Movable Ink × LEANPLUM

Create the perfect visual experiences in your mobile messages

Mobile marketers know that rich push notifications perform better than text-only notifications, yet most mobile marketers simply don't have the resources or time to generate compelling personalized push notifications with every send. The same challenge exists for in-app messages, where marketers struggle to create visual, data-activated experiences for their customers within their mobile app messages. For the last 10 years, Movable Ink has helped email marketers overcome the content bottleneck. Now, Movable Ink brings the same functionality to mobile marketers within their mobile app messages.

VISUAL EXPERIENCES IN MOBILE

With Movable Ink, you can generate personalized creative that seamlessly integrates into your rich push, in-app, and app inbox mobile marketing programs. Automate the process of building personalized content for rich push and in-app with reusable intelligent creative apps that connect to any data source. Effortlessly drive performance with best-in-class customer experiences that are consistent and on-brand across your owned channels. Drive conversion with compelling, personalized messages that resonate with your customers by layering in real-time contextual cues, customer data, inventory information, and more.

UP-LEVEL YOUR MOBILE MESSAGING STRATEGY WITH MOVABLE INK FOR MOBILE

Automatically create personalized content for every customer at the time of engagement.
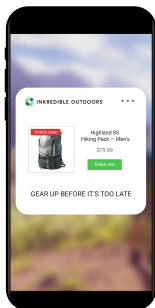
Easily access your data to create unique and innovative content that resonates with your customers.
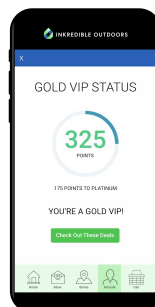
Target & generate relevant content using real-time data from customer profile, inventory, location, and more.
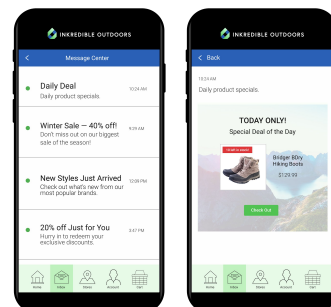
GENERATE PERSONALIZED CREATIVE THAT SEAMLESSLY INTEGRATES WITH LEANPLUM

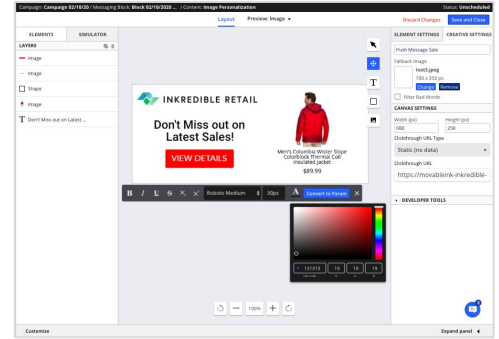**RICH PUSH NOTIFICATIONS**

IN-APP MESSAGES

APP INBOX / MOBILE INBOX

AUTOMATED CONTENT GENERATION
Automatically create personalized content for every customer at time of engagement.
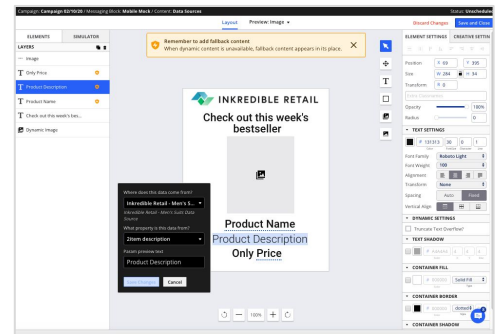
- Create personalized experiences for rich push and in-app messages with an intuitive, marketer-friendly UI.
- Define the look and feel of your push and in-app creative by layering images, shapes, stylized text, and data into your visual content with an easy to use, no-code platform.
- Streamline production and decrease time to market with reusable intelligent creative apps that assemble and generate creative at moment of engagement.

DATA-ACTIVATED CREATIVE
Easily access your data to create unique and innovative content that resonates with your customers.
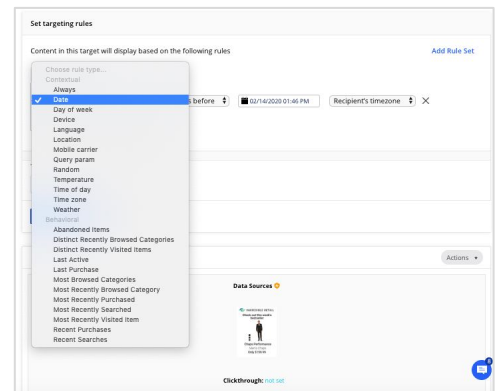
- Speak uniquely to customers with creative that merges relevant data from your martech stack to tell a compelling story.
- Build creative for rich push and in-app messages with real-time data from API, web, CSV, CRM sources, and more.
- Activate your creative with real-time information like live pricing and inventory, personalized offers, and loyalty reward balances.

REAL-TIME CONTEXTUAL CONTENT
Target & generate contextually relevant content based on each customer's real-time location, weather & time.

- Provide customers within an audience file unique experiences by targeting content on contextual cues such as location, weather, time and device.
- Create relevant customer moments with creative that updates at the moment of engagement directly into your app or app inbox.
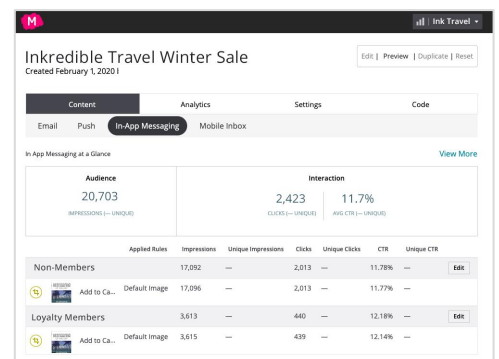

REPORTING
Readily assess the impact of your mobile campaigns.

- Analyze the performance of your delivered push notifications with engagement reporting on delivered and clicks.*
- Track the number of clicks* and impressions across in-app and app inbox to quantify the effect of your campaigns.
- Compare the effectiveness of different creative variations with metrics broken down by creative block.

  *Requires third party integration

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