

INDICATE MEDIA CLIENT SUCCESS STORY

Client: Movable Ink

Practice Areas: B2B Technology, SaaS, Marketing Technology

Capabilities: Strategy, Media Relations, Awards

Overview

Founded in 2010, Movable Ink pioneered the application of contextual experiences to email and has powered over 200 billion live content impressions. Movable Ink clients can use any email service provider to deliver dynamic content that changes, in real-time, according to the context of each individual consumer. More than 400 innovative companies including The Wall Street Journal, eBay, Finish Line and Saks Fifth Avenue use Movable Ink to Market in the Moment and optimize their email campaigns to drive ROI. The company is headquartered in New York City with offices in London and San Francisco.

The Objective

In January 2016, Movable Ink's client, Palace Sports & Entertainment (parent company to the Detroit Pistons) wanted to increase visibility for their Interactive Gameday Guide, which was powered by Movable Ink's contextual marketing technology. Our objective was to garner a story in a top marketing/advertising trade that highlighted both Palace Sports as an innovator in email marketing, and the capabilities of Movable Ink to drive significant engagement from customers and fans.

The Strategy

Indicate Media planned and implemented a strategy where we:

- Developed a story pitch based on the Interactive Gameday Guide campaign objectives and results enabled by Movable Ink
- Used media relationships to secure interest in the story from AdWeek
- Arranged media interview with AdWeek, Movable Ink and Palace Sports, including all follow up conversations
- Submitted the Interactive Gameday Guide for multiple email marketing industry awards in 2016

The Challenge

Working with both our client, as well as our client's client to develop and land this story required solid relationship building and communication from the start. Whenever there are multiple parties involved in a story, there needs to be strategic thinking and cooperation to ensure that all proper messaging and angles are captured and conveyed to the editor or reporter.

The Results

Indicate Media led a well-executed initiative around Palace Sports & Entertainment and Movable Ink over the entire course of 2016. The efforts resulted in a feature story in AdWeek that led to numerous inbound calls to Movable Ink and additional media coverage throughout the year in *Marketing Land*, *DMN* and others. Additionally, the award submissions resulted in wins and recognition from *Marketer Quarterly*, *Email Experience Council* and *Digiday*.

"Of all the PR firms we evaluated, Indicate Media demonstrated a deep level of thinking and understanding of how communications needs to be approached strategically across an entire organization from product to marketing to sales. We decided to partner with them because of this expertise, and consistently watch the Indicate Media team deliver valuable results that have a positive impact on our business."

- Miles Williams, CMO of Movable Ink