



Fashion Lookbook

 Kickdynamic

At Kickdynamic we believe that all businesses, no matter how big or small, should all be providing their customers with truly unique, customized experiences... and this begins with email.

Tailoring content to a customer's brand preference, purchase history, demographic or average spend should feel like a natural goal. Our journey starts with automating personalisation for BAU email to deliver content that is relevant all the time.

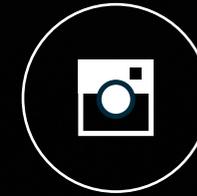
This lookbook provides a brief insight to the possibilities of achieving greater personalization by bridging the gap between customer data stored in CRM to produce automated, live product content.

Thanks, we hope you enjoy,

The Kickdynamic Team



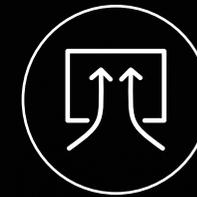
Categories



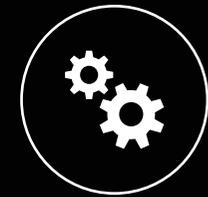
Live Social Feeds



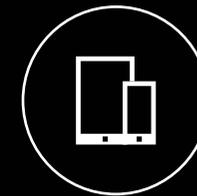
Sale Countdown



Content Feed



Automation



Device Targeting



Image Optimization



Unique Voucher



Personalization



NET-A-PORTER

ASOS
discover fashion online

NEW
LOOK

WINKELSTRAAT.NL
— FASHION. BOUTIQUE STYLE —

MATCHES
FASHION.COM

NET-A-PORTER



Live Social Feeds



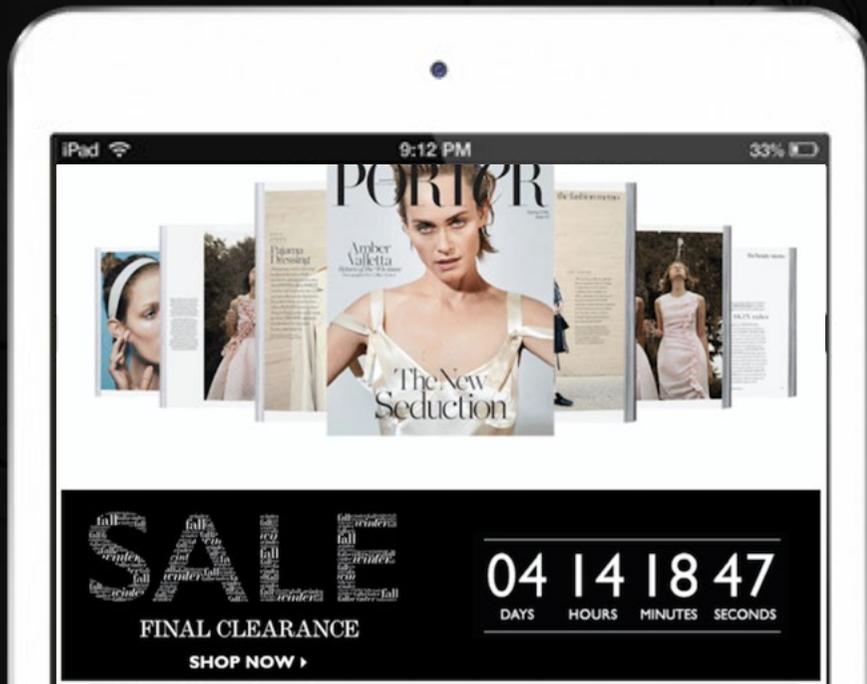
Sale Countdown

NET-A-PORTER



Sale Countdown

Drive urgency in your email with a live ticking clock showing how long left until the sale ends.



NET-A-PORTER



Live Social Feeds

Engage with your audience by pulling in the latest Tweets & Instagram posts live into email content.

Meet the new top-handle bag

LIVE AT THE SHOWS

Follow @NETAPORTER for all the #NYFW action

[SEE ALL >](#)

TWITTER

- NET-A-PORTER** @NETAPORTER
Why @OliviaWilde won't be typecast as the pretty face. #THEEDIT thed.iJEBqMt
<https://t.co/0AX3FpexWJ>
18 Feb 11:30:32
- NET-A-PORTER** @NETAPORTER
Congratulations on 5 years of impeccable style, @MRPORTERLIVE! #MRPORTERislive
[net-a.pt/UbaWEn](https://t.co/pUbaWEn)
18 Feb 10:00:01
- NET-A-PORTER** @NETAPORTER
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[net-a.pt/UR5q3thttps://t.co/1X3SRnk0vE](https://t.co/1X3SRnk0vE)
18 Feb 08:57:27
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[net-a.pt/iJJeD7ZV](https://t.co/iJJeD7ZV)
18 Feb 08:00:00

INSTAGRAM

NEW ISSUE: As the star of @HBO's new '70s-era series @VinyI, actress @OliviaWilde is the perfect ...

Next day delivery and free returns within 28 days

View this email in your browser

NET-A-PORTER

The world's premier online luxury fashion destination

WHAT'S NEW DESIGNERS CLOTHING BAGS SHOES ACCESSORIES SPORT BEAUTY

WHO WORE WHAT: NEW YORK FASHION WEEK

Be inspired by the style tips and new trends we spotted at the shows

[SHOP ALL >](#)

WEAR THE PANTS
Let loose and go wide

HAUTE COAT
Fashion's great cover-ups

SNEAKER STORY
Make the so-now shoe switch-up

CREAM OF THE CROP
The jeans of the season

HOLD ON!
Meet the new top-handle bag

JACKET REQUIRED
The bomber = your new hero

LIVE AT THE SHOWS

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New York FASHION WEEK
Master the new minimalism

[SHOP NOW >](#)

WINKELSTRAAT.NL

FASHION. BOUTIQUE STYLE



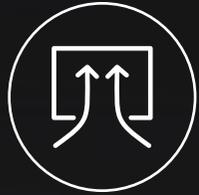
Content Feed



Automation

WINKELSTRAAT.NL

FASHION. BOUTIQUE STYLE

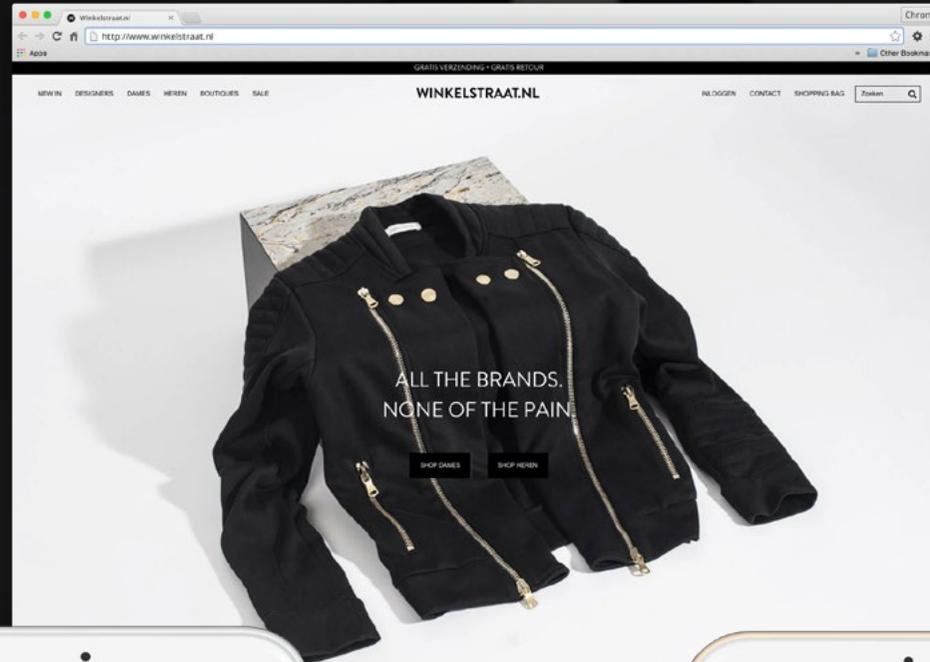


Content Feed



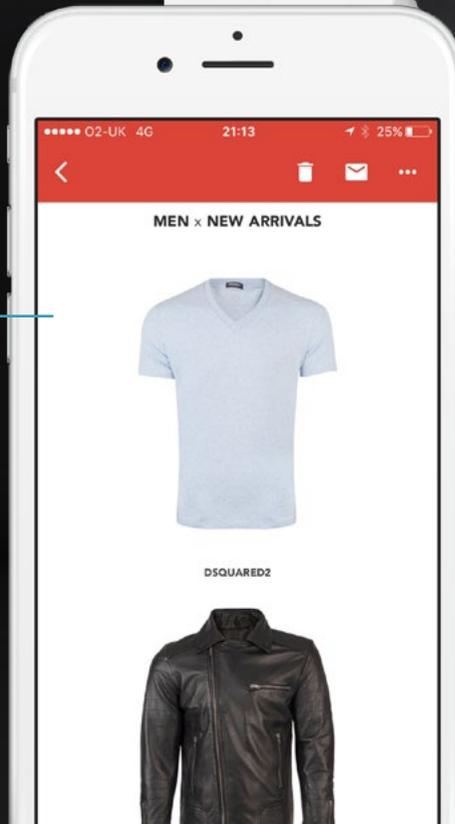
Automation

Connect your content feed to automatically display the newest products live in email.



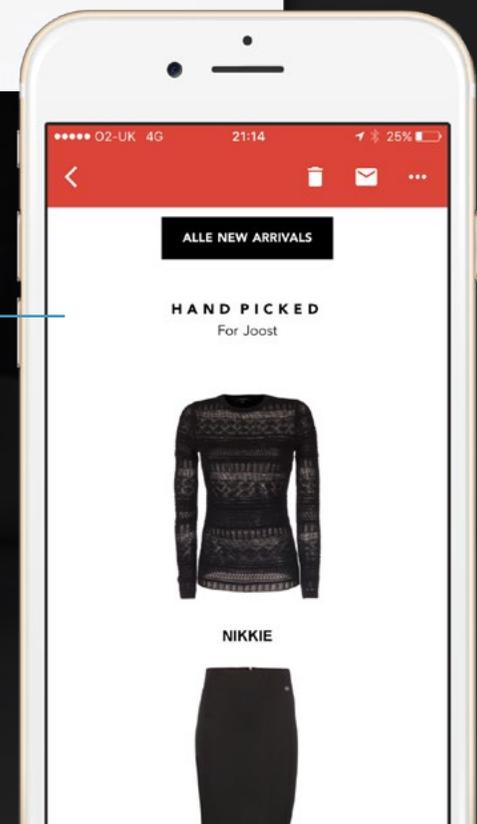
Customer A

Receives email containing products he's previously browsed on website



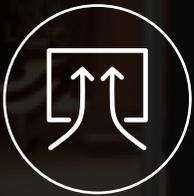
Customer B

Receives email containing products she's previously browsed on website



NEW LOOK

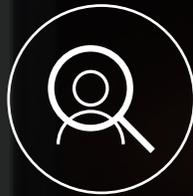
NEW LOOK



Content Feed



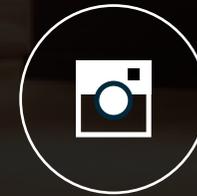
Automation



Personalization



Sale Countdown



Live Social Feeds



Device Targeting

NEW LOOK

Google



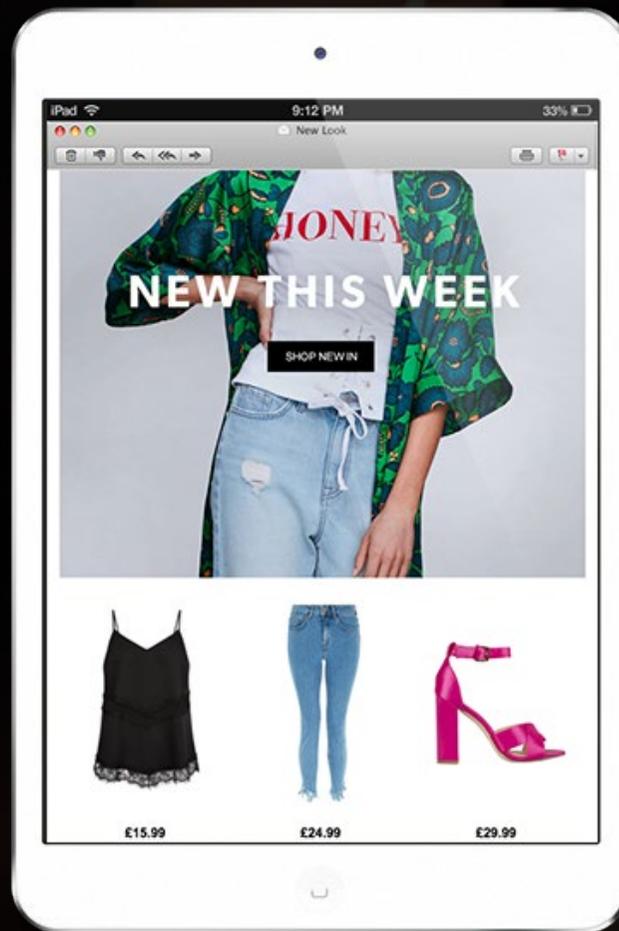
Content Feed



Automation

Connect your content feed to automatically display the newest products live in email.

XML



CSV

NEW
LOOK



Personalization

Use your customers information to make items and content personalized to them.

ALIX
TODAY HAPPINESS
IS...

NEW LOOK

NEW IN WOMENS SHOE & ACCESSORIES MENS SALE

BUY NOW, PAY NEXT YEAR
IF YOU SPEND £1,200 AT AN ANNUAL INTEREST RATE OF 25.7% (VARIABLE).
YOUR REPRESENTATIVE APR WILL BE 25.9% (VARIABLE)

ALIX
TODAY HAPPINESS
IS...

UP TO
50% OFF

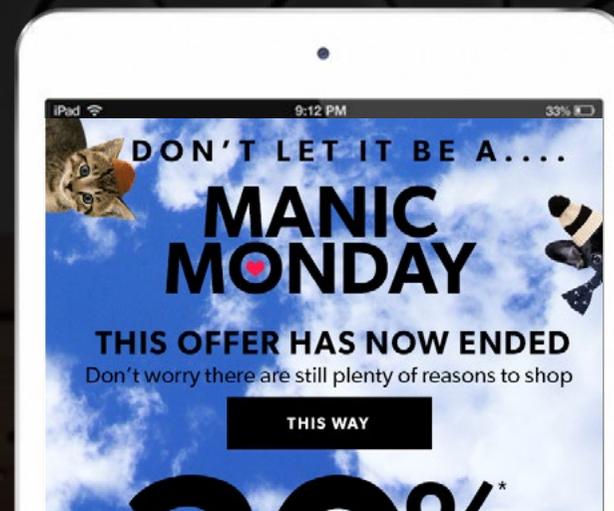
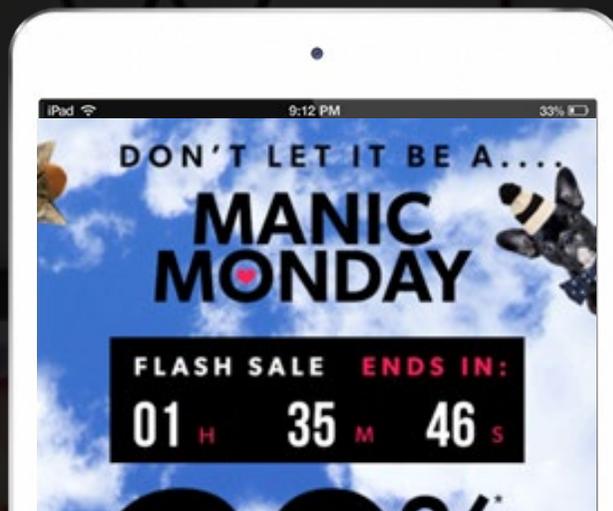
BLACK FRIDAY COUNTDOWN IS ON

NEW LOOK



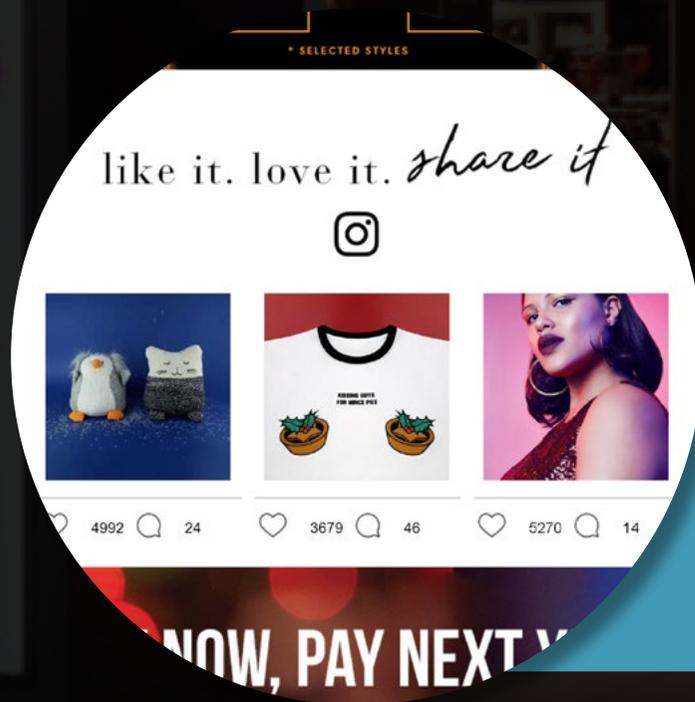
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Live Social Feeds

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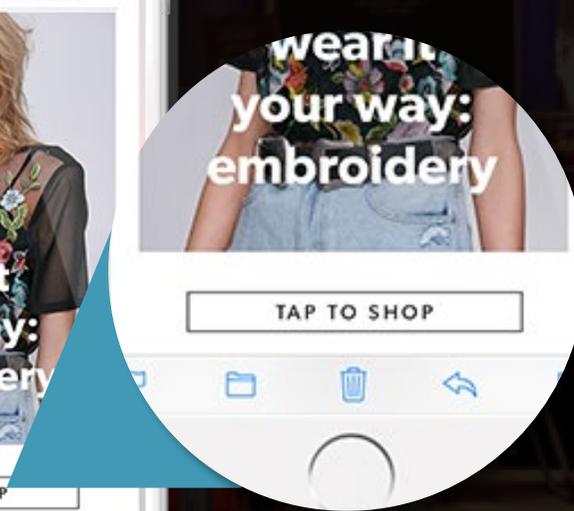
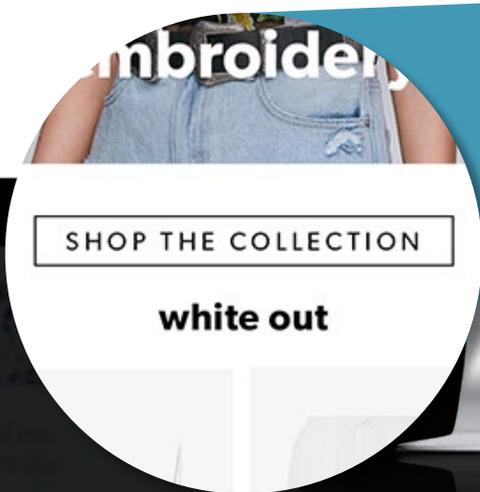
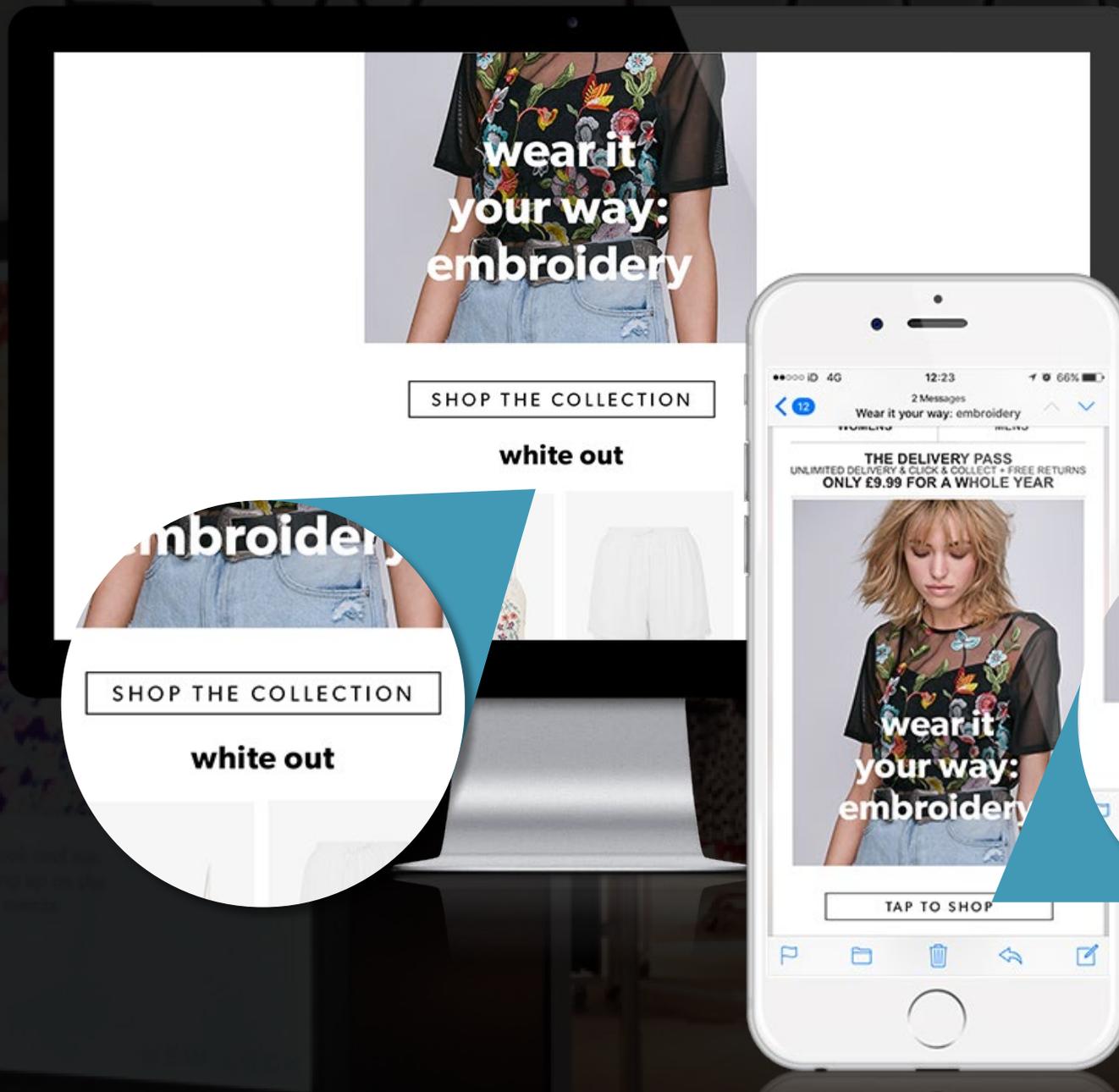


NEW LOOK



Device Targeting

Promote app downloads displaying the relevant app button based on the device used to read the email.



asos

discover fashion online



Sale Countdown



Device Targeting

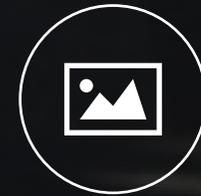


Image Optimization



Sale Countdown

Drive urgency in your email with a live ticking clock showing how long left until the sale ends.

FREE SHIPPING & FREE RETURNS
MORE INFO HERE >

ASOS

New In Dresses Shoes A-Z of Brands

OUTLET

UP TO 60% OFF

SUMMER STEALS

Autumn? Yeah, right. As long as the temperatures stay up, the prices will stay down – with up to 60% off these endless-summer steals.

Offer ends in:

74:45:51

Ends 11pm Monday.*

[SHOP SUMMER STEALS >](#) [SHOP ALL OUTLET >](#)

Cheap Monday Cap \$62 \$27.50	Vero Moda Dress \$58 \$32	First & I Crop Top \$29 \$20	Mat \$

OUTLET EXCLUSIVE EMAILS

Sign up for exclusive Outlet emails and be ahead of the game.

[ONE-CLICK SIGN UP >](#)

Labels we love

RIVER ISLAND	NEW LOOK	MONKL	GLAMOROUS	Noisy may
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FREE SHIPPING & FREE RETURNS
MORE INFO HERE >

ASOS

New In Dresses Shoes A-Z of Brands

TIME'S UP! BUT YOU

OUTLET

STILL WANT

UP TO 60% OFF

SOMETHING NEW?

SUMMER STEALS

THIS WAY >

TIMES UP :(

Autumn? Yeah, right. As long as the temperatures stay up, the prices will stay down – with up to 60% off these endless-summer steals.

Ends 11pm Monday.*

[SHOP SUMMER STEALS >](#) [SHOP ALL OUTLET >](#)

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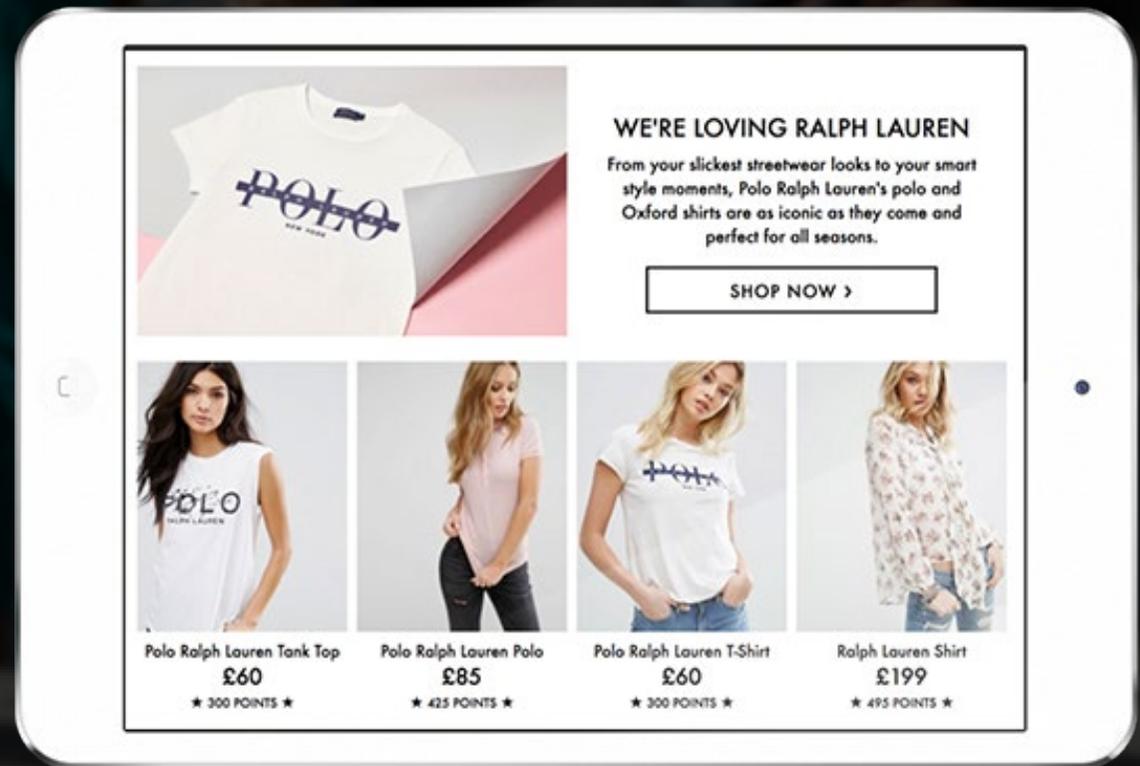
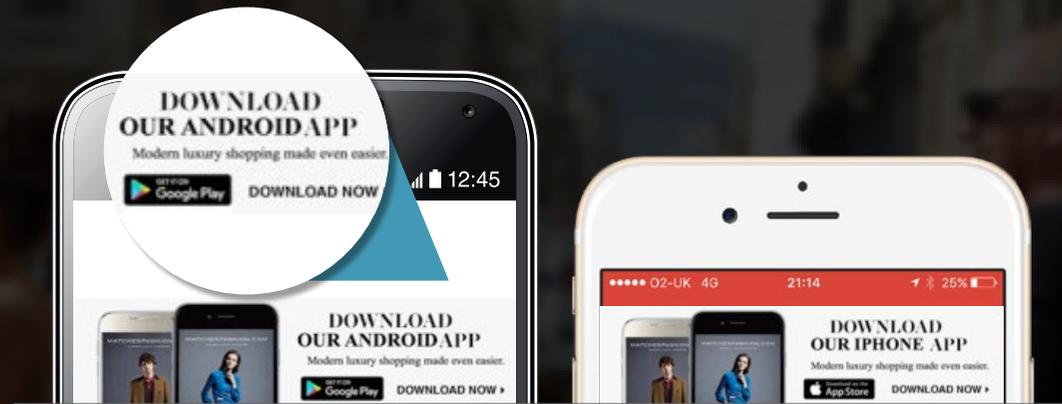
Device Targeting

Promote app downloads displaying the relevant app button based on the device used to read the email.



Image Optimisation

Show the highest converting image, by optimisation multiple versions of the same image live in email.



MATCHESFASHION.COM

MATCHES FASHION.COM



Sale Countdown



Personalised Imagery



Unique Voucher

MATCHES
FASHION.COM



Sale Countdown

Drive urgency in your email with a live ticking clock showing how long left until the sale ends.

EXCLUSIVE COLLECTION

COMING SOON

AMI

09:03:00:59

DAYS HOURS MINUTES SECONDS

FIND OUT MORE >

DIGITAL TRUNK SHOWS

COMING SOON

MARK CROSS

07:15:32:45

DAYS HOURS MINUTES SECONDS

FIND OUT MORE >

[VIEW](#) Crème Version

MEN MATCHESFASHION.COM WOMEN
MODERN LUXURY SHOPPING

FREE DELIVERY

on all orders – minimum spend applies*

19:27:59

HOURS MINS SECS

SHOP MEN'S > SHOP WOMEN'S >

Enter promotional code **FREESHIP** at checkout.

SHOP MEN'S > SHOP WOMEN'S >

*Valid on all orders over £200/€250/\$300/¥2,500. Terms and conditions apply.

MATCHES
FASHION.COM



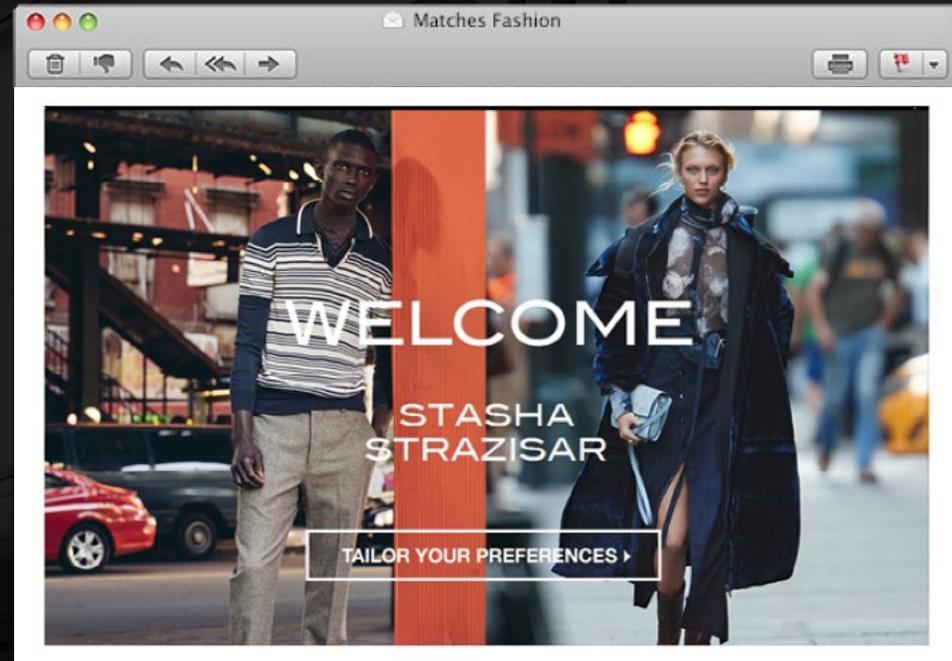
Automated Personalised Imagery

Use your customers' information to make items and content personalised to them.



Unique Voucher

Voucher codes personalised to each recipient.





Contact us for a demo of the Kickdynamic platform:

☎ +44 (0) 20 3514 4609

✉ hello@kickdynamic.com

🐦 [@kickdynamic](https://twitter.com/kickdynamic)

🌐 www.kickdynamic.com

 **Kickdynamic**