



CHEETAHDIGITAL

# KEEP IT MOVING WITH KINETIC EMAILS

## Know This

Email marketing is evolving.

Whilst there is still a need for static content in emails, kinetic emails have given traditional emails a boost. More and more marketers are leveraging these capabilities to provide better experiences for their customers. Customers can now explore your products and or services without leaving their inbox.

Kinetic emails use HTML5 and CSS to deliver key content in interactive and dynamic ways.

Today's consumers are bombarded with hundreds of emails each day. Marketers need to find **ways to stand out in the inbox**. This was exactly the problem our client, a **global financial services company**, was struggling with. The solution? **Kinetic email**.

## Problem

Unopened emails hurt. But worse than that, is an opened email with no click-throughs!

Our client's regular newsletters were going unnoticed and performance was poor, with click-through and conversion rates either flat or declining.

## Results

- Increased click and conversion rates.
- A better experience for customers.

## Solution

Our design team used progressive coding to transform our client's emails. These kinetic emails included:

- Interactive carousels to display more of our client's products without cluttering space.
- Expanding sections to show more enticing content.
- An optimised responsive design to enhance the mobile experience.



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