

Download Bluecore's Triggered Email Spring Lookbook 



Hi,

Have you downloaded our free email marketing lookbook yet?

Do you want to know how Wine Enthusiast got 16% more lift with only 1% more emails? Or what gave BCBG a 525% boost in click-throughs? It wasn't magic—it was Bluecore's triggered email marketing technology.

Bluecore enables eCommerce marketers to create and distribute personalized triggered emails with the speed and precision not previously possible

Download our spring lookbook for access to the triggered email best practices that will earn you dollars on each email you send, just like it has for 90 of the world's top online retailers. You'll get examples of email "recipes" that our clients really use, including:

- How to create automated triggered campaigns based off both consumer behaviors AND changes to product catalogs
- How to dynamically integrate web content into template designs to extend your brand directly into your personalized triggers
- Which types of CTAs work best for industry-leading brands.

### Browse Abandon Recipe



Dynamic content based on category browsed

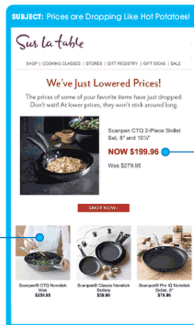
Dynamic button links to exact product browsed

Real-time product recommendations based on category browsed

Real-time best sellers in the category browsed

Typically sent 2 hours after browse abandonment 

### Price Drop Recipe



Combines new pricing and visuals of product previously browsed

Real-time product recommendations based on browse behavior

Sent immediately as price is dropped in product catalog 

It just makes eCommerce that much easier.

Download our free spring lookbook to learn how to drive immediate ROI in your email channel to drastically change your revenue projections for 2015.

**Stop Integrating. Start Marketing.**  
The Bluecore Team

