



olapic

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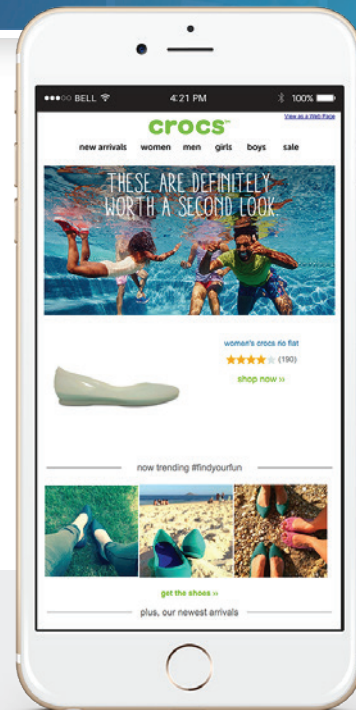
BLUECORE

Smarter & More Authentic Email Marketing

By incorporating visual user-generated content (UGC) into behavioral-driven triggered and campaign-driven emails, consumers receive the most contextual, relevant emails with dynamic content that inspires action.

Through a seamless integration with Olapic, Bluecore now creates triggers based on customer behaviors and product catalog changes, while giving marketers the ability to dynamically include blocks of UGC with no additional IT work.

Why? Simple. Email with authentic, personalized content outperforms emails with generic, stock imagery each and every time.



1



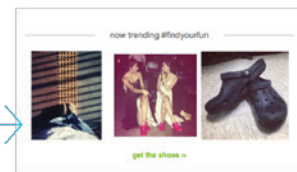
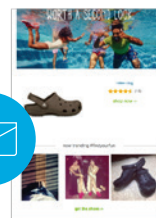
Shopper visits brand website,
looks at a particular item

2



Shopper leaves
the website

3



Bluecore captures user behavior and triggers an email featuring the browsed item. Instead of stock photos, **brand incorporates user-generated content curated through Olapic.**



Marketing Partner



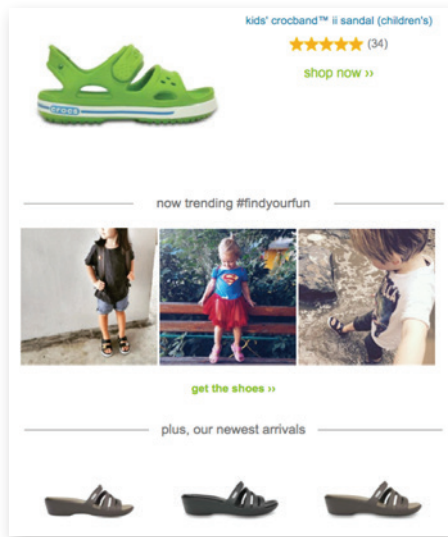
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Utilize UGC to diversify the imagery in the following triggered emails:

- Welcome emails
- Cart, Browse, Category and Search abandonment emails
- New Merchandise, Price Decrease, Low Inventory and Back in Stock notifications
- Post-purchase emails
- Replenishment programs

Use UGC and its engagement metrics to inform real-time audience segmentation for high-volume email sends such as:

- Product-specific promotions
- "Customer favorites" promotion
- Brand Affinity campaigns

Benefits



OPTIMIZED PERFORMANCE: Olapic's predictive, machine-learning algorithm identifies and ranks photos by their expected conversion rate. When combined with Bluecore's real-time view of customer analytics, on-site behavior and product catalog changes, marketers reap the rewards of contextual emails that drive greater overall conversions.



INSIGHTS THAT INFORM: Add another element to A/B testing in emails. Marketers can test the performance of stock or brand photos against imagery submitted by your users by simply changing out dynamic content blocks in the Bluecore Template Editor. What's more, by comparing email analytics from Bluecore with content analytics from Olapic, gain a better understanding of how content performs across channels.



TWICE THE EXPERTISE: In addition to technology that's proven to perform, both Olapic and Bluecore add a human touch to their processes to ensure maximum performance. Olapic employs a moderation team to ensure curated content is on brand, while Bluecore's team of engineers work directly with marketers to onboard, launch, and scale triggered email programs.