

# Dynamic Image Server

Update email content after send  
based on time of day, location  
or device - in real-time.

# Power of real-time

Instead of content that is set in stone after send, dynamic content continuously updates on open. Adjusting based on location, time of day, device.

Dynamic content is supported in all email clients. Integration is simple, add an image URL to your HTML and deliver as normal.



# Countdown

- Show the time remaining in an offer
- Increase the sense of urgency
- Real-time geolocation at the IP level
- Creative control, design it anyway you like

Time Sensitive Email Content Creation Technology by STYLE Campaign

Lunch Break Sale - 2 hours only!

Sale starts in: **00:47:07** Come say hi, you can find us on:

2hrs left | 1hr left | Hurry!

**2 Hours Only!**  
**30% OFF**  
**Lunch-Break Sale**  
Enter STYLE at checkout

*2hr sale!  
extra 30% off  
Shop Now >>>*

Sale starts in: **00:47:07**

Time Sensitive Email Content Creation Technology by STYLE Campaign

Lunch Break Sale - 2 hours only!

Time remaining: **00:59:56** Come say hi, you can find us on:

2hrs left | 1hr left | Hurry!

**2 Hours Only!**  
**30% OFF**  
**Lunch-Break Sale**  
Enter STYLE at checkout

*2hr sale!  
extra 30% off  
Shop Now >>>*

Time remaining: **00:59:56**

Time Sensitive Email Content Creation Technology by STYLE Campaign

Lunch Break Sale - 2 hours only!

Time remaining: **00:05:46** Come say hi, you can find us on:

2hrs left | 1hr left | Hurry!

**2 Hours Only!**  
**30% OFF**  
**Lunch-Break Sale**  
Enter STYLE at checkout

*2hr sale!  
extra 30% off  
Shop Now >>>*

Time remaining: **00:05:46**

Time Sensitive Email Content Creation Technology by STYLE Campaign

Lunch Break Sale - 2 hours only!

Sale has ended! Come say hi, you can find us on:

Lunch-Break Sale has ended.

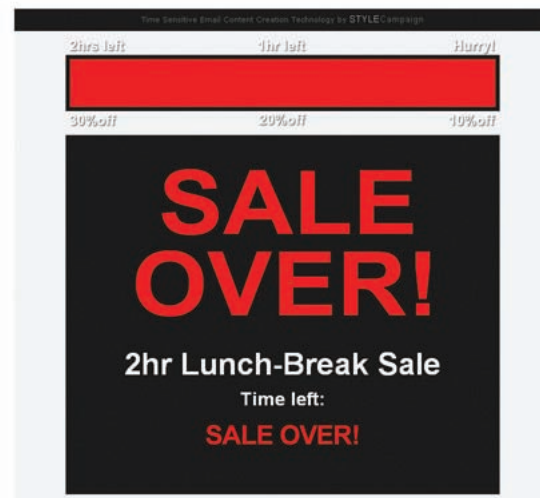
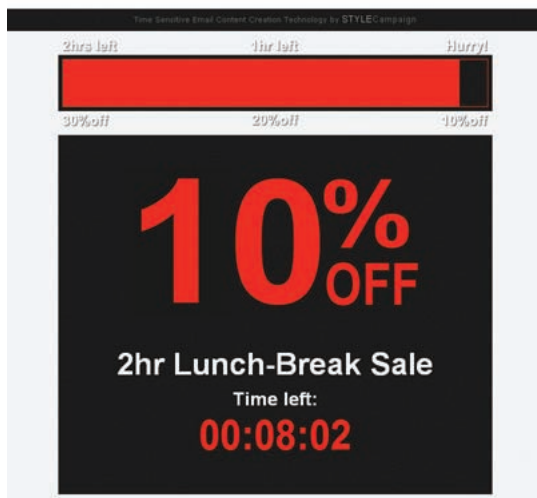
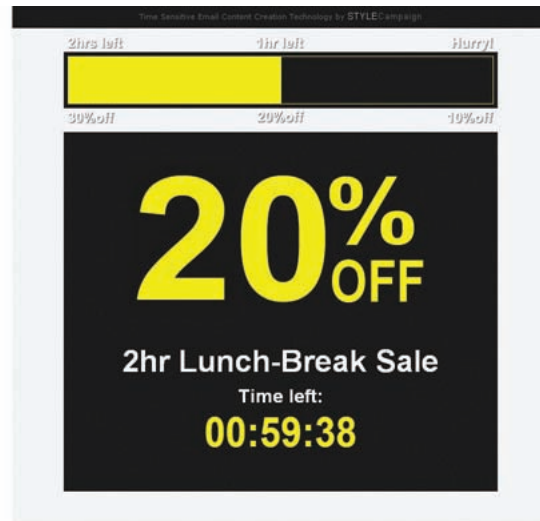
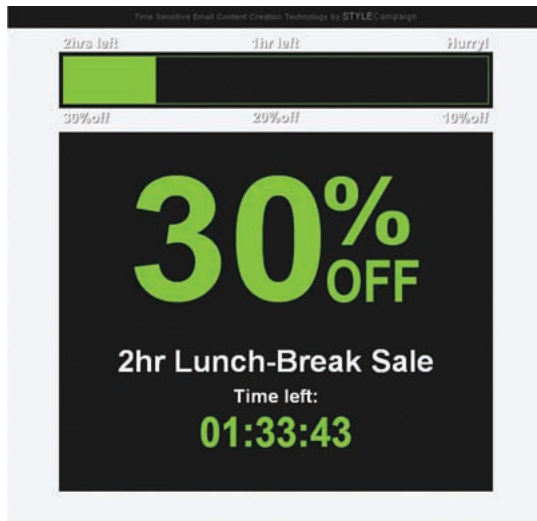
**2 Hours Only!**  
**Sorry, you missed our  
lunch-break sale!**  
**For a 10% discount  
enter CAMP at checkout.**  
**Lunch-Break Sale**  
Enter STYLE at checkout

*2hr sale!  
extra 30% off  
Shop Now >>>*

Sale has ended!

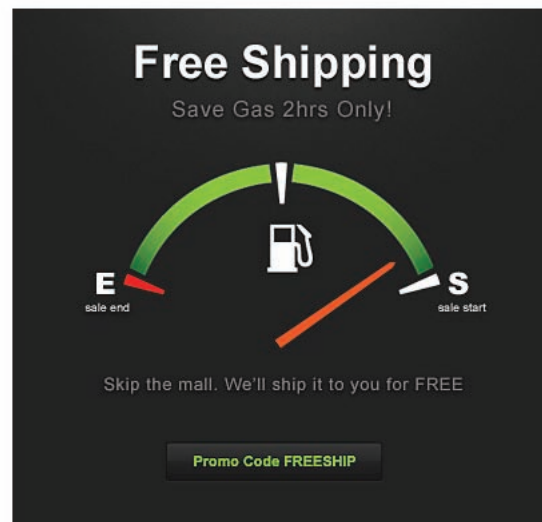
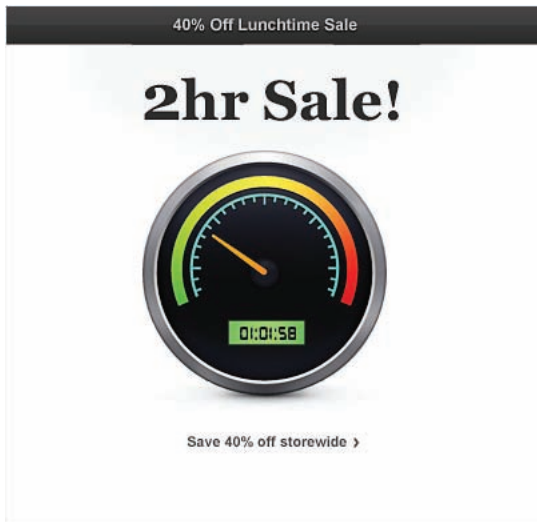
# Early Bird

Sequential campaigns via one email. Set the percentage off to decrease as time runs out:



# Flash sale creative

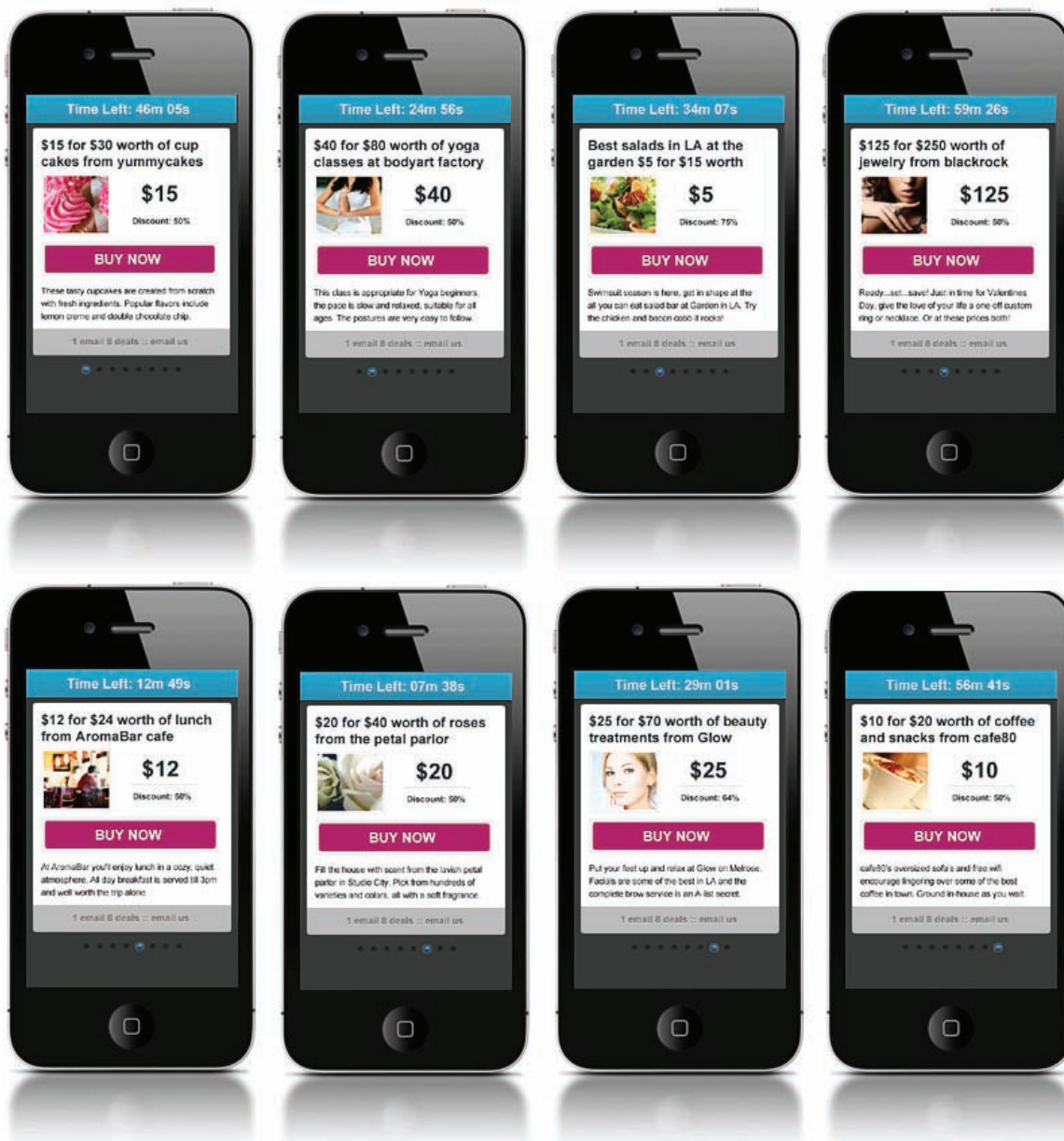
- If you are going to feature a clock, make it accurate
- Fallback content once flash sale has expired
- Creative control (think real-time Photoshop)



With our real-time 2D graphics engine, any way you design time running out we can recreate.

# One email, 8 deals

New deal automatically updates every hour. (Or one 12 days of Xmas email, that automatically updates daily.)



# Xmas engagement game

This dynamic campaign was deployed worldwide to recipients of the StyleCampaign newsletter. In the five days leading up to Xmas 2010, a new shape was revealed daily via one email.

Using geo-location, content was synced on open with local timezones. So a users in Australia viewed day3, while users in LA would view day2.



On average each recipient opened the email 5.4 times. Many engaged users opened the email 15-278 times.

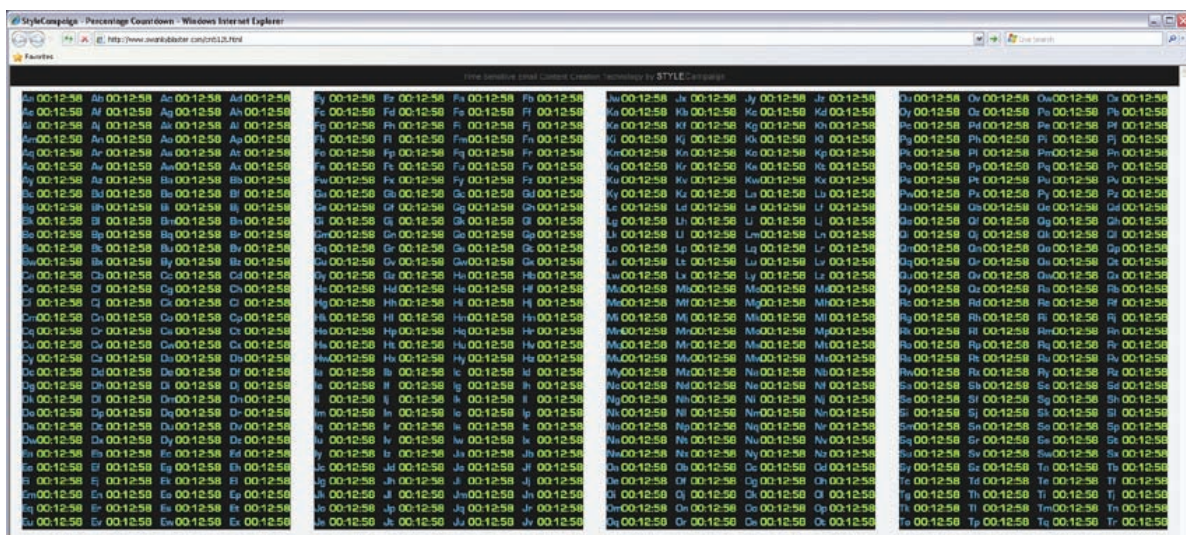
Day 2 received 43% the total no. of opens as day 1 (usually ~11%).  
16.7% viewed the email on a mobile device, the highest no. to date.

# Built to scale

STYLECampaign' DIS tech, is a proprietary HTTP server. Built specifically to serve dynamically generated images in email, quickly and efficiently.

All drawing routines are written in highly optimized C code for maximum performance (100xPHP or 10xJava) minimizing concurrency when under load. With a small memory footprint it allows for maximum scalability.

**"We can serve 1,000+ unique dynamic images per second from one average spec server."**



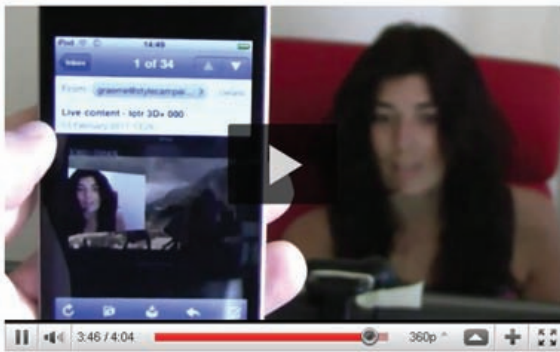
Concurrency test screengrab run 2x sec

# Check out

[Dynamic Time-Based Images post »](#)

[Xmas email results post »](#)

[Alternate mobile images post »](#)



[peek at streaming real-time mashup »](#)



[3min dynamic countdown demo »](#)

# Contact

We've only covered a few use cases for DIS tech.  
You may have something else in mind, please inquire.

You come up with a cool idea and we'll do the heavy lifting for you. There's no, "make game" button in DIS.

[www.stylecampaign.com](http://www.stylecampaign.com) | [info@stylecampaign.com](mailto:info@stylecampaign.com) | [@stylecampaign](https://twitter.com/stylecampaign)