

From Loyalty to Lift: Live Hyper Personalisation With Impact

With Movable Ink Studio and Voyado, it's easy to turn loyalty and product data into visual personalised experiences per customer that resonate. Instantly access Voyado Engage and Elevate data in Studio to create live, layered content that updates upon engagement rather than send - tailored to each shopper's behaviour, loyalty status, and context (i.e. weather, location etc). Every email or mobile message becomes more relevant, more engaging, and more impactful.

DELIVER A SEAMLESS AND PERSONALIZED EXPERIENCE TO YOUR BEST CUSTOMERS

Bring Voyado Elevate recommendations and Voyado Engage loyalty data to life in visually compelling, on-brand formats far beyond standard product grids. Overlay real-time data elements to showcase live loyalty status, ratings and reviews, or promotional messaging to transform routine messages into personalised experiences that help deepen customer connections and strengthen long-term loyalty.

How Voyado & Movable Ink Drive Value



Personalised AI-powered product recommendations

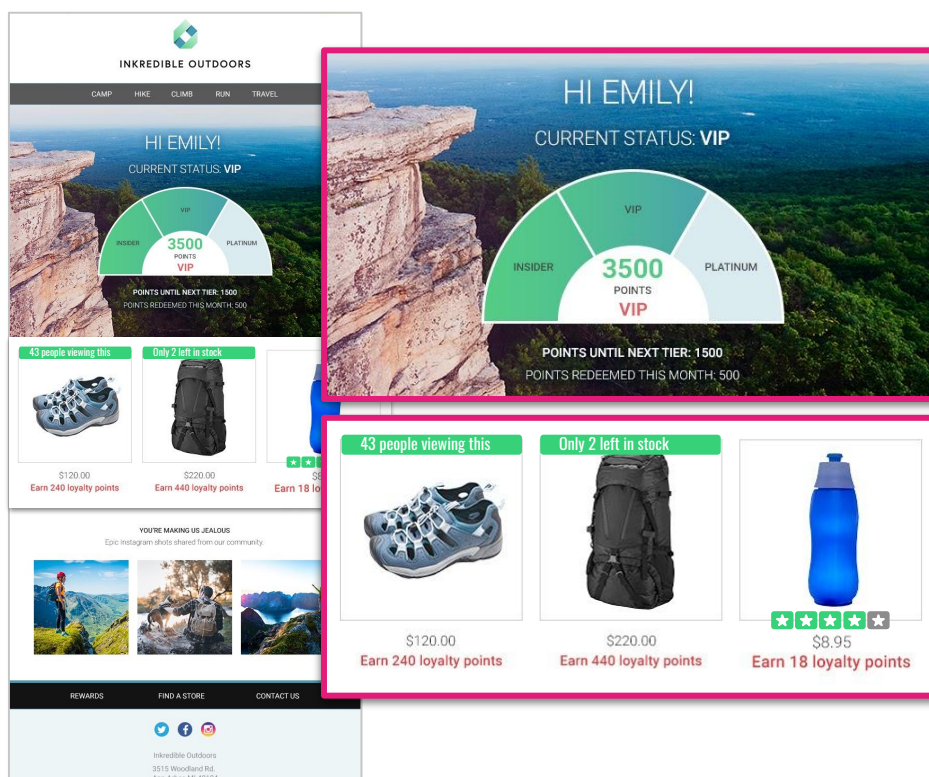


Infinite versions of visually dynamic, on-brand experiences



Faster campaign execution with easy access to Voyado data

TURN LOYALTY AND PRODUCT INSIGHTS INTO PERSONALISED, ON-BRAND EXPERIENCES



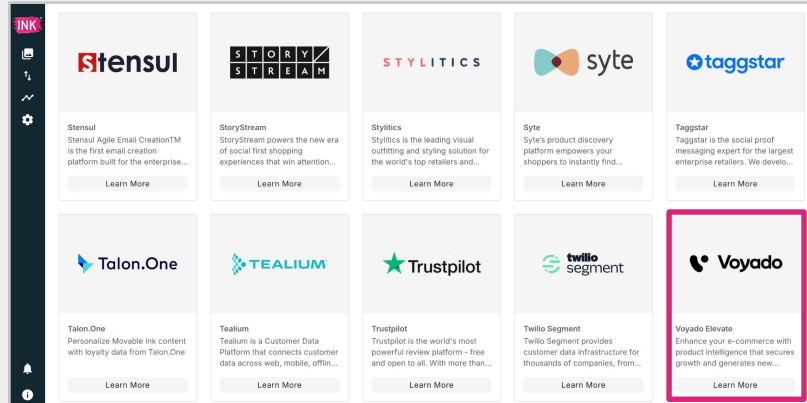
Studio-generated image utilising Voyado loyalty data:

- Personalised headline
- Live tier status
- Dynamic tier calculation

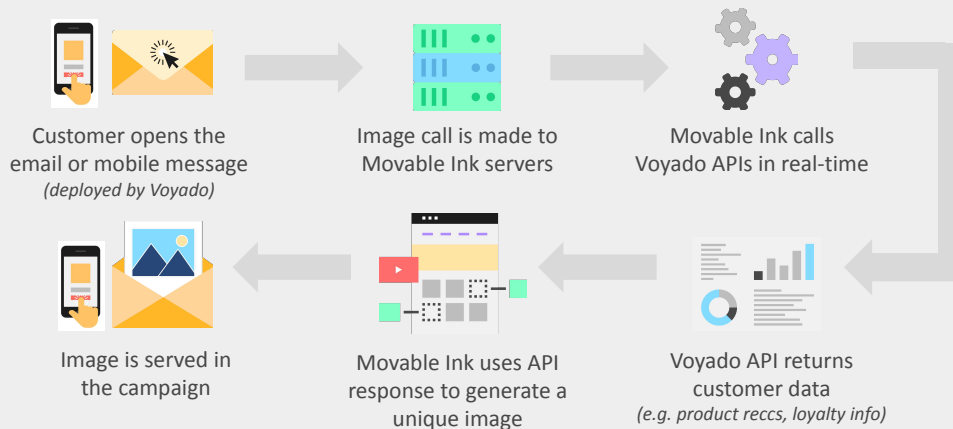
Studio-generated image incorporating Voyado recommendations and loyalty data, plus social proofing, inventory

Personalise Every Interaction and Maximise Every Outcome with Movable Ink and Voyado

Search and find Voyado in the Movable Ink Studio Integrations Gallery



How the Movable Ink Studio + Voyado integration works



ABOUT MOVABLE INK

Movable Ink personalises every customer engagement through automation and artificial intelligence. The world's most innovative brands rely on Movable Ink to maximize revenue, simplify workflow and achieve the optimal customer experience. Headquartered in New York City with 600 employees, Movable Ink serves its global client base with operations throughout North America, Central America, Europe, and Australia. Learn more at movableink.com.

ABOUT VOYADO

Voyado is a customer experience platform made for retail. It helps brands turn every interaction—from first click to repeat purchase—into lasting loyalty. With AI-powered tools for search, personalisation, marketing, and loyalty, Voyado makes it easy for retailers to grow and connect with customers in smarter ways. Loved by 400+ brands, Voyado is on a mission to become Europe's most beloved retail companion.

GET MORE INFORMATION:
movableink.com

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