



dbg

POWERFUL SOLUTIONS.
INTELLIGENT IDEAS.

ePIC Graphic Personalisation

As the saying goes a picture paints a thousand words. ePIC from dbg allows you to personalise images in an email and take your email marketing to a whole new level.

With email inboxes being inundated with marketing messages, an ongoing challenge is the ever-increasing competition for eyeshare in the inbox. This means email marketers need to think of innovative new techniques to make their email stand out in the crowded inbox. ePIC provides marketers with just that.

Why ePIC

No matter what industry sector you're in, ePIC can provide you with that little something extra. From Retail to Travel to Automotive to leisure and entertainment, ePIC can be applied to almost any image.

One of the reasons that ePIC is so effective is because of the increasing use of the preview pane as a decision on whether to open the email or not. While it's long been a factor when sending mail to the corporate world, more than 50% of consumers are now using a preview pane for their personal mail as well.

ePIC makes emails visually striking so when the personalisation is glimpsed through the preview pane, it acts as a very powerful call to action to encourage recipients to actually open the email.

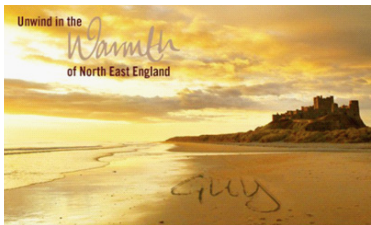
Benefits of ePIC

- Average 30% increase in open rates
- 130% increase in campaign responsiveness
- Stand out in the crowded inbox
- Improve brand engagement
- Can be applied to almost any image

ePIC has demonstrated uplifts in campaign responsiveness of up to **130%** as a result of improved user recognition



ePIC Graphic Personalisation



Testimonials

“We love the dynamic imagery, which we believe plays a major role in helping us communicate our destination brand in a highly personalised way to potential visitors. In terms of responsiveness, enquiries, and competition entries, the results have exceeded our expectations.”

One North East

How does it work?

ePIC works by placing the personalisation in the creative itself. In most instances we deploy a control cell so that the effectiveness of the personalisation can be evaluated against it.

Try ePIC for yourself
on the dbg website



“The combined effect of the smart data management, subject-line segmentation, and creative personalisation has enabled us to benefit where it really matters – in the form of additional online bookings.”

National Boat Shows



“We are delighted with the impact of this email campaign and it’s given us plenty of food for thought for the future. The personalising technology used alongside the eye-catching creative was really attention-grabbing and certainly increased our opening and click-through rates compared to previous e-campaigns.”

The Football Association

To find out more about how you can improve your email marketing with ePIC, email us at epic@dbg.co.uk

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