

Movable Ink FAQs for Data Teams

Movable Ink is a software-as-a-service company that helps enterprise brands deliver better experiences to their customers and deliver better KPIs for their marketing programs. This FAQ doc is designed to answer the most pressing questions that Data Teams often have about our platform.

FAQS

IN A NUTSHELL, JUST WHAT EXACTLY IS MOVABLE INK?

In simplest terms, Movable Ink is cloud-based software that generates images and HTML5 (creative) in real-time and at scale. This creative is personalized with any data source, business logic, or CSS-based visual treatments. The personalized creative is embedded via an HTML snippet in emails, mobile apps, web pages, or display ads. The creative is dynamically and uniquely generated at the moment-of-engagement and called "intelligent creative."

WHAT ARE THE TECHNICAL REQUIREMENTS FOR SETTING UP MOVABLE INK?

Movable requires minimal technical setup, which is broken down into four tasks:

- Set up a sub-domain (~30 minutes)
- Whitelist Movable Ink's user agent (~30 minutes)
- Assign a unique identifier & campaign identifier (~5 minutes)
- Install conversion and behavior tracking scripts on website (~30 minutes)

WHAT KIND OF APIS CAN BE USED WITH MOVABLE INK?

Movable Ink uses APIs to layer real-time data onto personalized images. For example, real-time sales data from an e-commerce system could be used to generate an image that contains a sorted list of best-selling products. The same APIs that are powering parts of your website or mobile app can be accessed for this purpose. Movable Ink can access common API formats like JSON and XML.

WHAT ARE THE LOAD CONSIDERATIONS OF API ACCESS?

At the moment a piece of intelligent creative is requested, a call may be made to a back-end API. Users have full control and can performance tune API access. For example, a setting allows one to cache API calls for a specified time to alleviate spikes in requests.

HOW LONG DOES IT TAKE TO RENDER CONTENT?

The Movable Ink platform is capable of assembling a piece of creative in under 10ms. Accounting for real-world latency, content that doesn't access an API averages under 100ms. For API-driven content, it's worth factoring in your own API response times.

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HOW DOES MOVABLE INK WORK WITH MY WEBSITE INFRASTRUCTURE AND SECURITY?

Movable Ink offers customers the ability to construct dynamic content at the moment of engagement by pulling content and data directly from your website. We support the latest encryption protocols and have different options for identifying Movable Ink requests from within your web application firewall. You can read more about this topic in our Support Center.

Your web application firewall can identify Movable Ink requests using these methods:

- The User-Agent request header will include a Movable Ink specific string that you can add to your whitelist.
- Movable Ink can provide a list of IP addresses that our servers use to make requests. If you choose to use it, we can subscribe you to a mailing list for notifications about periodic additions to the list.
- In the Movable Ink platform, you can set up requests to use tokens or other custom authentication schemes.

WHAT IS MOVABLE INK'S UP-TIME, AND WHAT SYSTEMS DO YOU HAVE IN PLACE TO ENSURE BUSINESS CONTINUITY AND HIGH AVAILABILITY?

Our average up-time is greater than 99.95%. The service replicates real-time data across redundant, geographically diverse data centers. Additionally, our architecture is built to scale horizontally with capacity to easily support large-scale campaigns.

CAN YOU GIVE ME AN EXAMPLE OF A CREATIVE TAG?

The following are examples of creative tags for email and web.

Email Creative Tag:

Web Creative Tag:

HOW DO YOU TRACK EMAIL CAMPAIGN PERFORMANCE?

Tracking email campaign performance is easy. Simply add the tracking pixel associated with your campaign right after the opening <body> tag of your email, near the header. Here's a sample for illustrative purposes:

Email Campaign Tracking Pixel:

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WHY DOES MOVABLE INK WANT ACCESS TO MY PRODUCT CATALOG, AND WHAT TRANSFER METHODS ARE SUPPORTED?

Movable Ink can use data from your product catalog to create dynamic, personalized creative across different channels. The following connection types are supported:

- If you have product APIs, the platform can request product information from your APIs at the moment of user engagement.
- If you have the data in CSV format, you can push the data to Movable Ink or configure a Data Source to periodically pull the CSV from your servers.
- As an alternative, Movable Ink can extract product information directly from your web pages by parsing HTML.

The Movable Ink platform was architected and developed from the beginning to support the rigorous demands of the world's leading brands. Easy to set up and use, Movable Ink easily fits into a brand's existing martech stack and actually helps increase the ROI of those systems by enabling data to be transformed into compelling visuals for use in real-time campaigns.

In the end, marketers love us for the efficiencies and performance we provide to them and the more relevant and compelling experiences we provide to their customers. Data Teams love us for how we empower marketers to access data without ad hoc requests or expensive tech builds, while still protecting their infrastructure from traffic surges driven by email.

For more information about Movable Ink from a developer perspective, check out the Data Teams section of our website at www.movableink.com/datateams.

To learn more, please email DataTeamSupport@MovableInk.com.