

# Wunderkind and Movable Ink Email Integration



Wunderkind helps brands elevate performance and revenue by creating unique connections and experiences with their customers, powered by our comprehensive Identity solution. Movable Ink ensures these messages are always fresh and relevant by generating content after inbox arrival. When used together, clients can pair Wunderkind's scale and performance with Movable Ink's best-in-class dynamic, visual content to keep marketing messages fresh, giving brands an edge in personalized marketing.

## Enhanced engagement with highly personalized and visually compelling customer touchpoints

### Dynamic Content Creation

Seamlessly insert  
real-time information  
into marketing  
campaigns to keep  
content fresh.

### Enhanced Customer Insights

Better understand  
customer behavior  
and preferences to  
create more targeted  
marketing.

### Increased Customer Engagement

Deliver compelling,  
personalized  
experiences that drive  
higher engagement  
and conversion rates.

Our partnership with Movable Ink aligns with our commitment to giving you best-in-class tools to engage your customers and grow your business. The best part? No additional, manual workflows required! Our plug and play integration allows you to seamlessly incorporate your Movable Ink content into your email campaigns in our self-service creative management application, Wunderkind Studio.

## Movable Ink provides real-time, personalized content for your Wunderkind emails

### Location-based content

Provides store data based on user location

- Nearest store location, including a map and contact details
- Curbside pickup options

### Dynamic, sourced content

Incorporates data from Website, CSV, or API to keep promotions and images relevant

- Promo banner copy based on the the site
- Recent blog posts

### Recent-time product details

Grabs the most current information possible, for items to a product grid that changes often

- Price with buy-now-pay-later
- Option to share rating + review

### Social content

Pulls in content dynamically from social channels

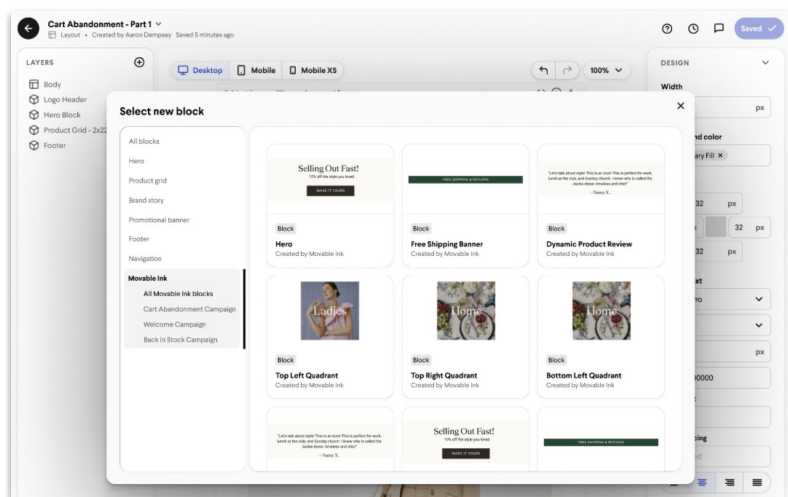
- Recent user generated content from a predefined hashtag



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### Ready to Transform Your Marketing?

For brands looking to deliver real-time, personalized experiences without the hassle, the Wunderkind and Movable Ink integration offers a solution that is powerful, flexible, and easy to implement.

If you're interested in learning more about how this partnership can give you an edge in the world of personalized marketing, reach out to the Wunderkind team.