

How Camping World was able to Increase Opens by 15% and Clicks by 5% using NiftyImages



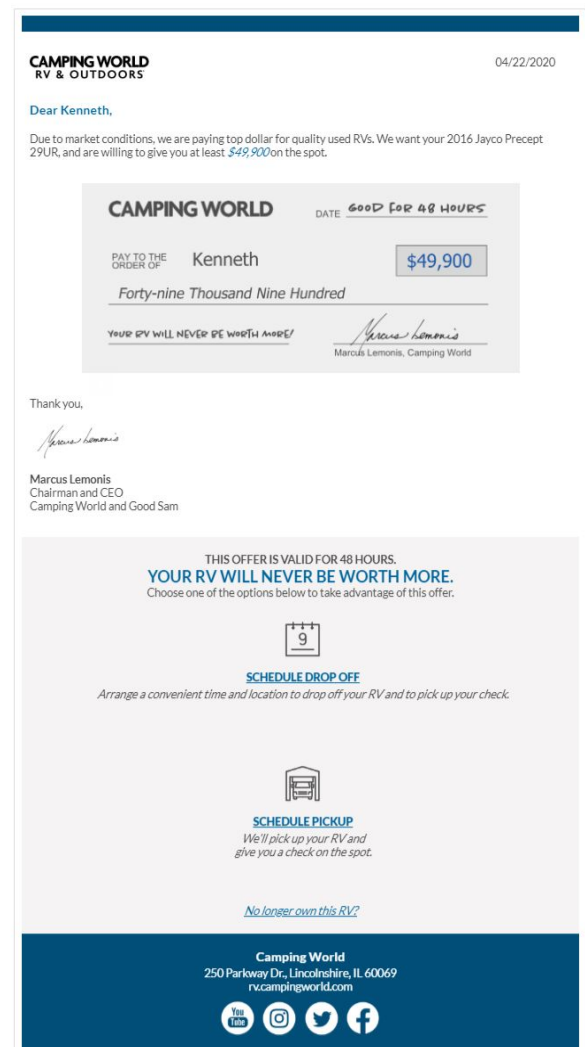
Since 1966, Camping World has proudly offered specialized products and accessories, expert advice and professional service to recreational vehicle owners and campers. With over 150 SuperCenters nationwide, a full-service call center and website featuring thousands of quality products for RVs, camping, towing and outdoor living, Camping World is the premier one-stop-shop for everything RV.

“
NiftyImages enables a new level of creativity in our email campaigns...”

CREATING A MORE PERSONALIZED EXPERIENCE

Building emails that stand out in your subscriber’s inbox has become more challenging than ever before. Taking on this challenge, Camping World looked past their basic ESP options to give their subscribers an experience that would show both immediate returns and a lasting impression.

“NiftyImages enables a new level of creativity in our email campaigns and saves time by providing advanced functionality with a modern set of tools and simple U/I.” - Aib Syed, Email Marketing Manager.



Personalized Images using subscriber data

CAMPING WORLD
RV & OUTDOORS


WHERE TO GO


Hi,

Get ready for adventure in your ! For a perfect destination location, choose from over 2,400 Good Sam Parks across the U.S. & Canada. They're top-rated, clean, safe, comfortable campgrounds that offer top amenities, surrounded by things to see and do. Good Sam Parks make the perfect destination on your road to adventure.

Plus, as a Good Sam Elite Member, you save 10% on the regular nightly RV site rate!


[Find A Good Sam Park](#)





Good Sam Parks Make The Perfect Destination

[Find A Good Sam Park](#)



Important Contact Info

Your Dealer	Concierge Line (888) 888-8888	Tech Help Line (888) 888-8888
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We Make RVing Fun & Easy. Follow Along.


[Camping World Blog](#)
[RV Life Group](#)

Need anything? I'm here to help.

CALL MY OFFICE 866.232.8990
or Email me at MarcusVIP@campingworld.com

"IF YOU'RE HAPPY, I'M HAPPY."

Marcus Lemonis
Chairman and CEO
Camping World and Good Sam



With 55 years of marketing experience, Camping World knew the value of showing the closest locations for each Good Sam Park relative to the subscribers current location.

Using Live Maps allows their clients to see parks that are within driving distance at the time they open their email and get directions with one click from their emails.

“A level of personalization in our emails that wasn't previously possible.”

“With NiftyImages, we gained another tool in our toolbelt that allowed us to achieve a level of personalization in our emails that wasn't previously possible.”

- Brad Greene, MarTech Team Lead

CASE STUDY: CAMPING WORLD

Using a variety of different image types such as personalized images with embedded subscriber data, countdown timers, rule based images and live maps, Camping World is able to consistently see lifts in their campaign performance.

RESULTS

15%

increased opens

5%

increased clicks

ABOUT NIFTYIMAGES

NiftyImages works with 1,000+ companies in more than 60 countries, allowing marketers to create innovative, personalized emails with ease. By leveraging real-time data, 1-to-1 experiences are produced at scale to drive engagement and revenue.

LEARN MORE

<https://niftyimages.com/>

REQUEST A DEMO

Support@NiftyImages.com

NiftyImages

CAMPING WORLD
RV & OUTDOORS

WORLD'S LARGEST
RV SHOW

LAST CHANCE
SHOW PRICING

Reserve your show price before the timer runs out! [Shop Now](#)

3 DAYS | 1 HRS | 36 MINS | 9 SECS

Small Campers
Small Campers are a great way to ease into the RV lifestyle. A lightweight body means easy towing. Perfect for couples!
[Reserve Show Price](#)

TRAVEL TRAILERS
One of the most popular styles! With a range of sizes and amenities, it's a great way to hit the road no matter your budget.
[Reserve Show Price](#)

Fifth Wheels
Towing a fifth wheel is easier than you think! Plus, you can carry more gear on your many planned adventures.
[Reserve Show Price](#)

CLASS Cs
If your crew needs plenty of space to spread out and sleep peacefully, you can't beat a Class C motorhome.
[Reserve Show Price](#)

Class A RVs
Class A motorhomes typically have larger pantries, closets, and storage space. A great option for full-time RVers!
[Reserve Show Price](#)

CLASS As

Take an Additional
15% Off Your Online Order
on [CampingWorld.com/shop](#)
No Minimum
Use code **ENDOFSUMMER**
Expires 8/31/20

GOOD SAM CLUB
Sign up for the Good Sam Club today and save on your outdoor adventures!
[Check it Out](#)

GIFT CARD
Looking for the perfect present for someone who loves the outdoors? Gift cards are good at Camping World, Gender Outdoors, and Overton's!
[Check it Out](#)

Need anything?
I'm here to help.
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JOIN OUR COMMUNITY

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Countdown Timer