MOVABLE INK

The Magic Behind Your Marketing



THE POWER OF AI AND AUTOMATION TO PERSONALIZE EVERY CUSTOMER ENGAGEMENT

Movable Ink automates content personalization by transforming your data and assets into individualized, unique messages for every customer. Our platform helps the world's most innovative brands maximize revenue, build customer relationships, and enhance marketer agility.

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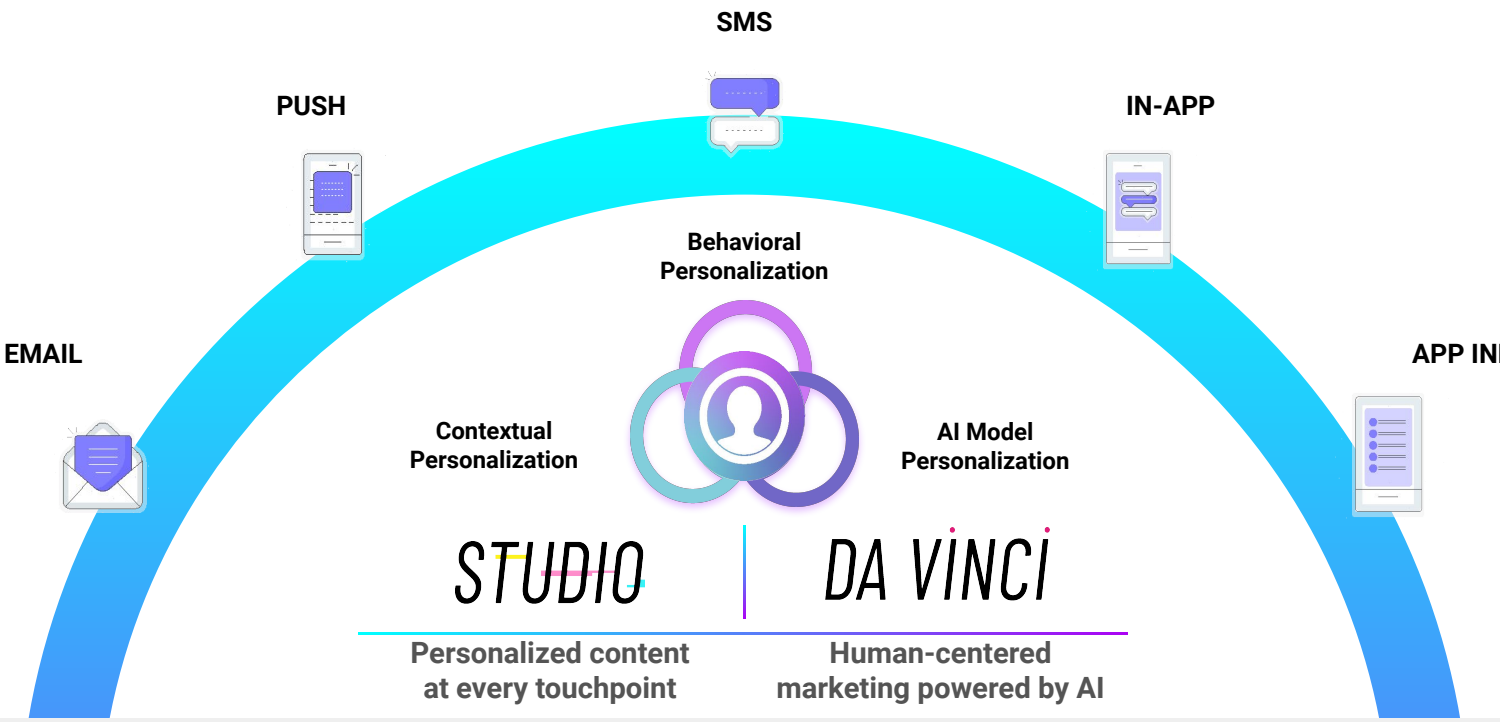
DELTA Scotiabank NBA

Omni-Channel Experiences
Generate personalized content for any touchpoint.

Any Data from Any Source
Transform any data source into unlimited variations of content.

Infinite 1:1 Evergreen Content
Generate real-time content for an audience of one.

Autonomous Campaign Management
Leverage AI to create the optimal content path.



Segment TEALIUM ORACLE AIRSHIP salesforce Adobe bloomreach braze

STUDIO

AUTOMATED CREATIVE AT SCALE

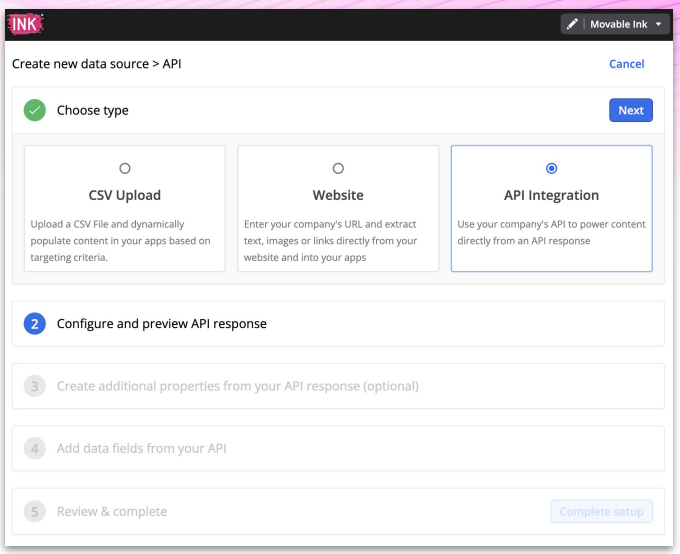
- Generate unlimited personalized content variations
- Create layered composite images, rendered at open time

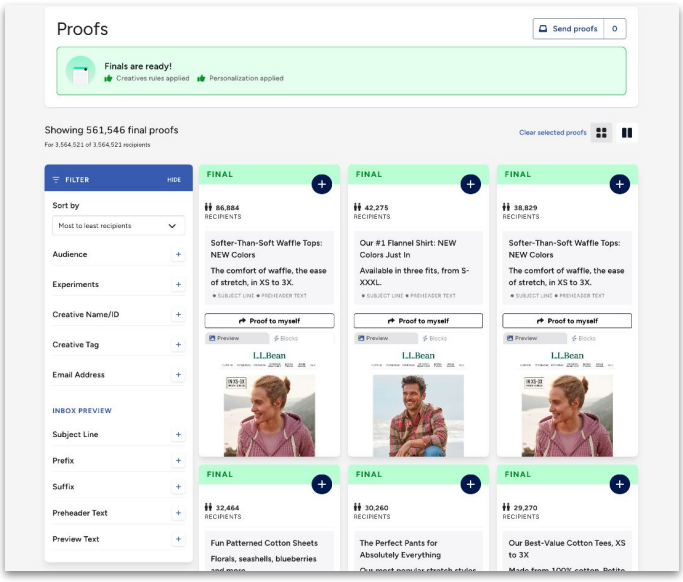
ACTIVATE REAL-TIME DATA

- Transform multiple data elements within one creative
- Easily set-up waterfall decisioning logic to result in optimal content

PERSONALIZATION ACROSS CHANNELS

- Reuse evergreen content across channels and campaigns
- Make content changes quickly, without developers or code





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OPTIMIZE AI FOR REVENUE & ENGAGEMENT LIFT

- Guide product discovery into new categories
- Create unique emails for each customer

STREAMLINE YOUR CAMPAIGN WORKFLOW

- Eliminate manual work with the end of the campaign calendar
- Optimize email content, subject lines, send time, and frequency

DRIVE CONTINUOUS LEARNING & INSIGHTS

- Creative feedback loop into the AI models
- Expose creative AI insights directly to marketers

GET MORE INFORMATION:
movableink.com

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