



×

MOVABLE **INK** STUDIO

Unlock the Power of Content Personalization at Scale with Movable Ink and Salesforce

In today's competitive market, delivering highly relevant customer experiences is essential for differentiation. However, despite investments in data, customer insights, and campaign orchestration, generating personalized content at scale remains a manual, time-consuming challenge. Together, Movable Ink Studio and Salesforce Marketing Cloud modernize the content personalization process - enhancing efficiencies while also increasing clicks, conversions, and revenue. Studio complements Marketing Cloud's advanced triggers and segmentation by creating unique composite images for each customer across email and mobile channels.

SCALE PERSONALIZED CREATIVE CONTENT

Hundreds of brands use Salesforce and Movable Ink Studio together to scale 1:1 content personalization and deliver best-in class customer experiences. It's easy to access and transform data from both Salesforce Marketing Cloud and Salesforce Commerce Cloud into unique, visually engaging content using Studio. Studio Content can be pulled into the Marketing Cloud platform using the Salesforce Connector (available on the AppExchange), or via the Studio Creative Tag. No technical expertise required.

Movable Ink + Salesforce = Best-In-Class Customer Engagement



No-Code, Open-Time Personalization



Activate Data into Real-Time Content



Full Creative and Styling Flexibility

Movable Ink Studio in the Salesforce Ecosystem

salesforce

MARKETING CLOUD (EMAIL & MOBILE STUDIO)

Unlock limitless cross-channel personalization with Movable Ink Studio's flexible content creation

MARKETING CLOUD (PERSONALIZATION)

Augment Salesforce recommendations with Movable Ink Studio's open-time contextual data for email and mobile

COMMERCE CLOUD

Activate multiple elements of Salesforce product data within one image at open-time via Movable Ink Studio

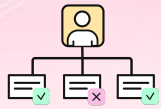
MARKETING CLOUD (CONTENT BUILDER)

Enable a seamless workflow with Content Connector to easily pull in Movable Ink Studio content within the Marketing Cloud interface



STUDIO

Explore How Movable Ink Studio and Salesforce Deliver Real-Time Personalization



AUTOMATE PERSONALIZED CONTENT GENERATION

- Cut down content creation time by eliminating the need for manual AMPscript coding to build personalization and creative variations.
- Combine multiple data points to generate unlimited creative variations of a single image, across email and mobile channels.
- Transform various types of Salesforce data (customer, behavioral, product/catalog, transactional, business, etc.) into personalized content using Studio. Enhance Salesforce data with Movable Ink's proprietary real-time data.

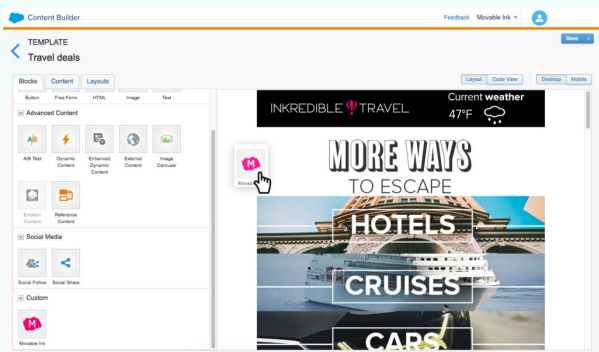


UNLOCK VALUABLE CONTENT INSIGHTS

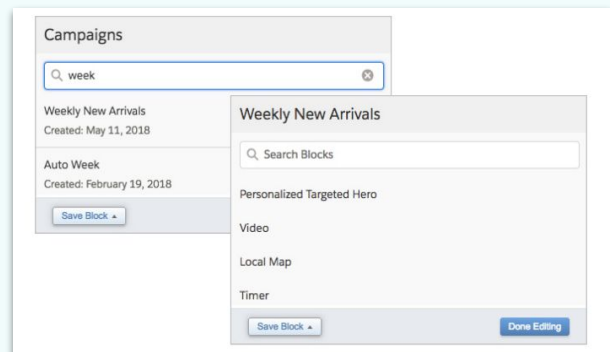
- Deploy Movable Ink Studio's open-time personalization through Salesforce Marketing Cloud using the pre-built integration Content Connector (see below) or the Studio Creative Tag.
- Gain insights on creative effectiveness with Movable Ink Studio's Content Performance Insights, which provides analysis on the performance of each block and variation.
- Enhance Salesforce Marketing Cloud customer profiles using webhooks to export Movable Ink Studio data such as poll preferences or behavioral information.

DIRECT ACCESS TO STUDIO CONTENT WITHIN MARKETING CLOUD

Seamlessly integrate Movable Ink Studio with Salesforce Marketing Cloud using the pre-built Content Connector integration. It's easier than ever to add dynamic, personalized Studio content to Marketing Cloud.



DRAG AND DROP SIMPLICITY



SEARCHABLE CONTENT

GET MORE INFORMATION:
movableink.com

REQUEST A DEMO:
contact@movableink.com

blog.movableink.com
twitter.com/movableink
linkedin.com/company/movable-ink