

5 Interactive Email Marketing Trends (Infographic)

Editor's Note: When marketers talk about the latest innovations in digital marketing, email marketing may not be the first thing that springs to mind. Email [marketing](#) is an evolving and dynamic marketing channel that is becoming increasingly personal and targeted. Marketers are starting to push the envelope with the latest innovative email design techniques. These interactive trends are providing a more personal and engaging experience for customers. Nifty Images and Vision6 have teamed up to uncover the latest interactive email trends that are boosting email results and conversion rates.

The marketer's guide to the

TOP FIVE INTERACTIVE EMAIL TRENDS

presented by  Vizion &  Nifty Images

More and more marketers are embracing the latest tech to give their customers a personalized and engaging experience. We've teamed up with Nifty Images, the experts in dynamic emails, to bring you 5 fresh email trends that are boosting email results and improving conversion rates.

1 PERSONALIZED IMAGES



We know that personalization in email works. Recent studies have found personalized emails have a 41% higher unique click through rate. Take your customer engagement to the next level with subscriber merge fields allowing you to dynamically personalize your email images.

2 ANIMATED GIFS

An oldie but a goodie, animated gifs aren't going anywhere. They're a fantastic way to showcase more of your products and services. Plus the movement helps your email stand out in a cluttered inbox.

BONUS TIP: Take it a step further and personalize your animated gif.



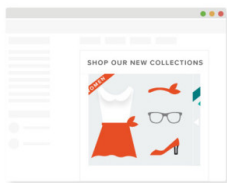
3 COUNTDOWN TIMERS

Create a sense of urgency to increase engagement, conversions and sales. A countdown timer is a dynamic image that counts down to a particular event and they're perfect for promotions and events

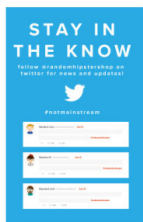
11 : 00 : 44 : 15
DAYS HOURS MINUTES SECONDS

4 SLIDERS AND CAROUSELS

Showcase more of your products and services with the one email by creating a mini gallery. Commonly called a carousel, this technique has been widely used in the web world, but it is rare for email campaigns.



5 EMBED SOCIAL FEEDS



You can embed social media feeds in your emails. This could be anything from a specific Twitter or Instagram hashtag through to posts from your Facebook page. This style of email requires some coding skills to pull off, it's not for the faint hearted.

KEEP YOUR EMAILS ACCESSIBLE

Sadly not all interactive emails are supported in all email clients. Make sure you always include a text only version of your email and include fallbacks for if interactivity isn't supported.

