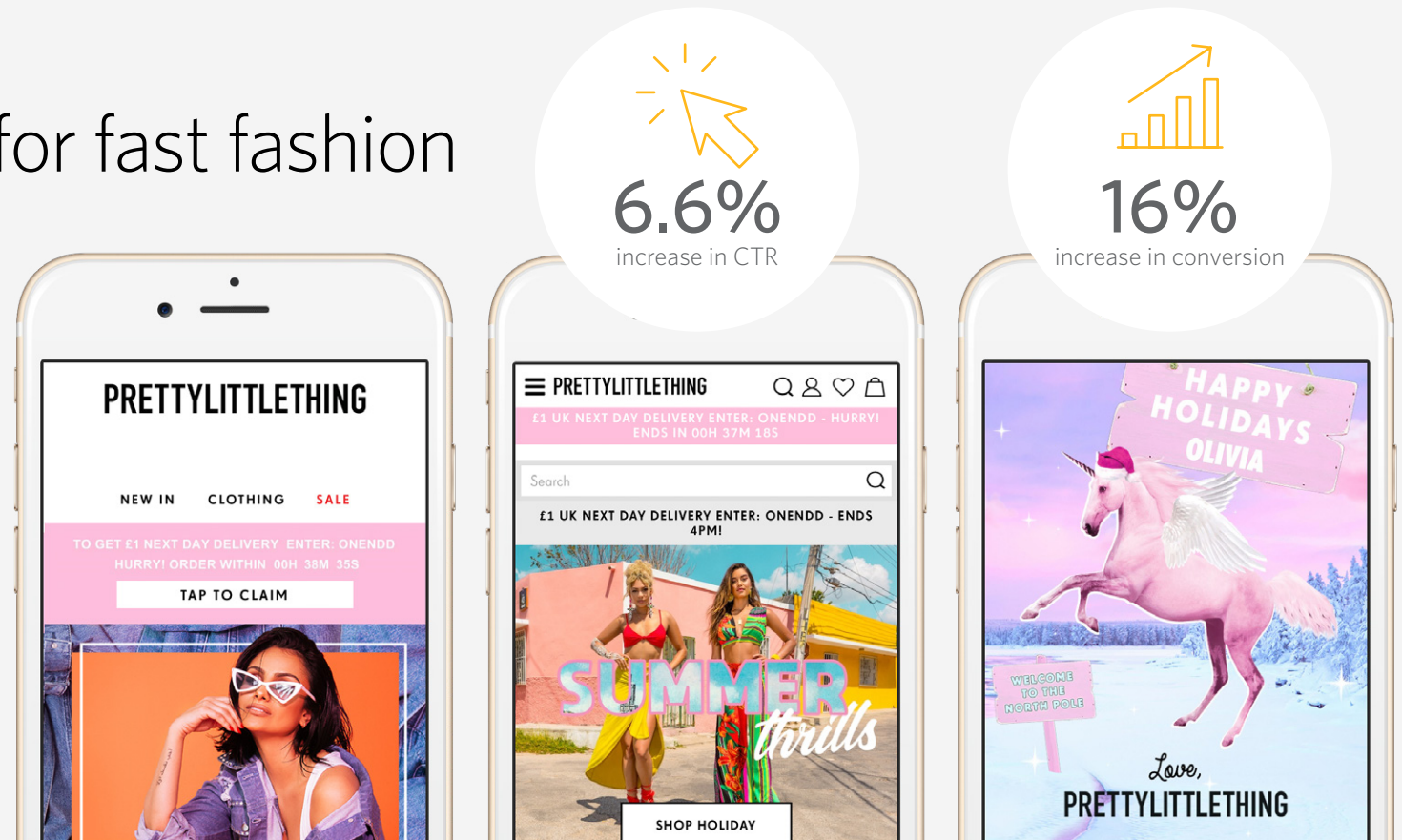


# PRETTYLITTLETHING

## Site mirroring for fast fashion

PrettyLittleThing approached Kickdynamic to help them overcome a business objective that previously was not achievable. Using the rule builder and content automation, PrettyLittleThing are able to mirror the offers that are onsite in email, with codes and timers updating live and automatically at every open.

To measure the value of personalized content in email, PrettyLittleThing ran split tests with personalized and non-personalized images. The emails that featured a personalized image saw a 16% increase in conversion and an 8% increase in AOV!



*"Before using the Kickdynamic there was no way to make sure the customer was seeing the most relevant offer at the time of open. Using Kickdynamic technology means that we can easily implement this ensuring emails are more relevant to each customer."*

Abbie Hodgson, Assistant CRM Manager