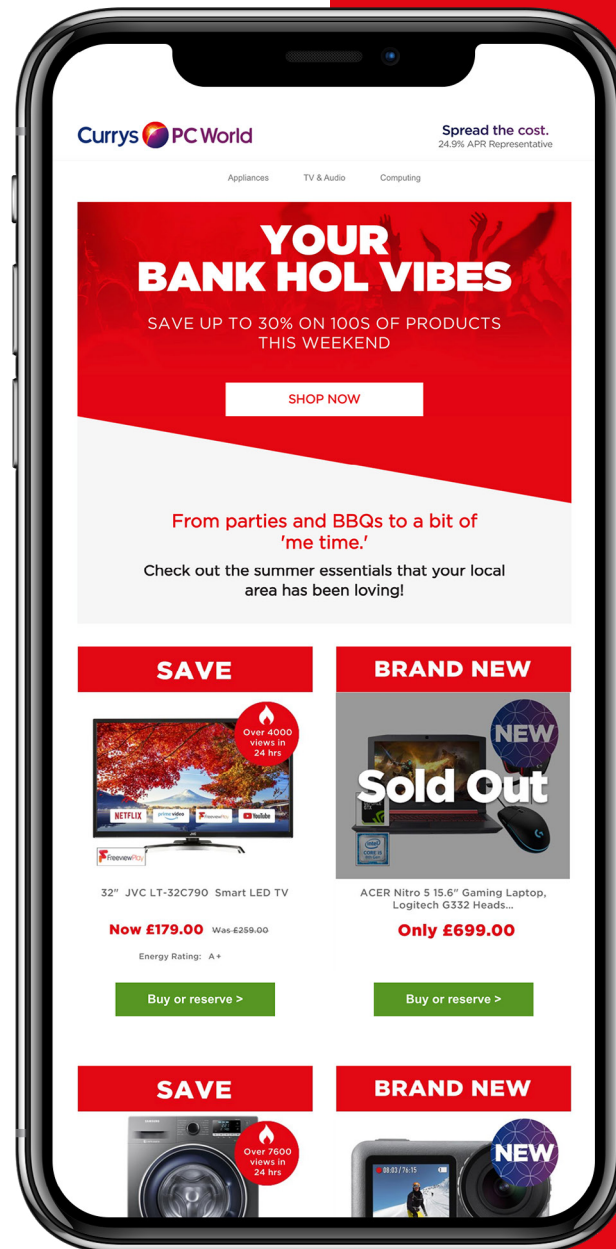


# Bank holiday bonanza

Over the May bank holiday weekend, Currys PC World included loads of innovative, live content in their emails proving their commitment to digital transformation. Across the business, emails are very product focused so using feeds and advanced design and visibility rules, they took their product content to the next level. Using product data, they displayed the number of views each item had in the last 24 hours, intelligent pricing rules to display was and now pricing when a product was on offer and new flags when the item featured was 'new in'. They also used stock information to display a sold out badge when a product was no longer available.

Store maps, weather forecasts, timed images and countdown timers were also used over the weekend for a truly engaging live email experience.



*"This was a standout campaign for me in 2019. The advanced product image design and complex visibility layers elevate the product content to a whole new level, one that I've never seen in email. Most brands decide to replace sold out products but Currys PC World made a brave decision to show unavailable products in email rather than replace them - inspired!"*

Henry Ross, Sales Manager, Kickdynamic