

RealTime Email's video in email feature looks beautiful to Bare Escentuals

Think embedding video in email is a bad idea? Try telling Bare Escentuals.

Long an innovator when adopting new technologies and an expert in setting trends, this cosmetics juggernaut took a leap into the unknown when it decided to roll out its SUPERNATURAL collection with a RealTime Email video in email campaign.

The email featured a video that played directly in the email, front-and-center. An inspirational, driving track set the pace for a video that showed viewers how to "Get Lauren's Look." Of course, the requisite Bare Escentuals cosmetics used to achieve the look were prominently highlighted.

"Everyone was excited to launch this new capability – in the first mailing that we launched using embedded video, our click-through rate doubled compared to prior video emails," says Marissa Oyadomari, Sr. Digital Marketing Specialist.

Embedding video in email has long been considered taboo for large brands, primarily for technical and ease-of-deployment reasons. However, the rise of HTML5 video, iOS, and new mail client sniffing technology like RealTime Email have all breathed new life into the argument for adding video to email.

"We see more brands inching into the video in email space in 2013 as marketers discover the possibilities," says Justin Foster, GM RealTime Email. *"Aside from allowing senders to stand out from the crowd, embedded video within email is actually easier for recipients to view on popular devices like the iPhone and iPad."*

