

## Live click counts

Consumers trust recommendations above all else. With that in mind, Mobiles.co.uk chose to include live email social proofing in their Black Friday deal email. Overlaying 'click counters' over key deal content, they successfully added credibility to their content and drove traffic to their site. Each time a recipient clicked through on a deal pod, the number of clicks updated live in the email. To take this to the next level, the click counts only displayed after reaching a certain number and, when there was high engagement on a product, a 'hot deal' badge appeared.



# 55%

CTR for customers registered for Black Friday



# 29%

CTR overall for Black Friday



# 73%

increase in orders over Black Friday



*"Click counters truly helped create urgency and allowed our campaigns to stand out over the Black Friday period. Utilising the Kickdynamic polling tool in this creative fashion gave our deals additional relevance and this can be seen through the increase in engagement we experienced."*

Tim Williscroft, CRM Marketer

