



# Email going from strength to strength

Bulk Powders have recently given their birthday series a shake up to increase the level of personalization and relevancy of their content. Recipients receive a personalized image and unique offer code to redeem which is generated by merging in unique values at the time of send. They also feature live Instagram content to drive social engagement. This is a great example of personalized email content, rewarding customers and better still, it only requires a one-time set up.



*"Kickdynamic has helped us make our emails more personalized than ever before. The platform is quick and easy to use which helps us integrate it into more and more of our emails. Countdown timers drive urgency, Instagram feeds help us bridge the gap between social and email and personalized images give our emails a 1-2-1 approach between us and the customer."*

Lauren Oliver, Email Marketing Manager

