

TED BAKER

LONDON

Christmas delivery countdown

Ted Baker featured a timer in their Christmas email counting down to the last chance to order for delivery before the big day.

Each country had their own Christmas delivery cutoff date and the timer was tailored to the open location's time zone.



"Our partnership with Kickdynamic allows us to talk to our customers in a targeted, relevant and personal way, at scale and in real time. We have reduced the time it takes to design and build personalized email content, allowing my team to focus on delivering surprising and delightful customer experiences, instead of cumbersome, frustrating and restrictive processes."

Claire Holden, Head of Customer

