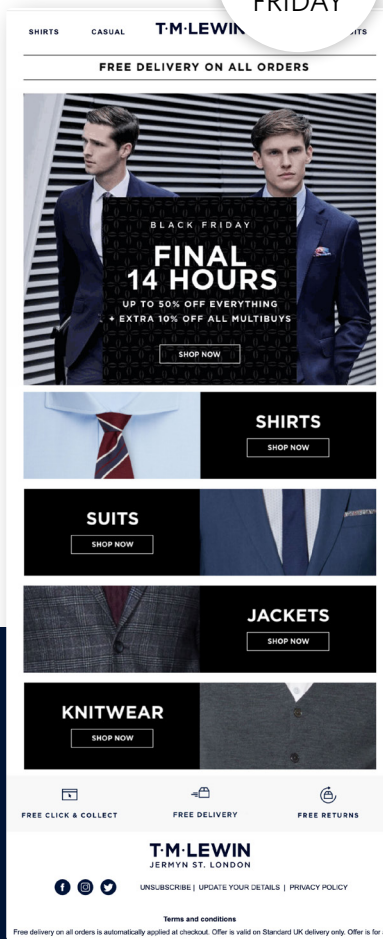
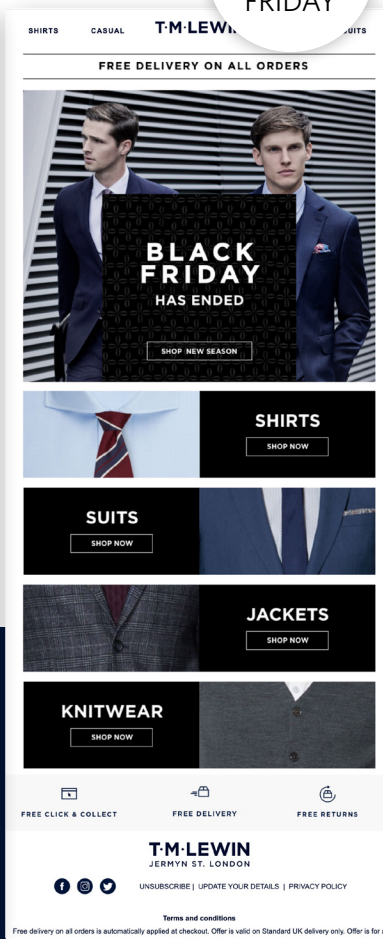


**DURING
BLACK
FRIDAY**



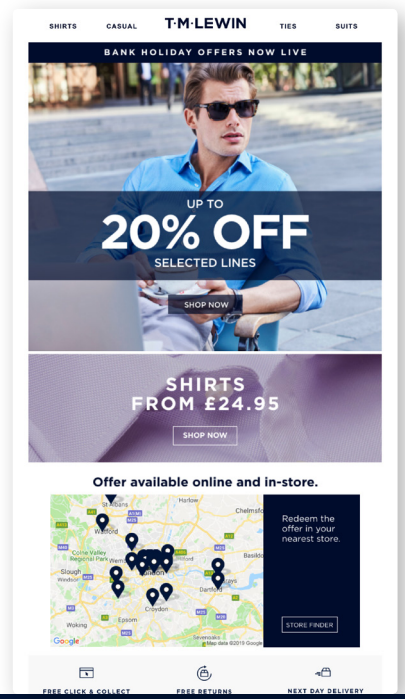
**AFTER
BLACK
FRIDAY**



Subtle timers and nearest stores

Not every timer needs to count down to drive the utmost urgency. Subtle timers work well when you'd like a more gentle impact. Over Black Friday, T.M.Lewin featured a timer displaying only the number of hours left to redeem an offer. Once the time was up, they switched the expired timer to 'new arrivals' content to ensure a positive post-Black Friday experience.

To connect digital to their physical stores by driving footfall, T.M.Lewin display store locations pinned over a map based on the city of open. When the map is clicked, personalized directions are generated in a recipient's preferred map client from their exact location to the closest T.M.Lewin store.



"The Kickdynamic team have made onboarding a seamless process. By using this technology, we have been able to further drive efficiencies and engagement within our email campaigns."
Jemma Edie, Senior CRM Manager