

How HSN Lifted Revenue

with Content Automation

HSN is a \$2B leading entertainment and lifestyle retailer offering customers a seamless shopping experience across multiple channels – television, online, mobile and catalogue.

CHALLENGE

Every day, HSN features one amazing deal—the Today's Special—throughout all of their channels. The HSN marketing team would send a daily email to drive awareness and sales, along with other deals and offers from their homepage. But the HSN team was producing and proofing two separate sets of assets—one for HSN.com and one for email—across multiple teams. Needless to say, their production process was tedious and time-consuming.

Using live content, we eliminated double work, **maximized exposure** and gave the customer more of what they wanted.”

SOLUTION

HSN used Movable Ink's web-cropping technology to pull live content from their website directly into their emails. No matter what time a customer opened their Today's Special email, they were receiving the most **up-to-the-minute deals and content with no extra work required** by the HSN marketing team on the backend. With live content from HSN.com in their emails, HSN's customers always have access to the most recent deals, making it easier for them to make a purchase.

RESULTS

HSN streamlined their production process from an average of 1.5 hours to less than five minutes. The team also saw significant lifts in revenue, traffic and orders. Thanks to Movable Ink, HSN's Today's Special campaign now sees **bigger, better results with less production time and resources**, enabling the marketing team to effectively do more with less.

12%
lift in top line
revenue

31%
lift in traffic

11%
lift in orders

We enhanced the customer experience with **real-time updates** and additional content.”

EMAIL SAMPLE

