

Pond Planet produces toadally awesome results with live content

Pond Planet, the UK's leading online retailer of pond and aquatic products, leverage the partnership between Kickdynamic and Visualsoft to deliver exceptional customer experiences in email.





The challenge

Pond Planet wanted to enhance their emails using live content to increase engagement and revenue. They were looking for ways to stand out of the inbox above their competitors through the use of live and relevant content. Pond Planet have implemented the Kickdynamic technology across their email programmes to achieve increased click through and conversion rates.

The Solution

To ensure the content featured in their welcome series is as relevant as possible to new subscribers, Pond Planet have replaced static social content with live social feeds surfacing the most recent posts in a design unique to their brand. Adding live social images ensures the latest and greatest content is always showcased in the email. They also feature call to actions that are tailored to the device used to open the email.

Drives social following and engagement



The Solution

To add extra touches of relevant content, banner images update depending on the time of day the email is opened.

All of these strategies require a one time set up and can be used across multiple BAU and programme campaigns.

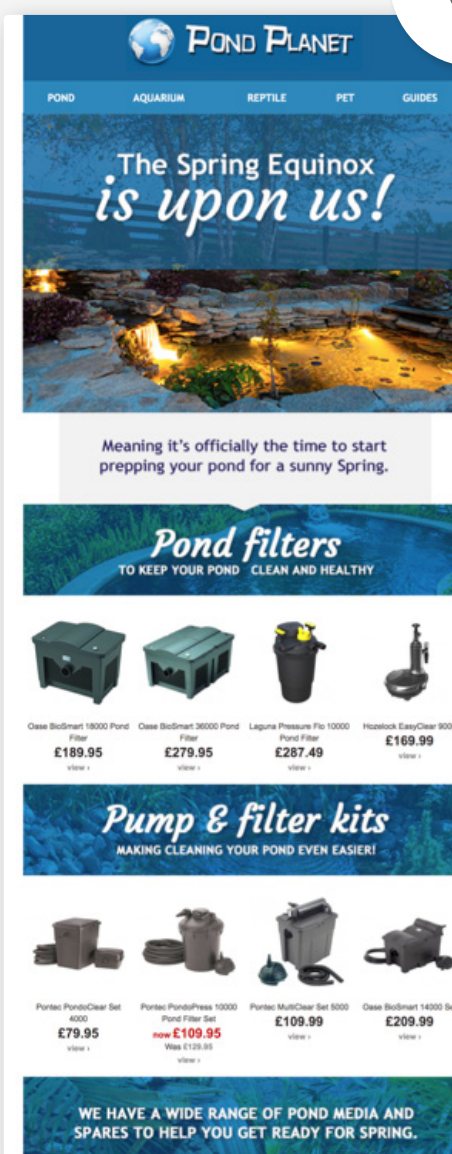
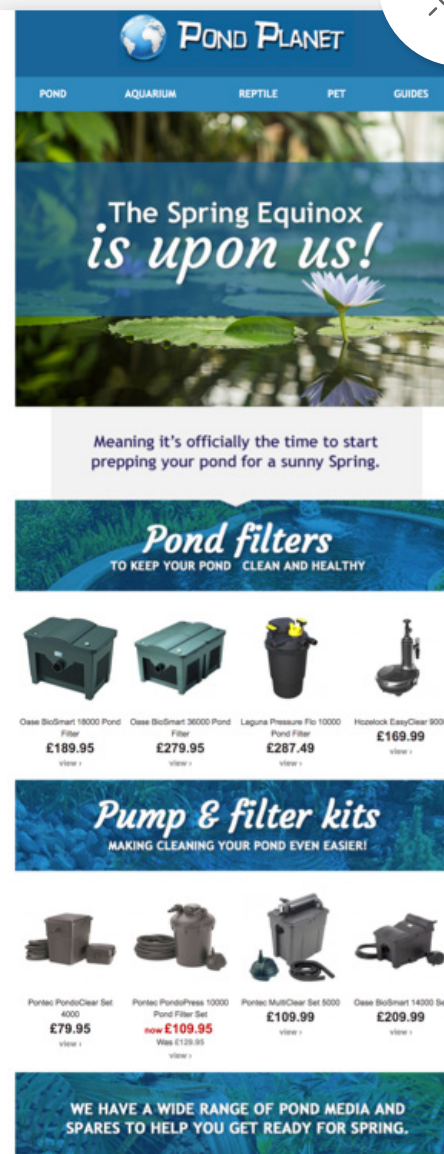
Using Kickdynamic's open time technology, the content will automatically update live at every open, saving huge time and resource.



RESULT

53%

increase in welcome
email CTR



The Solution

Pond Planet strive to make their content as personalized as possible. A great example of this is their use of personalized hero images. The recipient's first name is merged over the image at the time of send generating thousands of unique, targeted images for their customers - a great way to stand out of the inbox!

To drive urgency and encourage recipients to redeem their unique offer codes, Pond Planet strategically use live countdown timers. These have been created to match their brand design perfectly and once the countdown has expired they are swapped out automatically with messaging to let the customer know the code has expired.

Other tactics Pond Planet have implemented are weather personalized images and live polling to drive engagement.



The Result



61%

increase in click
through rates



14.5%

increase
in conversion



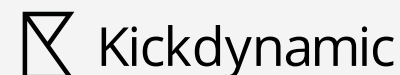
"Since signing up for Kickdynamic via Visualsoft, our email content has been brought to life through advanced personalization and relevancy. Our emails can now utilise all the data and insights gathered, to showcase the right products to our subscribers, true one-to-one marketing. We're now more confident than ever that our subscribers are having truly customised email marketing experiences."

Tim Savage, Director at Pond Planet



Visualsoft is an award-winning ecommerce platform provider and a full service digital marketing agency. Kickdynamic and Visualsoft partnered at the beginning of 2019 and serve a diverse range of unique brands.

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Kickdynamic is a pioneer in email marketing, helping marketers move from sending manual, static campaigns to highly personalized email, at scale. Founded in 2012, Kickdynamic is trusted by over 200 of the world's leading retail, fashion and travel brands to deliver compelling, individualised customer experiences.