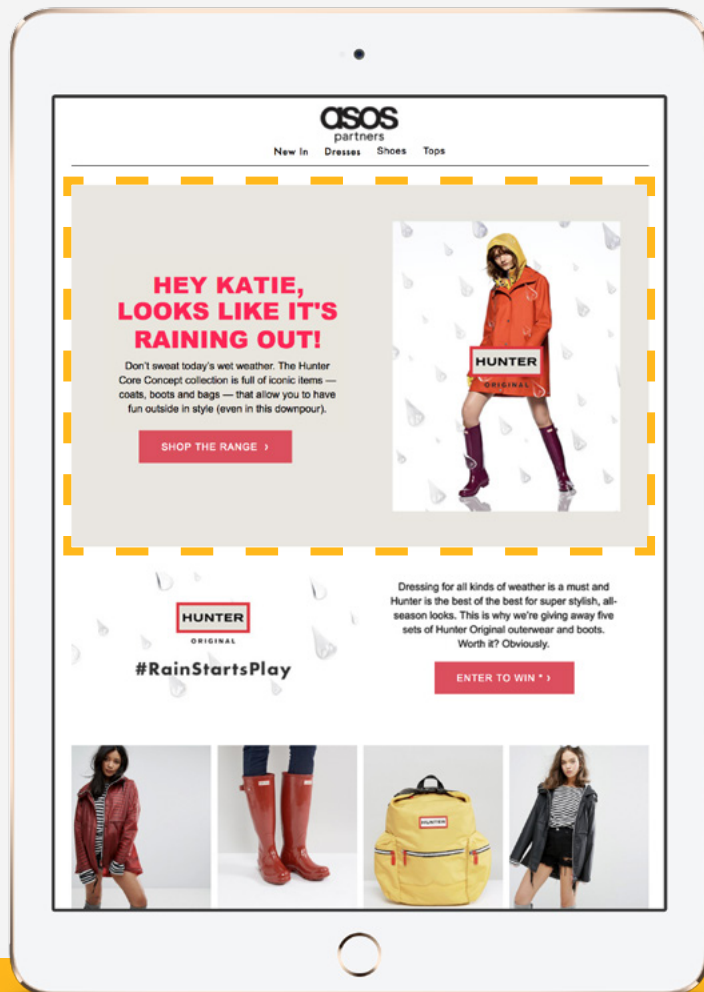


Relevancy in the rain

ASOS have combined name personalization and weather-targeted images to display relevant content to their subscribers. Depending on the weather at the open time and location, recipients receive a different, relevant image and message.



PERSONALIZATION
Personalized to
each recipient



RELEVANCY
Weather-targeted
content



- ✓ *Weather-targeted images*
- ✓ *Live at time of open*
- ✓ *Personalized to recipient*

"I loved this weather targeted personalized image campaign. It's a fantastic example of combining multiple uses of the Kickdynamic platform making first name personalization and copy relevant to the context in which the email is opened."

Jess Horn, Account Manager, Kickdynamic