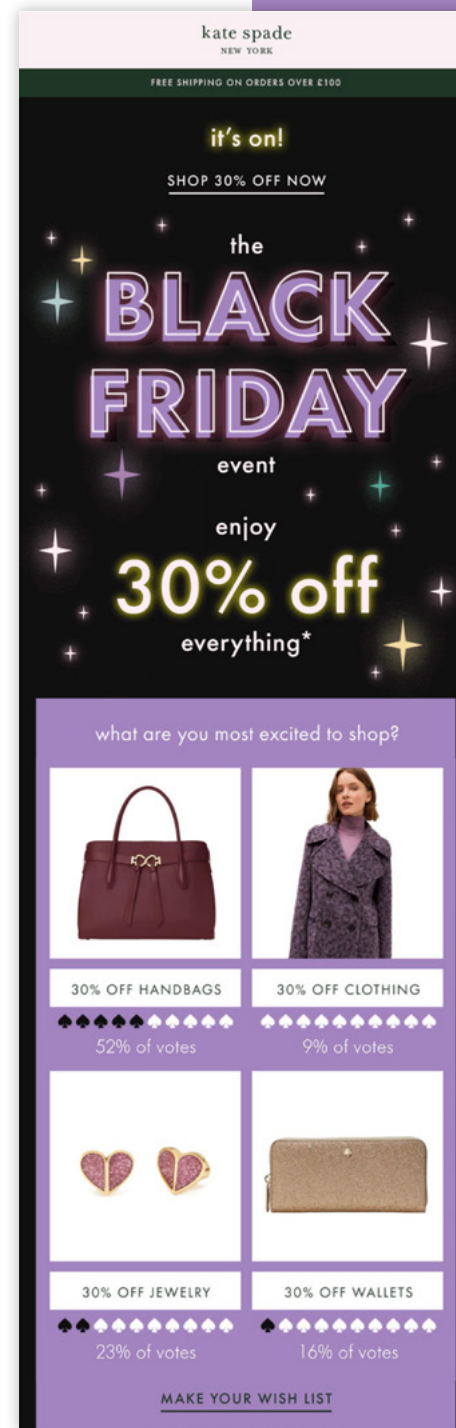
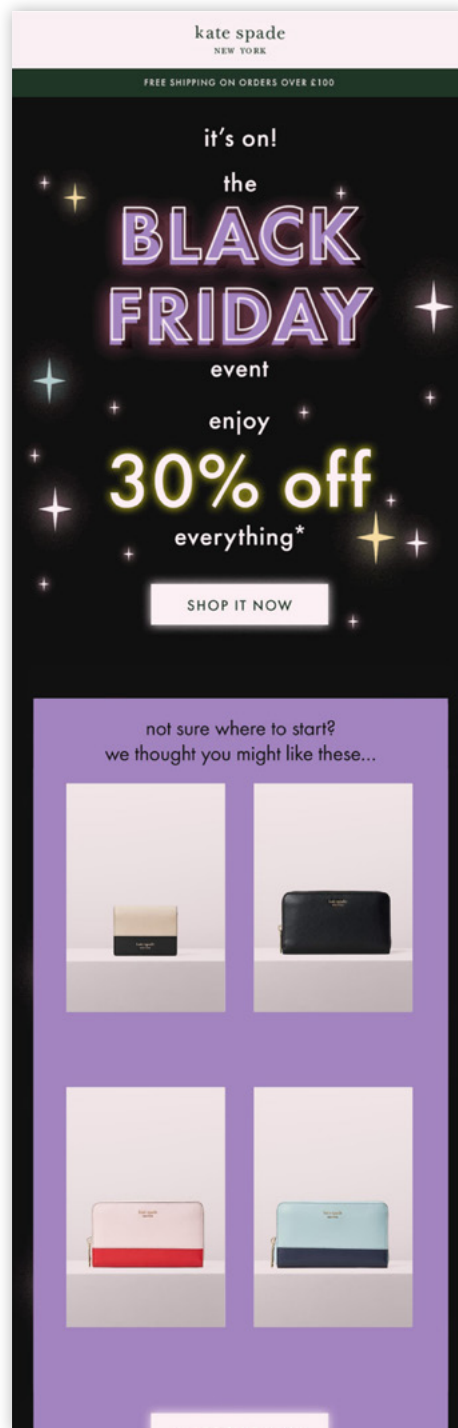




What are you excited to shop?

To launch their Black Friday campaign, Kate Spade asked customers which product category they were most excited to shop. The vote percentages and branded progress bars updated live at the moment the email was opened based on previous clicks.

Twenty-four hours later, recipients that clicked to vote received a follow up email with the latest sale products from their chosen category. Recipients that didn't vote received an email showcasing the latest bestsellers.



"Adding a live vote into email is a great way to add gamification and collect useful preference data for future sends. This is an excellent example of adding fun, engaging content into a postcard email and using the clicks for personalization later on."

Eugénia Hewitt, Account Manager, Kickdynamic