



Learn. Network. Grow.

MParDreamin' 2022

Enhance Your Customer Experience with Interactive Content

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Title

SERCANTE



Platinum

D=SELECT stensul tray.io

Gold



Silver



Overview

Interactive Email Forms

AMP for Email

Using the features

What to do next



Interactive Email Forms

Interactive Email



Introduced in 2020

Enabled in Setup > Content Builder Settings

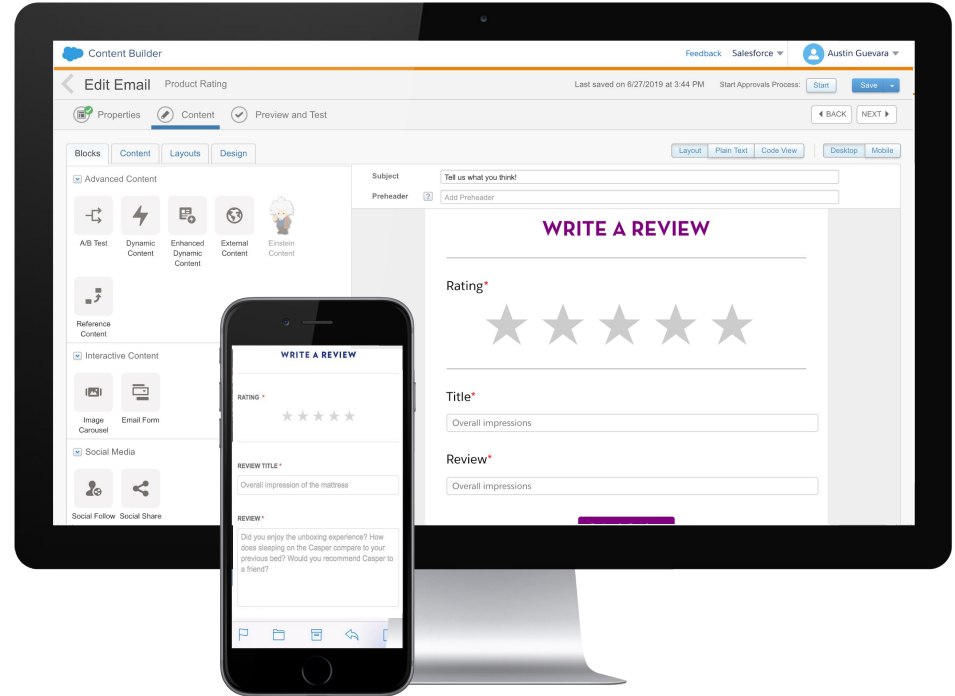
Point and click form creation

Subscriber interactions from the inbox

Reduce friction and boost engagement

Prebuilt data capture mechanism

Ability to push data back to CRM



Progressive Profiling



What?

Collect preferences or demographic data, such as name, birthday, product preferences, interests etc.

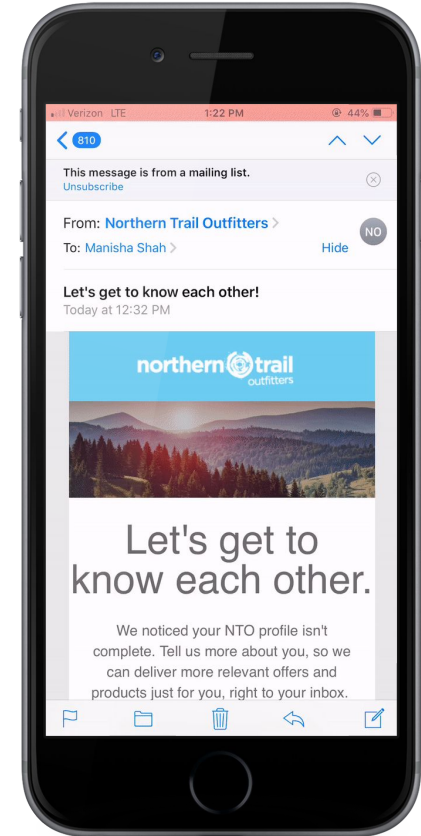
How?

Include in an onboarding series or send ad hoc to existing customers to update their preferences

Why?

Improve customer profile completion rates

Use the customer-specific data to power personalization across channels



Reviews and Feedback



What?

Collect product reviews, ask for feedback on an experience, or survey your customers

How?

Enhance existing reviews and feedback solicitations, or think of additional points in the journey where you might want to collect data

Why?

Increase feedback and product reviews volume

Use data to improve products, strategy and experiences

Trigger service cases to resolve bad experiences

Lead Forms



What?

Capture additional information on leads and update your CRM

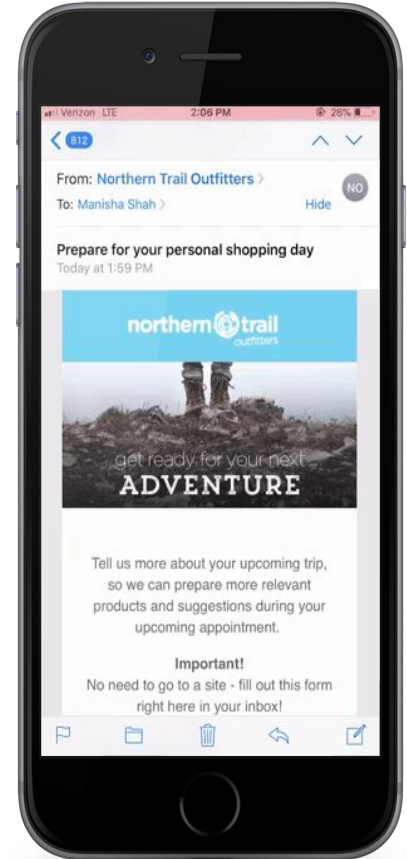
How?

Perfect for anytime when you're gathering information

A follow-up to a conversation

Why?

Leverage the additional data to make the experience more personalized and your leads more actionable



Service Forms



What?

Initiate service cases and capture relevant information all from the inbox

How?

Use email to anticipate or create service moments - does your customer need more information to complete a purchase or make an appointment?

Why?

Make it easier for customers to get needed help

Route service requests quickly



AMP for Emails

AMP for Email



Introduced support in 2021

Enabled in Setup > Content Builder Settings

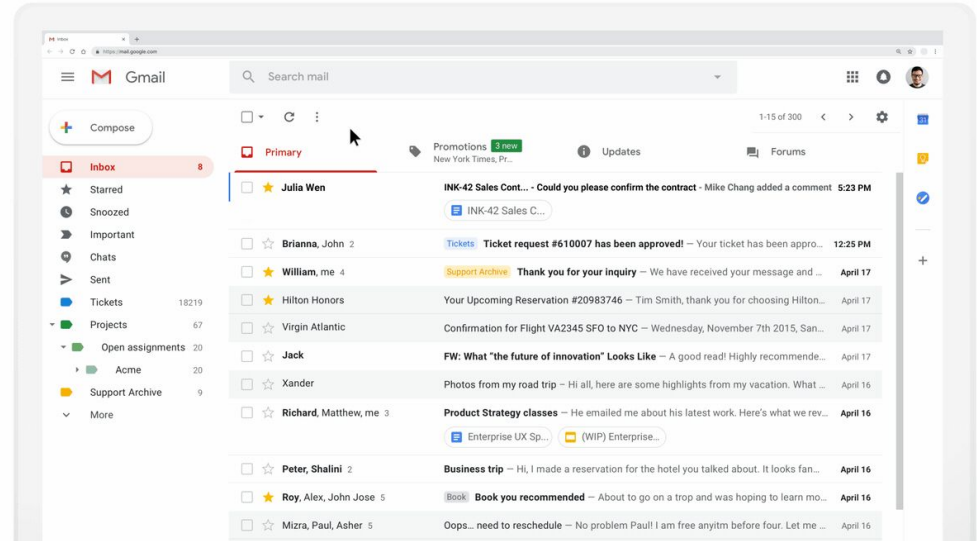
Code-based form creation

Subscriber interactions from the inbox

Reduce friction and boost engagement

Data in form is updated at open time

Greater design flexibility



AMP Adoption - Crawl



AMP Adoption - Walk



Great news, Mark!
Your delivery is on the way.

Northern Trail Outfitters is committed to ensuring the secure delivery of your items. Please let us know of any details that may help.

In the event you're not home, where is the best place to deliver your item:

- Front doorstep
- Back doorstep
- Leave with neighbor

AMP Adoption - Run



Thanks for your purchase!

We hope you like your new **Cannondale Foray 1
27.5" Women's Bike.**

Need help setting up your bike before you're ready to

Email Forms & AMP for Emails



Interactive Email Forms

Provides an easy **point and click block building** experience that can be used by marketers and developers

Supports ~80% of email opens

Great for:

- Interactive forms
- Fallback experience for unsupported browsers and AMP experiences

AMP for Email

Requires code and will generally need the support of a developer or agency partner

Supports ~30% of email opens

Great for:

- Inbox interactions
- Real-time email content experiences



Let's See It Live

What to do next

Continue Learning With:

- [Partner Learning Camp](#)
- [Using the Interactive Email Form Block](#)
- [Using AMP for Email](#)
- [AMP for Email Developer Documentation](#)





Q&A



Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

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