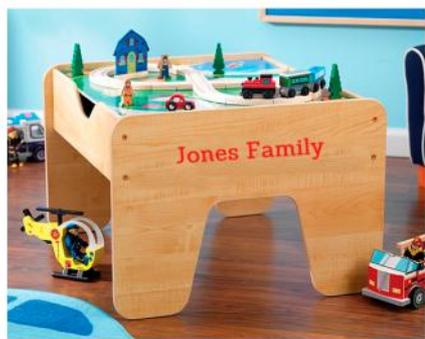
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 Get spring started with a new set of wheels.
 Browse our site, find your car and spread the
 cost. We'll drop your new car at your door.

Push the button



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Your source for baby furniture, bedding and toddler furniture.



Jones Family

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S H O P

Definition Tees are definitely our thing!
And we've just added a new one to our Collection with **YOUR NAME** on it!



Marquita
 /loved/
proper noun
 - a hot mess transformed by grace.
See also: Child of God, Daughter of the King

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UP TO
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24 Hours Only



Stephanie
Happy Birthday
Love Mam & Dad
2017

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EST. 1987
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100% GRU
Product of France, from the champagne region of France
Imported for the U.S. & Canada by The Wine Group, Inc.



PRIVIUM [Bekijk in browser](#)

Schiphol



Probeer Privism Plus
4 maanden voor
€89

Voorrang op veel plaatsen en toegang tot exclusieve diensten

Beste meneer RENSEN,

Bespaar tijd tijdens uw reis en maak gebruik van exclusieve voordelen. Live life in the fast lane en kies voor het Privism Plus lidmaatschap. Dat is meer gemak, meer snelheid en voorrang op veel plaatsen. Probeer Privism Plus de eerste 4 maanden uit voor **slechts € 89**. Speciaal voor u als klant van Schiphol Parking!

[Direct aanvragen →](#)

[Alle voordelen van Privism Plus →](#)

Uw Proefabonnement ligt al klaar. U hoeft zich alleen nog even in te schrijven.

In slechts een paar stappen heeft u uw Privism Plus Proefabonnement aangevraagd. Maak daarna uw afspraak voor uw irsscan in de Privism ClubLounge. U ontvangt daar uw persoonlijke Privism kaart waarmee u toegang heeft tot alles wat Privism Plus te bieden heeft.

[Direct aanvragen →](#)



Stay up to date with everything from the Club [View in browser](#)



Jordan,

Thank you for registering your interest in hearing from Fulham FC through the Premier League this season.

We would love to welcome you to London's Original football club and keep you up to date with all the latest Fulham news, match action, information on how to watch the Whites live, as well as take part in exclusive competitions.

All you need to do is register your details and select your preferences by creating your Fulham account below. It's completely free and should only take two minutes to fill out!

We look forward to welcoming you!

JOIN THE FULHAM FAMILY

Join The Conversation
Follow Fulham on social media via our Facebook, Twitter and Instagram pages.





Dear Louis,

The Arizona Coyotes are pleased to present your 2018-19 Season Ticket information. In recognition of your continued loyalty to the team, we have developed some special renewal incentives that we'd like to share with you:

- Renew your season tickets anytime between Monday, Feb. 5 and Tuesday, March 6 and you'll be entered in to win prizes as part of our 30 Days of Renewals. The earlier you renew, the more chances you will have to win!
- Renew your season seats for two years and guarantee your pricing for the 2019-20 season.
 - **Your invoice on your Account Manager is currently set for the two year option.** If you would prefer to renew for one year, please contact me at (623) 772-
- Renew your season tickets anytime between Monday, Feb. 5 and Tuesday, March 6 and you'll be entered in to win prizes as part of our 30 Days of Renewals. The earlier you renew, the more chances you will have to win!



The screenshot shows the Shoedazzle website interface. At the top, the logo "shoedazzle*" is displayed with the tagline "Free Shipping On Orders Over \$35". Navigation links include "MY SHOWROOM", "SHOES", "NEW! SANDALS", and "CLOTHING". The main content area features a large gold circle with the text "laurie's MYSTERY OFFER is...". Below this, there is a grid of eight gold buttons, each labeled "SHOP" followed by a category: "FLAT BOOTS", "HEELED BOOTS", "BOOTIES", "OTK BOOTS", "SWEATERS", "DRESSES", "HANDBAGS", and "JACKETS". At the bottom, there is a footer with the text "INVITE FRIENDS & GET \$15" and social media icons for Facebook, Twitter, and Instagram.



PERSONALIZED GIFS

plusnet
Móvil de todo el mundo

Find us on
f t y

How are we doing, Elizabeth?



Account no: 614614614

Just checking you're happy with our service so far, and sending some handy links to help you get started. We also give you a choice of ways to manage your account details – using our website or our smart new app. Or both.

YOU'RE THE BOSS

It's your Plusnet Mobile account so you call the shots. We make it easy for you to run everything on the move: either visit My Account on our website or simply use our app.

Then you can:

- See your bill
- Check your usage
- Adjust your Smart Cap
- Add bolt-ons



[Download app](#) [Visit my account](#)



10€ en puntos regalo simplemente por acceder a tu cuenta Inicio | Sesión web

NH REWARDS **5 PUNTOS EXTRA RESERVANDO EN NUESTRA WEB**

INICIA SESIÓN Y LLÉVATE TU PREMIO



¡Es muy fácil!

Inicia sesión en la esquina superior derecha de nuestra web con tus credenciales de NH Rewards y guardaremos tus datos para próximas visitas.

Accede a tu cuenta en los próximos 7 días y llévate

10€ en puntos

Recuerda: 1 punto = 1€

Después de iniciar sesión, reserva tu estancia hasta finales de julio y los puntos se cargarán en tu cuenta en el check-in.

[> ACCEDE Y GANA](#)






MORE THAN NAMEN

- Progress Emails for an Account, Project or Task
- Account Summaries (Monthly, Yearly)
- Loyalty or Rewards Status

And what year's next... [Shop It](#) | [WOLVES](#)

sleep **number** INNERCIRCLE SALE MATTRESSES BEDDING PLOYS

Jane
 You enrolled in the Sleep Number InnerCircle® online program on 02/24/2018 - that's 326 days!


Woo-hoo!
 You completed 48 activities, earned 570 points and reached the Diamond Circle.


 Your 570 points put you in the top 5% of all InnerCircle™ online members.
[KEEP EARNING](#)


 You referred 2 friends and family members.
Thanks for sharing the value of a good night's sleep!


 You earned \$390 in rewards in 2018!
[VIEW REWARDS](#)




PERSOONLIJKE STATISTIEKEN
 Noah

COMPETITIE

WEDSTRJDEN	WINST %	GELIJK %	VERLIES %
 9	 78%	 0%	 22%

DOELPUNTEN VOOR	DOELPUNTEN TEGEN	CLEAN SHEETS	MEEST DOELPUNTRUK
 58	 21	 1	 1-1

BEKER

BEKER-WEDSTRJDEN	DOELPUNTEN VOOR	DOELPUNTEN TEGEN
 3	 17	 8

Alle programma, uitslagen en standen zijn te vinden in de Voetbal.nl App & website
 Voetbal.nl is het platform voor amateurvoetballend Nederland. Dus voor spelers, scheidsrechters, trainers en coaches, maar natuurlijk ook voor ouders en andere supporters van het amateurvoetbal.





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neds

IT'S TIME TO **BET**

Username:

Hey Courtney,
CLAIM YOUR 75% DEPOSIT MATCH UP TO \$400 IN BONUS BETS
NO CODE REQUIRED!

Don't forget your Punters Toolbox - read more below

Turnover requirements apply. Promotional T&Cs apply and available on website. Minimum deposit amount \$100.



Hurry, offer expires Saturday May 18th at 6pm AEST!

02 : 07 : 59 : 39

DAYS HOURS MINUTES SECONDS

[Click here to activate your offer »](#)



CONCEPT FASHION

Dear Julio Garcia,

It's been 35 day(s) since we've seen you. We promise you **Free Chocolate** on our next date on **10 & 11 Feb.**

Surprise Your loved one with a **Valentine's giftbox** including a **free styling session.**

We love you.

Concept Fashion

The perfect Valentine's Day

Concept Fashion verwelst je deze Valentijn met het perfecte cadeau: gratis chocolade en krijg je gratis valentijnschokolade op elke aankoop op zaterdag 10 en zondag 11 februari!





DYNAMIC COUNTDOWN TIMERS

- Use Subscriber Variables (Dates)
- Birthdays, Delivery Dates, Trial Expiration
- Limited time Promotional Offers (Welcome Emails or Abandoned Cart Emails)
- Upcoming hotel stays, flights or shipping

shoedazzle.
Free Shipping On Orders Over \$30*

MY SHOWROOM SHOES NEW! SANDALS CLOTHING

LIMITED TIME ONLY
15 : 25 : 58
HOURS MINUTES SECONDS

EXCLUSIVE WELCOME OFFER

FIRST STYLE AS LOW AS
\$9.99

When You Join VIP. At Checkout

SHOP BEST SELLERS

BUT THE PERKS DON'T STOP THERE!

JOIN VIP & GET:

- ✓ SPECIAL PRICING (30% OFF ALWAYS)
- ✓ FREE SHIPPING & EXCHANGES*
- ✓ EASY ONLINE RETURNS
- SITEWIDE SALES STRAIGHT TO YOUR INBOX

It's up to you, shop or skip by the 5th of each month to avoid a \$39.95 charge. All charges become a member credit that can be spent at any time!

MUST-HAVE STYLES

NERI ANKLE STRAP SANDAL SARAHH STUCCO PLATFORM WEDGE TERENA FLAT SANDAL



Hello from Skye! [View in Browser](#)

nick jr.
THE SMART PLACE TO PLAY

Addison
are you ready to go on a colorful adventure with me?

Fan Club Exclusive

June Fan Club Exclusive

Your daughter can color in 12 pages of springtime fun featuring Paw Patrol and her other favorite Nick Jr. friends. **PRINT >**

For Your Big Kid

Join the Birthday Club to surprise Addison with a personalized call from Paw Patrol

296 : 09 : 56 : 28
HOURS MINUTES SECONDS

Until Addison's Birthday >
[Schedule her call now](#)



TECHNOGYM

15^h 31' 28"

TIME IS RUNNING OUT

Pre-register now for Black Friday to receive your exclusive surprise.

DON'T MISS YOUR CHANCE

Buy online with our secure payments

American Express JCB Diners Club Discover MasterCard MasterCard Debit

VISA Electron VISA Debit VISA

NEWSROOM
The new media hub for Technogym

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0800 3162496

STORE LOCATOR
Find the nearest Flagship Store



RYANAIR Sign in to myRyanair

Destination: Reservation:

Darren ! Only one week to go before your trip to Wroclaw!

06 : 02 : 09 : 58

NEED A PLACE TO STAY?

THERE'S STILL TIME TO BOOK WITH US AND EARN 10% TRAVEL CREDIT

RYANAIR ROOMS

Hotels.com HRS Hotelopia B&Bs hostelsclub

Browse Rooms

Connect with us: Download our App now!

Payment options: VISA Mastercard SEPA PayPal EXPRESS

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DEVICE AND LOCATION

- Target Specific Device with Images/Links
 - Desktop/Mobile
 - Operating System
 - Email Client
 - Hardware/Mobile Carrier
- Add to Calendar (image/link by email client)
- Image/Link swapping by Location

Schiphol

Bekijk in browser



Nieuw
in de app

Nieuw! Reserveer je parkeerplek in de Schiphol-app

Met de Schiphol-app heb je je persoonlijke reisassistent altijd bij de hand. Nu kun je ook de parkeerplek die bij je past reserveren via de app! Zo weet je zeker dat je altijd goed staat op de officiële Parking van Schiphol. Download de app gratis voor jouw smartphone.



Je Valentijn vergeten?

Geen zorgen! Op Schiphol Plaza vind je de perfecte cadeaus voor jouw Valentijn. Op zoek naar inspiratie? We hebben de mooiste cadeaus voor hem en haar op een rij gezet.

[Alle Valentijn-cadeaus >](#)

Aanbiedingen van deze maand

Is jouw uitrusting al compleet? De [kortelefoon van Sony](#) is nu de populairste Special Offer. Welk product is jouw favoriet?

[Kies jouw Special Offer >](#)



Trade in your Galaxy S7 and save.

Upgrade to the incredible Galaxy S10

SAMSUNG Galaxy S10+

Trade up and save

Trade in your Galaxy S7 and save up to \$450

The Galaxy S10 Series is now available to buy. Choose to trade up your Galaxy S7 and you could get up to \$450 off our latest smartphone.

TRADE UP **BUY NOW**

Isn't it time to upgrade?

Galaxy S10+		Galaxy S7
5	Camera	2
✓ Smart devices and wearables ¹	Wireless PowerShare	—
Super secure on-screen scan	Fingerprint security	Button
✓ 6.4"	Infinity Display	— 5.1"

TRADE UP **DISCOVER GALAXY S10**



Time's almost up

Get a bonus Multiport Adaptor when you buy the Galaxy Book2

SAMSUNG Galaxy Book2

Work and play, uninterrupted



BONUS Multiport Adaptor RRP \$179*

00:00:00
DAYS HOURS MINS

Now, nothing's holding you back

Time's running out to get your BONUS Multiport Adaptor RRP\$179* when you purchase a Galaxy Book2 through Vodafone, Telstra, Samsung online or in-store. With super-fast 4G download speeds¹, Windows 10 in S mode² and a battery that lasts the distance³, the Galaxy Book2 combines PC-like performance with tablet portability.

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The Galaxy Tab S5e is here

Be one of the first to own our latest, ultra-light tablet

SAMSUNG Galaxy Tab S5e

Tab S

A lot more tablet in our thinnest frame

A screen you'll need to see to believe. A Quad Speaker system for true-to-life sound you can almost feel. A long-lasting battery so you can binge watch up to 15 hours of your favourite TV shows and movies, uninterrupted*. Yep, we squeezed more tablet into the Galaxy Tab S5e, but made it light enough to go wherever you go.

[BUY NOW](#)



Trade up and save up to \$350

Make your old tablet new again. Trade up and save up to \$350 off the Galaxy Tab S5e*.

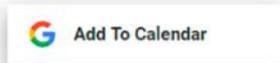
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125 Oxford St
Soho, London
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[GET DIRECTIONS](#)



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SUITENESS



KEISHA

PLAN AN ESCAPE TO SOMEPLACE WARM

It's been a while since your last trip to Las Vegas. Wouldn't it be nice to spend your next long weekend relaxing on a beach? Or maybe a quick getaway to explore a new city? Don't let your vacation days go waste! Let's start planning your next amazing trip today.

PLAN A GETAWAY



WHERE WILL YOU GO?



LAS VEGAS

LET'S GO



LONDON

LET'S GO



- Snowing or less than 32 degrees
"Escape to someplace warm."

- Rain or clouds
"Find a Beach with your name on it."

- Temp is greater than 89 degrees
"It's Hot out there."
with live temperature

- Default
"It's a nice day to plan your next trip"

PERSONALIZING WITH A **SPAMMER**

- ▶ Personalized Name and Subject Line
- ▶ IP Location
 - BBC for UK Residents
 - CNN for US Residents
- ▶ Email client targeting

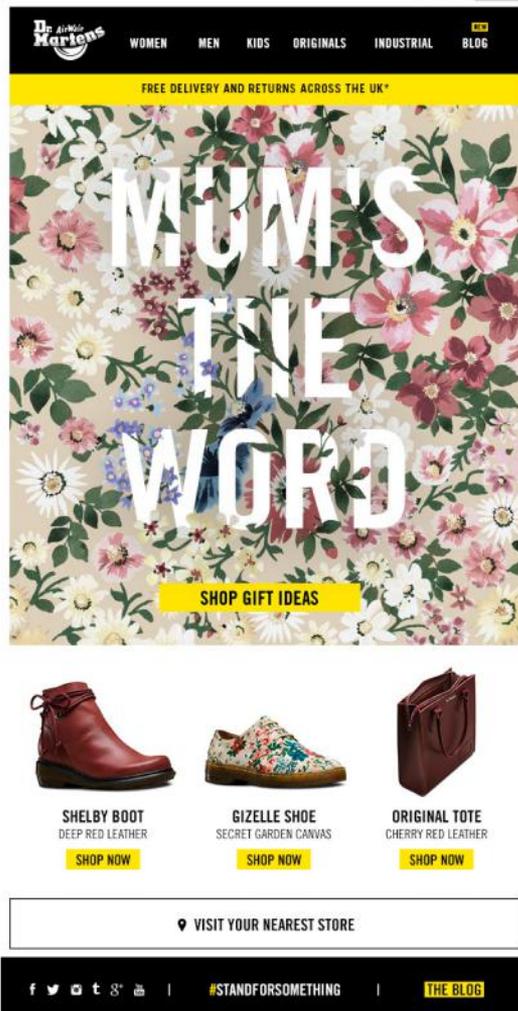
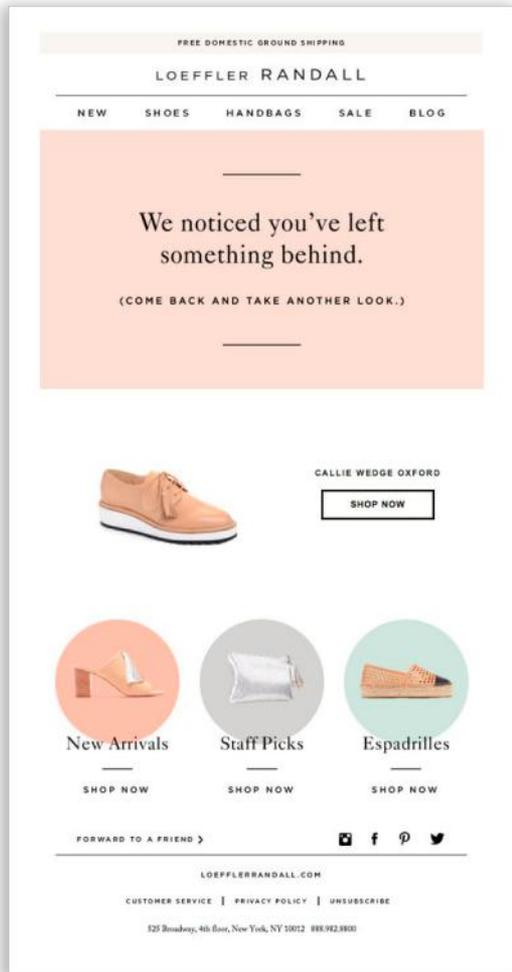
5.1 MM Sent
162k Clicks
Move to **Ibiza!**





Variables in your Email Service Provider

- Abandoned Cart, Recommended Products, Shipping Confirmation Emails
- Loyalty Rewards Options or Savings
- Interest based Images



FREE 1-2 DAY SHIPPING ON ORDERS OVER \$49

chewy

What did you think of your recent purchase?

★★★★★

We'd love to hear how you and your pet enjoyed these products. Please leave a review so we can share it with other pet parents just like you.



Blue Buffalo Life Protection Formula Puppy Lamb & Oatmeal Recipe Dry Dog Food

[WRITE A REVIEW >](#)



Nylabone Healthy Edibles Twin Pack Roast Beef Flavor Dog Bone Treats

[WRITE A REVIEW >](#)



Zuke's Mini Naturals Fresh Peanut Butter Formula Dog Treats

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shoedazzle* (1)

Free Shipping On Orders Over \$35*

MY SHOWROOM SHOES NEW! BOOTS CLOTHING

SILVER

CONGRATS! YOUR

20% OFF

DISCOUNT IS WAITING

[SHOP TO REDEEM](#)

MEMBER ID
351351353

MEMBERSHIP STATUS
Silver

\$\$\$ SAVED BEING A VIP
2273.31

DAYS SINCE LAST PURCHASE
75

CURRENT POINTS TO REDEEM
4275

SHOP BY POINTS

2500 POINTS	4500 POINTS	8000 POINTS
INSTANT DISCOUNT	INSTANT DISCOUNT	INSTANT DISCOUNT
20%	30%	40%
OFF ONE ITEM	OFF ONE ITEM	OFF ONE ITEM
20% OFF	30% OFF	40% OFF

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Thanks for requesting your FREE mockups! These beautiful designs from NiftyImages are available for you to use on your own products. We've created sets for you here:

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Whether your book is hardcover, paperback, Kindle, eBook, audio book or some other format, we have you covered. Receive over 600 realistic images of your books in amazing settings.

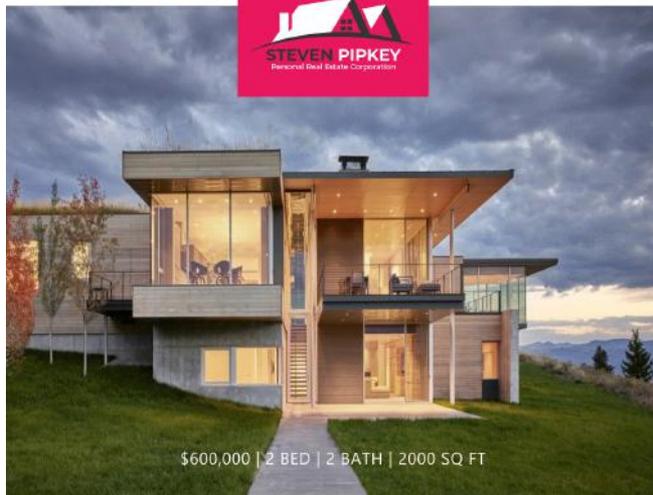
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MOCKUP SHOTS
WATCH THE DEMO

Yes! I Want Lifetime Access to Over 600 Mockups of All of My Books for ONLY \$198 \$50!





\$600,000 | 2 BED | 2 BATH | 2000 SQ FT

JUST LISTED

40624 PEIROWALL PLACE



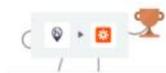
Contact Me Today

steve@spinmortgage.com

1 (778) 440-7746

www.spinmortgage.com





Happy June, NiftyImages team!

Take a look at how NiftyImages is performing in Zapier's Partner Program so far this quarter.

HOW NIFTYIMAGES IS PERFORMING THIS QUARTER



Level: **Bronze**



Active Users: **20**

👉 Reach 50 active users to move to Silver!



Health Score: **Healthy**

👉 Well done! Maintain this health level to qualify for Silver.

GO FOR SILVER!

The next evaluation is July 1st. Reach the Silver level by using the following tips:

- Boost usage by [stealing ideas from the top Zapier partners](#)
- Improve your health score by [resolving and responding to issues](#)

Once you reach Silver, you'll get access to even [more benefits](#), such as leads sent to you from Zapier's site.





REAL TIME DATA DRIVEN IMAGES

- Images/Links determined at the time of open
- Live content updates based on current Day, Time or Location
- Real Time Examples
 - Weather
 - Stock Prices/Betting Odds
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 - Inventory, Prices, Deals

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