Movable Ink Partners with CrowdTwist to Bring Real-Time Loyalty Data and Visualizations to Email

New integration enables marketers to use real-time loyalty data in email campaigns to create personalized visual experiences at the moment of open

NEW YORK (PRWEB) January 30, 2019 -- Movable Ink, the visual experience platform provider for digital marketing leaders, today announced a partnership with CrowdTwist, a leader in omnichannel loyalty and engagement solutions, to help brands elevate their loyalty programs with engaging and on-brand email campaigns featuring personalized, data-based visuals that are dynamically created at the moment of open.

By integrating CrowdTwist’s real-time loyalty data with Movable Ink’s platform for creating unique visual experiences, this partnership enables brands to add 1:1 data visualizations to email that can be extremely effective at communicating the value of the relationship, encouraging members to earn more points or motivating them to progress to the next rewards tier. The addition of CrowdTwist’s API to Movable Ink’s expanding data ecosystem gives brands more options than ever to turn relevant customer data into unique visual experiences at the moment of engagement.

CrowdTwist’s patented loyalty and engagement solution enables brands to connect disparate data and consumer interactions to create consistent, relevant, and engaging experiences for their most loyal customers. By enabling the creation of unique visuals at scale, Movable Ink extends the value of CrowdTwist’s platform by making these engaging experiences possible within the technical confines of the email inbox. These email experiences can include compelling image-based offers that capture and visualize real-time points balances, purchase history, membership tiers, and more.

“Given the increasing consumer expectations around brand experiences that are personal and relevant, we see this partnership as a fantastic solution for brands that are working to take their personalization to the next level,” said Clay Walton-House, Head of Consumer Strategy at Lenati. “Both technologies are leaders in helping brands improve customer engagement, and the integration of the two will mean that a more sophisticated form of personalization is more easily within reach.”

“Being able to create consistent experiences across touchpoints is critical for meeting the high expectations of a brand's most loyal customers,” said Vivek Sharma, CEO of Movable Ink. “With our new CrowdTwist partnership, Movable Ink is now enabling marketers to bring the same visually engaging loyalty experiences on their website right into their email campaigns. At Movable Ink, we pride ourselves in helping marketers create unique visual experiences at scale – and with this partnership, we are demonstrating the impact it can have in helping brands take their loyalty programs to the next level.”

"Our exciting new partnership with Movable Ink will benefit our clients by providing them with the capabilities to communicate thoughtfully and relevantly to their best customers," said Scott Matthews, Chief Executive Officer of CrowdTwist. "With this integration, our clients can take email personalization to the next level and activate customer data into dynamic and compelling visualizations that help strengthen the brand's most valuable relationships, drive greater loyalty program participation, and increase sales and engagement."

By leveraging CrowdTwist’s real-time data, Movable Ink enables marketers to dynamically include, exclude, or adjust messages and offers based on any combination of loyalty information. The following are just a few
applications that can now be showcased within a loyalty email campaign:

- Offer select loyalty members first access to new products or exclusive sales events
- Offer varying levels of perks and discounts based on status
- Show member’s loyalty journey, current status, or year-in-review with infographic-style data visualizations
- Display current rewards that are redeemable based on a member’s loyalty threshold
- Showcase a recap of loyalty activity with visually compelling redemption information

The partnership will be available to mutual clients of Movable Ink and CrowdTwist immediately. For more information about Movable Ink, please visit http://www.movableink.com. For more information about CrowdTwist, please visit http://crowdtwist.com.

About Movable Ink
Movable Ink helps digital marketers create visual experiences that move people. More than 650 of the world’s most innovative brands rely on Movable Ink’s visual experience platform to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 250 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London. Learn more at movableink.com.

About CrowdTwist
CrowdTwist Inc. provides a Software-as-a-Service-based omnichannel loyalty and analytics platform designed to allow brands to acquire, engage and retain customers. CrowdTwist created the first-ever loyalty technology capable of aggregating cross-channel and first-party data that can be attributed back to the individual, providing marketers with a 360-view of their customers. Leading brands rely on CrowdTwist’s technology and the quality of its data to power personalized experiences that can build emotional ties with consumers across all channels, increasing Customer Lifetime Value by 40%. CrowdTwist powers the most innovative and engaging programs in market today, recently being recognized by Forrester in “The Forrester Wave™: Customer Loyalty Solutions, Q3, 2017.
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