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### **Allied Pixel Adds Animated GIF to Personalized Video**

MEDIA, PA (March 2018) – Allied Pixel has developed the ability to add a unique animated GIF to email messages. The animation includes the recipient’s name, together with a preview of the full length Personalized Video. Clients have found that this technique can push the click-through rate of emails to nearly 100%.

Allied Pixel is leading the way in Personalized Video, a new technology that uses an organization’s CRM data to create a unique, personalized video for each recipient.

“Personalized Video is an incredibly exciting new technology,” said Allied Pixel president Bill Haley. “Animated GIFs are another big step forward in helping our clients reach their target audience.”

Learn more about Animated GIFs at <https://www.alliedpixel.com/2018/02/what-is-an-animated-gif-and-why-do-i-want-one/>.

#### *About Allied Pixel:*

Allied Pixel helps clients tell compelling stories through cinematic video production, personalized video and live webcasting. With 2,000 projects wrapped and 200 awards won, we never stop working for the wow. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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