Make your email marketing campaigns contextual in real-time

**LiveVideos**
Drive video views 35% - 45% higher with real embedded video in email that plays back right in the inbox.

**LiveImages**
Make regular “images” come to life by displaying them based on each opener’s real-time weather conditions, geo-location, mobile device in use, time zone, and more.

**LiveTimers**
Create urgency for a sale or upcoming event with Countdown Timers and time-expiring images.

**LiveScrapes**
Make changes to your web site and instantly reflect those changes within your email marketing campaigns - even after the message was sent.

**LiveFeeds**
Deliver social context to your email messages by displaying an up-to-the-minute Facebook, Twitter, Instagram, or YouTube feed - or customize by adding your own.

**LiveMaps**
Upload a series of locations, and deliver a dynamic local map of the location closest to the opener in real-time.

**LiveForecasts**
Deliver a real-time weather forecast that dynamically changes with recipient’s location.

**LiveSlides**
Upload a series of images and deliver a smooth slideshow.

**LivePolls**
Create interactive polls for your subscribers and embed them seamlessly into email campaigns.

**LiveTrackers**
Track packages from various shipping providers and dynamically update this information in email at the moment of open.
Targeting & Testing

Optimize your campaigns by leveraging data collected at the moment of open.

- Add targeting rules to map content to recipients based on opener data including geo-location, local weather, device in use, local outside temperature, mail client, or mobile device language settings.
- Run automated A/B testing at a global or segment level by combining real-time data with data in your email service provider or CRM platform to drive engagement, clicks, and conversions.
- Use the campaign targeting simulator to see your content as it would appear in your opener's inbox. Simulate various opener conditions to ensure the accuracy and relevancy of your campaign targeting.

Powerful Analytics

Understand exactly how real-time content impacts performance with RealTime Email's class-leading analytics. Drill down on each open, click, or conversion and analyze at an individual level, or slice and dice to create real-time segment visualizations for use with enterprise data management platforms or your email service provider.