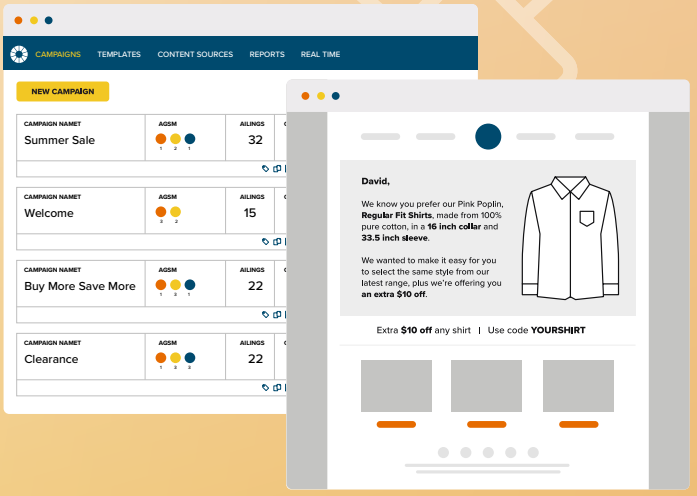
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Create personalized emails that convert with Litmus Personalize

Automate and scale the creation of truly individualized emails to boost loyalty and drive revenue.



Uniquely personalize every email without the added manual work

- Get inspired with a robust Explore gallery of new ways to stand out in the inbox, by ensuring every email results in an exceptional, highly personalized subscriber experience.
- Move beyond basic segmentation and achieve true personalization at scale with advanced rules and targeting.
- Pull the latest data from your CRM, product feeds, and more to automatically generate endless email variations from a single HTML tag.

Deliver the right message at the right moment with every email send

- Break past the limitations of personalizing emails at the time an email is sent.
- Create compelling, relevant email content that populates in near real-time based on subscriber conditions like open time, location, and weather.
- Build urgency in time-sensitive messages to encourage subscribers to take action.

Boost engagement and unlock revenue potential with AI

- Give subscribers what they want—before they know they want it—with AI Recommendations.
- Generate individualized product recommendations at scale without the hassle of manual tracking and data mapping.
- Easily gather additional data points and continuously learn from subscriber behavior to craft the most compelling emails possible.

> "We have new products arriving all the time and our new arrivals emails are key to our CRM strategy. We needed a smart way to manage new in and move from a one-size-fits-all email. We're a small team so we needed automation to help us achieve our personalization goal, we simply couldn't build a version of the email for every product category. We're now listening to what our customers would like from us and showing them what they want."

kate spade NEW YORK

Chloe Temple
Ecommerce Marketing Director at Kate Spade

> "We are regularly delivering some of our best ever email campaigns. The platform has helped us all the way from including personalized products to creating dynamic content designed to drive engagement. We have also been able to utilize our real time data, furthering our ability to send relevant content directly to our customers with every email."

MOBILES.CO.UK The smart phone people

Timothy Williscroft
Brand Marketing Manager at Mobiles.co.uk

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One Solution. Unlimited Potential.

Litmus Personalize makes personalization possible for all. Whether you're just starting out on your email personalization journey or a seasoned pro, we have you covered.

	Basic	Plus	Enterprise	Personalize
Countdown Timers Build urgency for an upcoming event.	✓	✓	✓	✓*
Personalized Images Create 1-to-1 subscriber experiences at scale.	✓	✓	✓	✓*
Progress Bars Keep customers on track & boost loyalty.	✓	✓	✓	✓*
Sentiment Trackers Get real-time insight into what subscribers think of your emails.	✓	✓	✓	✓*
Live Polls Engage recipients with a live poll.				✓
Social Signals Showcase live in-email social engagement.				✓
Weather Deliver content based on the weather/forecast.				✓
Location Targeting Target content based on subscriber location.				✓
Timed Images Serve content based on the time an email is opened.				✓
Device Targeting Customize content based on the device used to open it.				✓
Dynamic Content Automation Connect your product or data feed to Litmus Personalize to automatically display your newest or most popular product or service offerings, sale items, special deals, loyalty offers, and more. Learn how it works →				✓
AI Recommendations Harness the power of AI to show shoppers what they want before they know they want it. Target content based on items that are frequently purchased together, recommended for a specific shopper, and more.				Available as an add-on

* Advanced customization available

Get started today! Email hello@litmus.com and our team will be happy to assist you.