

boohoo

Lightning deals

Showcasing six different deals, content updated every hour to offer customers different discounted categories. The changing deals were completely automated, updating in real-time at every open to reflect the live deal. Combined with a countdown timer, Boohoo showed a sneak peek of the following offer to encourage recipients to return to the email. Once all deals had expired, a 'time's up' message was displayed, encouraging recipients to visit the website.



"The creativity of this campaign makes it one of my favourites of 2018. Boohoo wanted to offer multiple deals throughout the day in the same email and live content is the only way to achieve this. We received a lot of positive feedback from this campaign because let's face it, enticing your customers with changing offers, especially around Black Friday, will always stand out of the inbox!"

Jess Horn, Boohoo Account Manager, Kickdynamic

