



# True 1-2-1 product personalization in email

Dustin, a leading re-seller of IT products and services in the Nordics, use Kickdynamic for a advanced personalization and automation scenarios including 1-2-1 product recommendations based on previously collected browse behavior. Using Kickdynamic enables them to show each recipient highly personalized products, specific to their particular browse behavior, something they tried but were unable to setup before Kickdynamic.

Directly in the Kickdynamic interface, Dustin connect a live API and design a live image template. At the point of send, a user ID & sendout ID is merged into the live Tag, completing the API call returning the latest product recommendations for each customer. Each time the email is opened, the product information is updated, ensuring the recipient always sees the latest price and discount information. The live image uses advanced visibility functionality to display different image layers based on differing information per product.

Additionally, Kickdynamic developed the capability to choose 'key variables' for information about a product in the image template. Those key variables will then be checked for changes on open and cached in combination allowing easy control and management for when a product may have different pricing for B2B and B2C scenarios. Therefore it is no longer necessary to segment and split sends into types, significantly reducing email build and testing time.



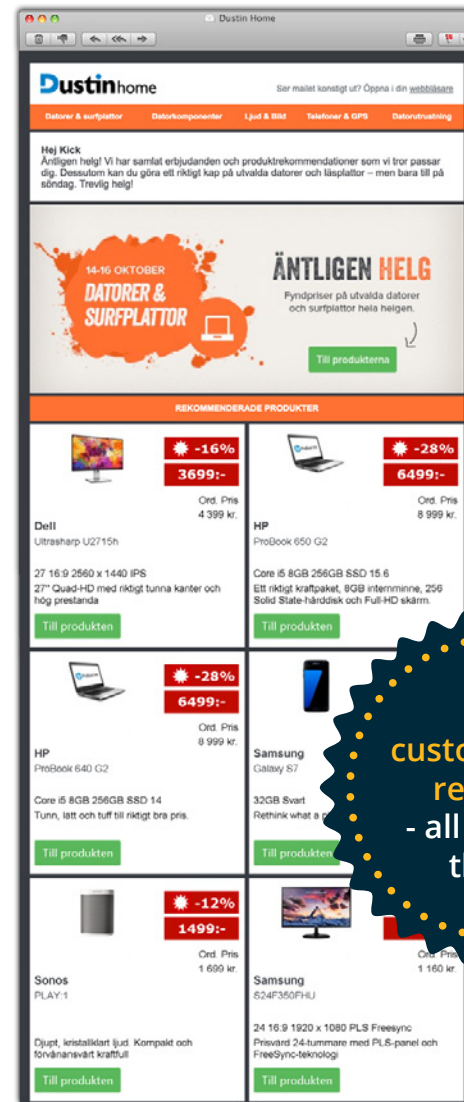
*"We've been very impressed with the Kickdynamic tool as a means to build real-time product recommendations for our customers. With only a few hours of initial training, we've been able to build and integrate ourselves content rules and components to insert directly into our HTML e-mails, making an immediate impact on our last-click conversion rate from e-mail newsletters."*



**Jens Borgkvist**  
Email and Marketing Automation Specialist  
Dustin



Jordan receives an email containing the products she's previously browsed on site



Matt receives an email containing the products he's previously browsed on site



No customization required - all setup in the UI.

