Liveclicker Releases LiveCoupon, a New Capability for Distributing Personalized Coupon Codes in Email Marketing Messages

Marketers Can Save Time and Increase Promotional Email Sophistication

CUPERTINO, Calif. (PRWEB) April 10, 2019 -- Liveclicker, a global provider of real-time email personalization solutions for B2C marketers, today announces the release of LiveCoupon, allowing marketers to increase email conversion by serving and testing personalized offers in multiple text, barcode, and QR code formats.

With LiveCoupon, a component of Liveclicker’s RealTime Email suite, marketers save time through automating coupon code distribution, and improve results from incentives by serving the right incentive form and value to the right customers.

“LiveCoupon enhances our ability to continue delivering personalized messages and incentives to consumers.” said Jennifer Chiang, Sr. Analyst, Email Marketing, BCBG. “LiveCoupon reduces operational complexity for such campaigns by automating the messaging of the promotions based on consumers’ previous engagement (with the same promotion). This further helps us with customer segmentation, making our program more relevant and effective.”

Marketers are accustomed to cumbersome workflows for coupon code distribution. LiveCoupon replaces the need to create multiple customer segments requiring multiple campaign deployments, which adds to the complexity of A/B testing non-unique codes.

LiveCoupon offers further value by giving marketers the ability to respond to individual customer behavioral data specific to coupon engagement or lack thereof, so that personalized follow up can further incentivize non-buyers or hold back from incentivizing individual customers who convert.

"Email marketers already have enough on their plates without having to manually segment and create several different deployment sends in order to serve certain coupon codes to certain individuals and find out what works,” commented Kenna Hilburn, VP Account Development, Liveclicker. “Yet for the majority of brands, coupon code emails are more likely to be opened, clicked on, and end in conversions, so it’s critical that their offers are correctly optimized to appeal to customers. LiveCoupon will help them achieve this level of optimization without significantly adding to their workload. It’s a win-win.”

LiveCoupon is available immediately within Liveclicker’s RealTime Email platform as a self-service offering, requiring no additional implementation or internal technology resources to activate.

Future planned development for LiveCoupon includes the ability to combine LiveCoupon with LiveReveal to create “scratch-off” interactive experiences. Liveclicker will also add Add-to-Wallet capabilities to the LiveCoupon experience. Click here to read more about the value of coupons in email and our LiveCoupon capabilities.

About Liveclicker
Founded in 2008, Liveclicker, a CM Group brand, is a global provider of real-time email personalization solutions for B2C marketers. Since the release of its VideoEmail platform in 2009, marketers have used
Liveclicker to captivate consumers and drive program performance. Today, top brands such as Bloomberg, AT&T, MasterCard, Lowe's, Hertz and Samsung rely on the company’s market-leading RealTime Email solution to deliver engaging, personalized messages simply and at scale. For more information, visit www.liveclicker.com or email sales(at)liveclicker(dot)com.
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