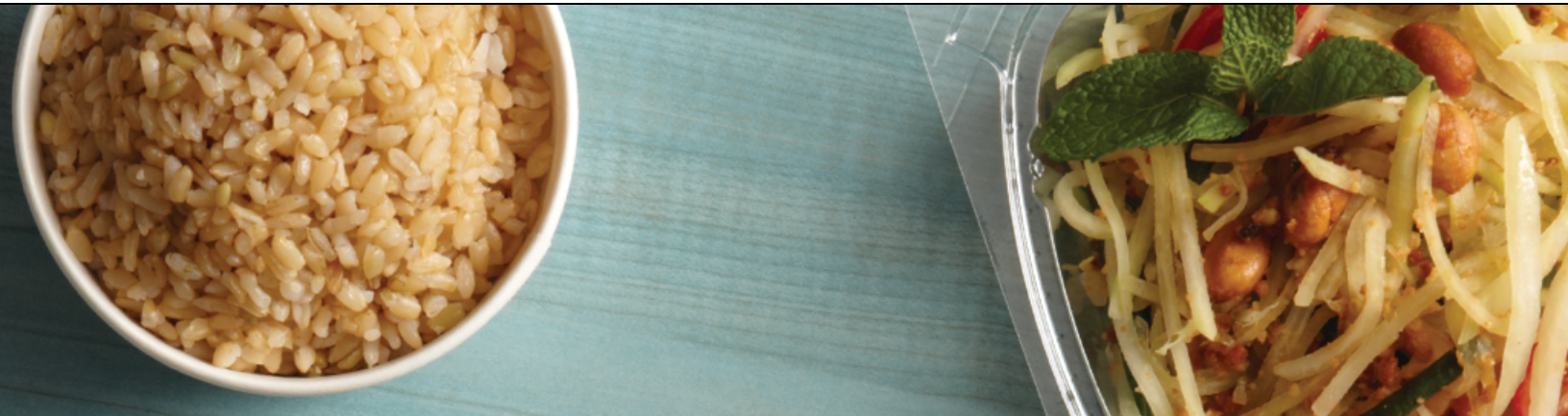


Seamless Doubles Clicks to Download Mobile Apps and Increases App-Driven Food Delivery Orders by 90%



seamless

Your **food** is here.

BUSINESS

Online and mobile service delivering food to over 1.5 million users from over 10,500 restaurants in 40 cities.

WEBSITE

<http://www.seamless.com>

BACKGROUND

Seamless provides a quick, easy way to order food for delivery and takeout through its mobile apps for iPhone, iPad, Android and Blackberry, and its website. With more than 10,500 restaurants, 250,000 user generated reviews, 45,000 menus and thousands of exclusive discounts, Seamless offers a diverse variety of options for making hungry customers happy.

CHALLENGE

Seamless was promoting its mobile apps by displaying a generic banner to all new email subscribers who came in through its website. The banner would drive them to a landing page where they could click to app-specific pages, and then to iTunes or Google play to download the apps. Seamless was concerned that requiring so many clicks caused people to drop off and not complete the app download process.

IDEA

Personalize email creative based on the device from which end users are viewing their email, and shorten the conversion funnel by taking users directly to the appropriate app stores and download pages with a single click.

CAMPAIGN

Seamless used Movable Ink's Device Targeter to identify which devices recipients were using to view their emails and serve device-specific creative in real-time. Rather than generically stating, "Download our mobile apps," the banners promoted iPhone, iPad, or Android apps. When recipients clicked the banners, they were taken to the appropriate app stores where they could immediately download the right apps.

RESULT

By personalizing creative, Seamless saw **double the number of clicks** on its device-specific app download banners compared to its previous generic one. With less friction and fewer drop offs, **twice as many clickers also ended up placing delivery orders** through their apps.

"Movable Ink has helped us create a seamless mobile experience for our customers."

— Ryan Scott, VP of Marketing, Seamless

ABOUT MOVABLE INK

Movable Ink is a revolution in email marketing. It enables marketers to make emails as dynamic and real-time as a web page, something that has never been possible before. Emails become containers for live content that can be personalized based on business rules and the recipient's current time, location, device and social context. The company is based in New York City and backed by Contour Ventures, Metamorphic Ventures, ff Ventures, Kima Ventures and email veterans such as Bob Pittman, Andy Russell, Josh Baer, and Alan Laifer.



www.movableink.com / contact@movableink.com / 1-800-270-6033



Seamless uses Device Targeter to get more people to download and use its mobile apps.