



Personalization: It's easier than you think!!

Take advantage of the known characteristics and data you have available

Build a relationship with your customers

Be creative and have fun with it



WIN SOME SPLAT FEST SWAG!

**TWO WINNERS WILL BE CHOSEN
AT THE END OF THIS WEBINAR**



Eric Elliott

Dir. of Business Development

- 15 years experience working in the email marketing industry
- Passionate about aligning client's email marketing goals with the appropriate technology
- Preparing for a summer of working from home with children out of school!!



Kevin Linden

Partner

- 20 years experience working in the email marketing industry
- Previous built and sold an email service provider
- Love to focus on bringing new tech and design concept to the masses



NiftyImages

Leveling the playing field for all Email Marketers



1,300+ CLIENTS

customers in over 70 countries personalizing their emails with NiftyImages





VARIABLES IN IMAGES

- Custom fonts
- Font Size
- Positioning (tilt, scew)
- Effects (stroke, drop shadows, glow)
- Layering

CARSPRING

PUSH THE  **BUTTON**

PHILIP



From £99 per month
Push the button. Fire up the engine.
Get spring started with a new set of wheels.
Browse our site, find your car and spread the cost. We'll drop your new car at your door.


[Push the button](#)




the joy of giving gifts

[Hamper](#) | [Experience](#) | [Champagne & Wine](#) | [Personalised](#) | [For Him](#) | [For Her](#)


GIFTS FOR MOMENTS THAT MATTER...



UP TO 25% OFF
24 Hours Only

Lorraine
Happy Birthday
Love Mam & Dad
2017

[SHOP NOW](#)



CHAMPAGNE
EST. 1987
CHARLOTTE ROSE
BRUT



Two brands. One iconic collection.

SAMSUNG

Galaxy Z Flip

THOM BROWNE.
NEW YORK

Discover the
 collection
 Michael



This season's must-have accessories

The design universe of Thom Browne is iconic. And now it transcends fashion. We've merged this luxury brand with the technological vision of Samsung – and our smartphone and wearables – to create something truly unique. Discover the collection today, exclusively at samsung.com.

[BUY NOW](#)

[DISCOVER MORE](#)



BAUDVILLE
 THE PLACE FOR DAILY RECOGNITION

[BLOG](#) [AWARDS](#) [GIFTS](#) [CUSTOMIZE](#) [CLEARANCE](#) [MY ACCOUNT](#)

Kevin,
 we can barely (hand)le this weekly deal!

take
20%
off

this appreciation gift!

[SHOP NOW](#)

Newest Products



\$9.99
 GOT YOU COVERED
 FACE MASK
[SHOP NOW](#)



\$8.99
 GRATEFUL GARDEN
 PEN PACK
[SHOP NOW](#)



\$12.99
 JUST RIGHT SELF-
 WATERING PLANTER KIT
[SHOP NOW](#)



\$3.99
 VALUE WIDE
 MOUTH BOTTLE
[SHOP NOW](#)



Get behind the lads at Emerald Headingley on Friday
Click here to view in browser

Vitality BLAST
EMERALD HEADINGLEY STADIUM
VITALITY BLAST PARTNER

BENJAMIN YOUR COACH NEEDS YOU!

ADAM LYTH	BENJAMIN GOODMAN	STEVEN PATTERSON
LYTH	GOODMAN	PATTERSON
9	18	17

Stephen,
Yorkshire Vikings take on Birmingham Bears at Emerald Headingley on Friday and First XI Coach Andrew Gale is calling on you to play your part once again!

The Vikings have made Emerald Headingley a fortress since the start of 2017, winning seven out of eight games in the T20 Blast, and much of this success has been down to your support. Hear the message from Gale below ahead of the crunch game!

Yorkshire Diamonds take on Lancashire Thunder (2:30pm start) in the Kia Super League prior to the Yorkshire Vikings game and Yorkshire CCC Members can get free access (Club Yorkshire Adults and Seniors - Discounted admission).



STARZPLAY
STREAM IT. DOWNLOAD IT. WATCH IT.

FRIGHT WEEK

DON'T MISS THE SPOOKIEST SHOWS ON STARZ PLAY THIS HALLOWEEN!

SIDI MOHAMMED
MAKE THIS A SPOOKTACULAR WEEK WITH A HAIR RAISING LINEUP OF HORROR SHOWS.
WATCH NOW

THE WALKING DEAD
DON'T LOOK BACK

WATCH NOW







BAUDVILLE
THE PLACE FOR DAILY RECOGNITION

BLOG AWARDS GIFTS CUSTOMIZE CLEARANCE MY ACCOUNT

KEVIN,
SHOW YOUR TEAM
THEY'RE THE
ZEST
WITH
40%+ OFF
+ THIS SWEET SOUR GIFT!

SHOP NOW

NEWEST PRODUCTS

 <p>DELIGHTLY: INSPIRED LEADER KIT \$89.95 SHOP NOW</p>	 <p>SUP-HERB PLANTER KITS \$9.99 SHOP NOW</p>	 <p>DELIGHTLY: THE WANDERLUST KIT \$57.95 SHOP NOW</p>	 <p>ADD YOUR LOGO: UV STERILIZATION WAND \$24.99 SHOP NOW</p>
--	--	---	--

HAPPY BIRTHDAY

FROM EVERYONE AT EVERTON

Click on your personalised shirt below to save it as a background for your phone. Simply screenshot the picture once you click or save it as an image on your phone.

WE ARE CHOSEN



ELLIOTT
9

NSNO

NSNO

NSNO

NSNO





MORE THAN JUST NAME

- Use any **{{Variable}}** from any ESP
 - Loyalty or Rewards Status
 - Account Summaries (Monthly, Yearly)
 - Profile Image
 - Last Purchased Product(s)
 - Recommended Product(s)

flickr

Jeffrey Smith

#MyFlickrYear

Highlights from your 2020 on Flickr.

As the new year begins, here's a look back at how you've helped make Flickr the best photography community in the world. Thanks for all the faves, follows, galleries, and group participation, and here's to a great 2021!

#MyFlickrYear by the numbers:

6,977 Photos uploaded	1,649 Faves received
935 Faves given	

Most popular photo:

88 Faves | 35 Comments

sleep number MEMBERSHIP

SALE MATTRESSES BEDDING PILLOWS

Jane

You enrolled in the Sleep Number InnerCircle® online program on 02/24/2018 - that's 326 days!

Woo-hoo!

You completed 48 activities, earned 570 points and reached the Diamond Circle.

Your 570 points put you in the top 5% of all InnerCircle™ online members.

[KEEP EARNING](#)

You referred 2 friends and family members.

Thanks for sharing the value of a good night's sleep!

You earned \$390 in rewards in 2018!

[VIEW REWARDS](#)

STRAVA #YEARINSPORT

2020 TOTALS

DAYS ACTIVE

105

TIME	HOURS	DISTANCE	MI
67		777	
ELEVATION	FT	TOP SPORT	
5,683			



Fantasy

Lindomaniacs

October Points	Total Points
137	326
Overall Rank	
4,280,432	



Hi Kevin – welcome to your first monthly review of the Fantasy Premier League campaign. We've reviewed the performance of Lindomaniacs to find out what went well and what, perhaps, did not go so well.

OCTOBER IN REVIEW [MANAGE TEAM →](#)


- You scored 137 points during October (Gameweek 4 to Gameweek 7).
- That is an average of 34 points each Gameweek, a difference of -18.6 points compared to the overall average of 53.
- Lindomaniacs moved -3,870,060 places in the rankings to 4,280,432, which is in the top 80% overall.
- Your best score of the month was 49 points in Gameweek 7, while the top score among all FPL managers was 160 points in Gameweek 4.
- Captain picks are crucial and your selections earned you 46 points in October. FPL managers averaged 47 points for their armband choices in October.
- Not all decisions go to plan. You left 1 points on the Lindomaniacs bench. The average for all FPL managers was 20 points.

STAR PERFORMER [MORE STATS →](#)

44 OCTOBER POINTS

71 TOTAL POINTS



 Really Good Emails


YEAR IN REVIEW

The end of an era.

(If you have a profile, we used it with [http://images](#) to personalize the images below. You're welcome.)

It is the end of the year. Blah blah blah. These are stats that should make you feel good and stuff about using RGE on "the reg" because it got us off our butts to keep this strange site going. Thanks for the encouragement, emails, and non-mean feedback. #EmailGeekLife

The People




Over 1,500,000 people hit RGE in 2019. That's comparable to the size of Kyoto. Over 2,000 people are creating a profile each month since we launched RGE 2.0.


-- if you don't have a [profile pic](#) (or a [profile](#)) [now's a good time](#)

The Emails

Before 2020 arrives, we'll approve our 5,000th email. Our current acceptance rate is less than 10%. That's a lot of emails we've reviewed, including doing it live on [Feedback Friday](#) episodes.




The New Stuff




We threw a conference called UNSPAM in Greenville, South Carolina of all places. We launched a new version of the site with new features like collections. We integrated Litmus previews. We plan on making all of those things even better in 2020.






Congratulations!
What an incredible 4 years.



Andrew, remember your first ride? With one tap of a button you were magically whisked away to where you needed to go in San Francisco. Let's take a look back at all you've accomplished in the past 4 years.

WHO YOU ARE 

 LIFETIME TRIPS ★ YOUR RATING

394 4.79

WHERE YOU'VE BEEN 

 Total miles traveled this year

Go long! Your mileage equates to 5,031 football fields.

WHAT YOU'VE ACCOMPLISHED 

TRIPS TAKEN THIS YEAR 5-STAR TRIPS EARNED

74 ★ 64





COUNTDOWN TIMERS

- Create urgency each time your email is opened
- Custom fonts, backgrounds, effects
- Image and Link change after the timer expires



Customer Exclusive Offer: FREE Shipping*

ENDING SOON

BLACK
FRIDAY

50%
OFF

Health + Ancestry Service

OFFER ENDS IN
OFFER ENDS IN

06 DAYS 12 HOURS 34 MIN 22 SEC

Shop now

Offer ends XX



02 : 12 : 59 : 45

DAYS HOURS MINUTES SECONDS



30% OFF
ENDS SOON





DYNAMIC & CUSTOM COUNTDOWN TIMERS

- Use Subscriber Variables (Dates)

Birthdays, Delivery Dates, Trial Expiration, Flights, Upcoming
Hotel Reservations

- Custom Design your own Timers

Place Day, Hour, Minute and Second Variables anywhere you want



This dusty ox was made with [Nifty Images](#)

As we've learned from Disney, Paul Bunyan, and some random site about zodiac signs, oxen are the embodiment of determination, patience, and diligence. In other words, they are geeks. If they sent emails, they would be email geeks too.

So what better way to embrace the Chinese New Year than to double down on your own email smarts this year? Maybe it's analyzing your send cadence. Maybe it's creating more [personalized messaging](#). Maybe it's [updating your automations](#). Or maybe it's using emails with zodiac and non-zodiac emails in them?

I saw the sign. What's yours?

Sale's moving fast

35

HOURS

46

MINUTES

30

SECONDS

There's just a few hours left to get 35% off Stickers, 30% off Postcards and Flyers, 20% off Business Cards and everything else. So that's a lot of savings, but not much time. Ends midnight April 28th.

Shop sale



BUSINESS CARDS

STICKERS


POSTCARDS



RULE SETS

CREATE RELEVANT CONTENT


- **CHANGE AN IMAGE IN REAL TIME BASED ON:**
 - Date / Time
 - Location
 - Email Client / Operating System
 - Database Variable (Points, Membership Status, etc.)
 - Subscriber Action






LOS ANGELES RAMS

ONE HOUSE. ONE DREAM.

You are receiving this message because you have a ticket to a Rams home game at the Los Angeles Memorial Coliseum.



**6****3**

QTR 3
#DENVSLA


- Can't make it to the game this weekend? -

New this year, donate your tickets to a deserving charity, up to 48 hours before the game. To donate, transfer or resell your tickets log into your Rams Account Manager. Please note you are only able to donate tickets through your mobile web browser or on a desktop computer.


[Donate, Transfer or Resell Tickets →](#)

[View the "How to Donate Tickets" Guide →](#)


KEYS TO AN EPIC GAMEDAY




HAVE YOUR MOBILE TICKET(S)




BRING A CLEAR BAG



ARRIVE EARLY



ENTER THE GATES EARLY



MOBILE TICKETS

Change Based On Date/Time

- Image changes as game progresses
(Timer > Q1 > Q2 > Q3 > Q4 > Post Game)



[VIEW LINEUP](#)

[EXPLORE TECH](#)

[LATEST OFFERS](#)

KIA'S NEXT ERA BEGINS HERE.

WATCH LIVE. 5/18 AT 5 PM PDT / 8 PM EDT.



Be part of the movement.

At Kia, we believe motion inspires greatness. It's why we're committed to designing bold, sophisticated, and innovative vehicles that help inspire you to pursue your passions.

Witness the next great evolution from Kia, and see how we're changing driving for the better.

[ADD TO CALENDAR](#)

[GET NEW UPDATES](#)



Change Based On Date/Time

- Image changes for release of new car.

- Add To Calendar (auto-detect)



VIEW LINEUP

EXPLORE TECH

LATEST OFFERS

KIA'S NEW WAY FORWARD HAS BEGUN.

[DISCOVER IT NOW >](#)



Be part of the movement.

At Kia, we believe motion inspires greatness. It's why we're committed to designing bold, sophisticated, and innovative vehicles that help inspire you to pursue your passions.

Witness the next great evolution from Kia, and see how we're changing driving for the better.

WATCH VIDEO

GET NEW UPDATES



Change Based On Date/Time

- Image changes for release of new car.

- CTA Changes to Watch Video

shoedazzle* (1)

MY SHOWROOM SHOES NEW! BOOTS CLOTHING

SILVER

CONGRATS! YOUR
20% OFF
DISCOUNT IS WAITING

SHOP TO REDEEM

MEMBER ID
351351353

MEMBERSHIP STATUS
Silver

\$\$\$ SAVED BEING A VIP
2273.31

DAYS SINCE LAST PURCHASE
75

CURRENT POINTS TO REDEEM
4275

SHOP BY POINTS

2500 POINTS	4500 POINTS	6000 POINTS
INSTANT DISCOUNT 20% OFF ONE ITEM 20% OFF	INSTANT DISCOUNT 30% OFF ONE ITEM 30% OFF	INSTANT DISCOUNT 40% OFF ONE ITEM 40% OFF

Loyalty & Rewards

The value of the variable determines what image and link is used for each subscriber.

SILVER

CONGRATS! YOUR
20% OFF
DISCO

SILVER

CONGRATS! YOUR
30% OFF
DISCO

SILVER

CONGRATS! YOUR
40% OFF
DISCOUNT IS WAITING
SHOP TO REDEEM

Trade in your Galaxy S7 and more

Upgrade to the incredible Galaxy S10

SAMSUNG Galaxy S10+

Trade up and save

Trade in your Galaxy S7 and save up to \$450

The Galaxy S10 Series is now available to buy. Choose to trade up your Galaxy S7 and you could get up to \$450 off our latest smartphone.

TRADE UP **BUY NOW**

Isn't it time to upgrade?

Galaxy S10+	Galaxy S7
5	2
Smart devices and wearables*	Wireless PowerShare
Super secure on-screen scan	Fingerprint security
Button	
6.4"	5.1"
Infinity Display	

TRADE UP **DISCOVER GALAXY S10**

Schiphol

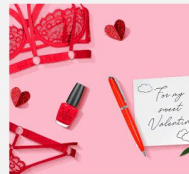
[Bekijk in browser](#)



Nieuw
in de app

Nieuw! Reserveer je parkeerplek in de Schiphol-app

Met de Schiphol-app heb je je persoonlijke reisassistent altijd bij de hand. Nu kun je ook de parkeerplek die bij je past reserveren via de app! Zo weet je zeker dat je altijd goed staat op de officiële Parking van Schiphol. Download de app gratis voor jouw smartphone.



Je Valentijn vergeten?

Geen zorgen! Op Schiphol Plaza vind je de perfecte cadeaus voor jouw Valentijn. Op zoek naar inspiratie? We hebben de mooiste cadeaus voor hem en haar op een rij gezet.

[Alle Valentijn-cadeaus >](#)

Aanbiedingen van deze maand

Is jouw uitrusting al compleet? De [koptelefoon van Sony](#) is nu de populairste Special Offer. Welk product is jouw favoriet?

[Kies jouw Special Offer >](#)





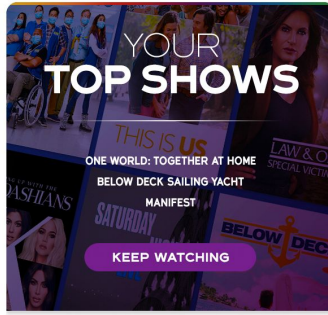
CHARTS

- Choose from a variety of Charts that can be modified
 - Pie Charts, Doughnut Charts, Line Charts, Area Charts, Bar Charts, Column Charts, Radial Gauges, Progress Bars, Barcodes
- Personalize each Chart with Subscriber Data to visually enhance your emails



HAPPY ANNIVERSARY!

To celebrate your NBC App anniversary, we're recapping your year of streaming with us.



YOUR TOP SHOWS

THIS IS US
ONE WORLD: TOGETHER AT HOME
LAW & ORDER: SPECIAL VICTIMS
BELOW DECK SAILING YACHT
MANIFEST
SATURDAY NIGHT TAKEAWAYS
BELOW DECK

KEEP WATCHING



- Personalized Images with subscribers Top Shows

- Custom Chart based on subscribers viewing habits



MAKE A GIFT »

★ MORALE IS THE MISSION ★

ANYWHERE IN THE WORLD, WE'RE READY TO
DELIVER AT MISSION SPEED.

ACCOUNT STATUS	
ACCOUNT ID	39111
DEADLINE	JUNE 1
YOUR GIFT STATUS	PENDING (Change Status)

MAKE A GIFT »

Dear USO Supporter,

Many organizations can deliver small care packages to the troops — eventually. But USO2GO kits are no ordinary care packages. They are robust expeditionary support — delivered with urgency — even to the most remote and dangerous places in the world. A USO2GO shipment can weigh over a ton, but whether it be by flying or driving, USO experts find ways to deliver this essential morale support when our troops need it most.



**OUR REQUESTS FOR USO2GO SHIPMENTS HAVE DOUBLED.
THE NEED IS GREAT AND IT'S RIGHT NOW.**

**CAN YOU HELP, SO THAT WE CAN RUSH SUPPORT TO EVERY
UNIT THAT NEEDS IT?***

GOAL: \$100,000 BY JUNE 1

\$62,384

MAKE A GIFT »

- Personalized Images with subscribers ID, Deadline and Past Donations

- Chart to show user donations and drive community actions



MAPS


- Use IP to target the subscriber at the time of open and show a map with the closest location details.
- This will update each time that the image is viewed, so as a subscriber travels around the city or even world, the map and location details will update.







It's National Frappé Day, so order up at McDonald's®!
Go ahead and sip your favorite McCafé Frappé knowing there's no better day to enjoy one — until tomorrow.



TELL ME MORE

VISIT US TODAY




McDonalds.com







[CORPORATE](#)
[PRIVACY](#)
[TERMS & CONDITIONS](#)
[EDIT MY PROFILE](#)
[UNSUBSCRIBE](#)



IT COULD ONLY COME FROM SLEEP NUMBER®
And that's the only place you'll find it.




600 Stores Nationwide

FIND A STORE



DATA SOURCES

- Images/Links determined at the time of open
- Live content updates based on current Day, Time or Location
- Real Time Examples
 - Weather
 - Stock Prices/Betting Odds
 - Flight Times/ Flight Deals
 - Inventory, Prices, Deals



Celebrate a SPAM-ku

SPAM is not cool guys
Follow the best practices
Land in the inbox

This SPAM-ku is updated frequently via [Nifty Images](#).

Developed by Japanese poet Masaoka Shiki in the 1890s, haiku poetry is made up of 3 lines with a 5-7-5 syllable pattern, and the lines don't rhyme. It wasn't until a hundred years later, when school children had mastered the art and MTV had reduced attention spans down to around 17-syllable sound bites, that haikus had a resurgence online in the form of "webkus" and were a fad of email at the time - generating hours of entertainment because download speeds were hella slow then and people didn't have anything better to do.

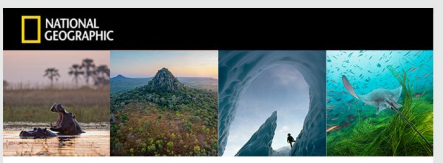
Now, almost 30 years later, we think it's time to revive the fun.

We've written the SPAM-ku above to celebrate National Haiku Poetry Day with you (one of a gajillion haikus we've written just for this occasion). We'll be updating the image throughout the day with some of our favorites written by us and others and to inspire you to banish SPAM in the process.

Ready to give it a go with your own email haiku?

[Get your haiku on](#)

- Haiku Updated every 5 minutes based on user submissions



YOUR 2022 NATIONAL GEOGRAPHIC SOCIETY CALENDAR

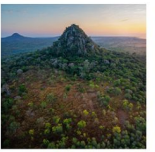
Dear Grace,

Don't miss out! We're putting the final touches on our official 2022 National Geographic Society calendar. And we want your input.

The deadline to help us choose the cover image is midnight tonight. Please select your favorite picture below to ensure your vote is counted.



31% | VOTE >>>
of votes



10% | VOTE >>>
of votes



18% | VOTE >>>
of votes



41% | VOTE >>>
of votes

We will tally the votes and announce the winning image soon, and you can look forward to receiving your 2022 calendar through the mail in July.

We hope you will display it proudly, knowing that your support helps make our work possible. From saving species to protecting wild places to helping create a more sustainable planet, you are a part of the Society's mission. **Please cast your vote now!**

Sincerely,

Kara Mullins
Kara Ramirez Mullins
Chief Advancement Officer

P.S. We will send your 2022 calendar in July. **Please cast your vote for the cover image by midnight tonight!**


- Live Poll that updates as subscriber vote.

View in a Web Browser

soot

soot Insider KrisFlyer sootPlus

Take a holiday and Escape the Ordinary!



More than 20 destinations from \$60

Book now

From Singapore to:	From	Date of best fares
Langkawi	\$60 >	12 Apr 2020 >
Penang	\$61 >	15 Apr 2020 >
Kuala Lumpur	\$61 >	13 Apr 2020 >
Kuching	\$67 >	4 May 2020 >
Ipoh	\$70 >	14 Apr 2020 >
Hat Yai	\$72 >	18 Apr 2020 >
Krabi	\$74 >	19 Apr 2020 >
Phuket	\$74 >	3 May 2020 >
Bangkok	\$75 >	20 Apr 2020 >
Jakarta	\$75 >	14 Apr 2020 >

Many more destinations

- Custom Flight Destinations
for each subscriber

ned's TAKE IT TO THE NEDS LEVEL

Username: bchem13 Forgot Password?

HEY BEVERLEY,
IT'S DERBY DAY
AT FLEMINGTON

HURRY, RACE 1 JUMPS AT 11:40AM AEDT

00 : 08 : 44 : 43
Days Hours Minutes Seconds

LIVE ODDS

NEXT TO JUMP


WETHERBY


WETHERBY RACE 8

1. Third Time Lucki () J. Harry Skelton T. D Skelton	\$1.30
2. Buzz De Turcoing () J. Jack Tudor T. S Drinkwater	\$7.00
7. Heart Of A Lion () J. Tom Cannon T. A King	\$7.50
13. Jedhi () J. Joe Colliver T. Jedd O'keeffe	\$21.00
8. Hidden Commander () J. Thomas Dowson T. P A Kirby	\$34.00

BET NOW

- Shows Racing Odds for subscribers based on their past betting behavior


Really Good Emails


Live Departures
LHR

Time	Destination	Flight #	Terminal
16:25	GOT	BA 792	5
16:40	IAD	UA 925	2
16:40	LAS	BA 275	3
16:45	MAD	BA 464	5
16:25	MUC	LH 2477	2

API powered image (updates every 5 minutes) powered by [NiftyImages](#)

Leaving on a Jet Plane

Every day, London's Heathrow Airport (aka LHR) sends off nearly 600 flights and over 100,000 passengers. That's a lot of people putting products into clear baggies and then onto an X-ray conveyor belt... which makes you question what the X-ray is for. 🤖

To speed up the whole security process, companies around the world are doing some interesting things. One of those is **CLEAR**—a biometric scanner which lets you glide by security lines like the A-list email celebrity you are.

If you've seen their emails, you know that they convey complex technology and value in simple yet beautiful formats. And if you haven't, this interview with them is worth the read.

COME FLY WITH ME

P.S. If reading isn't your thing, here are [some of our favorites on RGE](#).

Love
Team RGE

- Live Departures at Heathrow Airport

“

NiftyImages enables a new level of
creativity in our email campaigns

”

**CAMPING
WORLD**®

“

NiftyImages allows us to implement dynamic images in multiple campaigns *quickly and easily!*

”

 **RYANAIR**

QUESTIONS



... AND THE WINNERS ARE...



Thanks for joining us!

