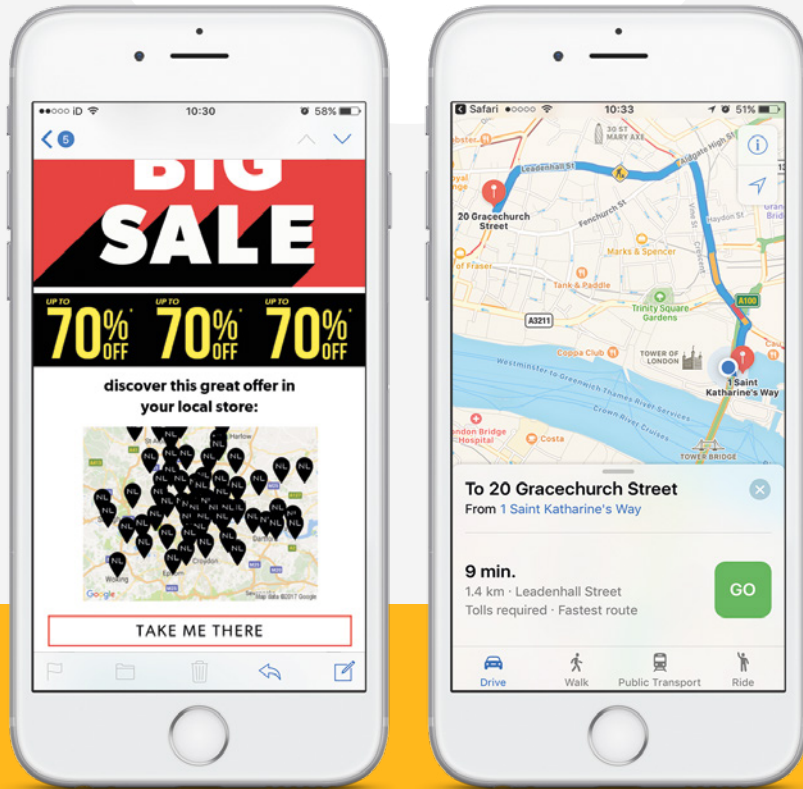


New Look saw a **CTR of 2.24%** from in-store exclusive offer emails and the "Locate now" **CTA generated 0.27%** of total clicks.

## NEW LOOK

# Connecting email to in-store



- ✓ Display nearest store
- ✓ Personalized directions from open location
- ✓ Drive in-store traffic through email

To drive footfall for in-store promotions and new store openings, New Look display the nearest stores to open location pinned over a map. With personalized pins, the map is perfectly on brand. When clicked, personalized directions are generated from the open location to the precise nearest store.



**RELEVANCY**  
Uses open location to display nearest stores



*"What better way to drive footfall in to our stores than with a device targeted email tag which guides customers directly to their nearest store! Now that the tag has been created by Kickdynamic it can easily be added in to any campaign on demand. Customers recognise their location and can visibly see their local stores within the artwork upon opening the email - taking personalization and ease of shopping to the next level."*

Alix Greener, UK CRM Assistant, New Look