

iCLOTHING

Timed to perfection

To drive excitement and provide a sneak peek ahead of Black Friday, iClothing leveraged timed image functionality to ensure email content was up-to-date and relevant at every open. There were eight deals available over the teaser period, with each deal only live for two hours. This completely dynamic email featured a countdown timer displaying the time remaining to redeem the offer, a live hero image, device-targeted calls to action and deal tiles showing which deals were live, coming soon or had expired.



"Using timed images is such a good way to give opens an exceptional experience when they open your email. This content was dynamic, engaging and clearly displayed accurate content whenever it was opened."

Lucy Self, Sales Manager, Kickdynamic

