

30

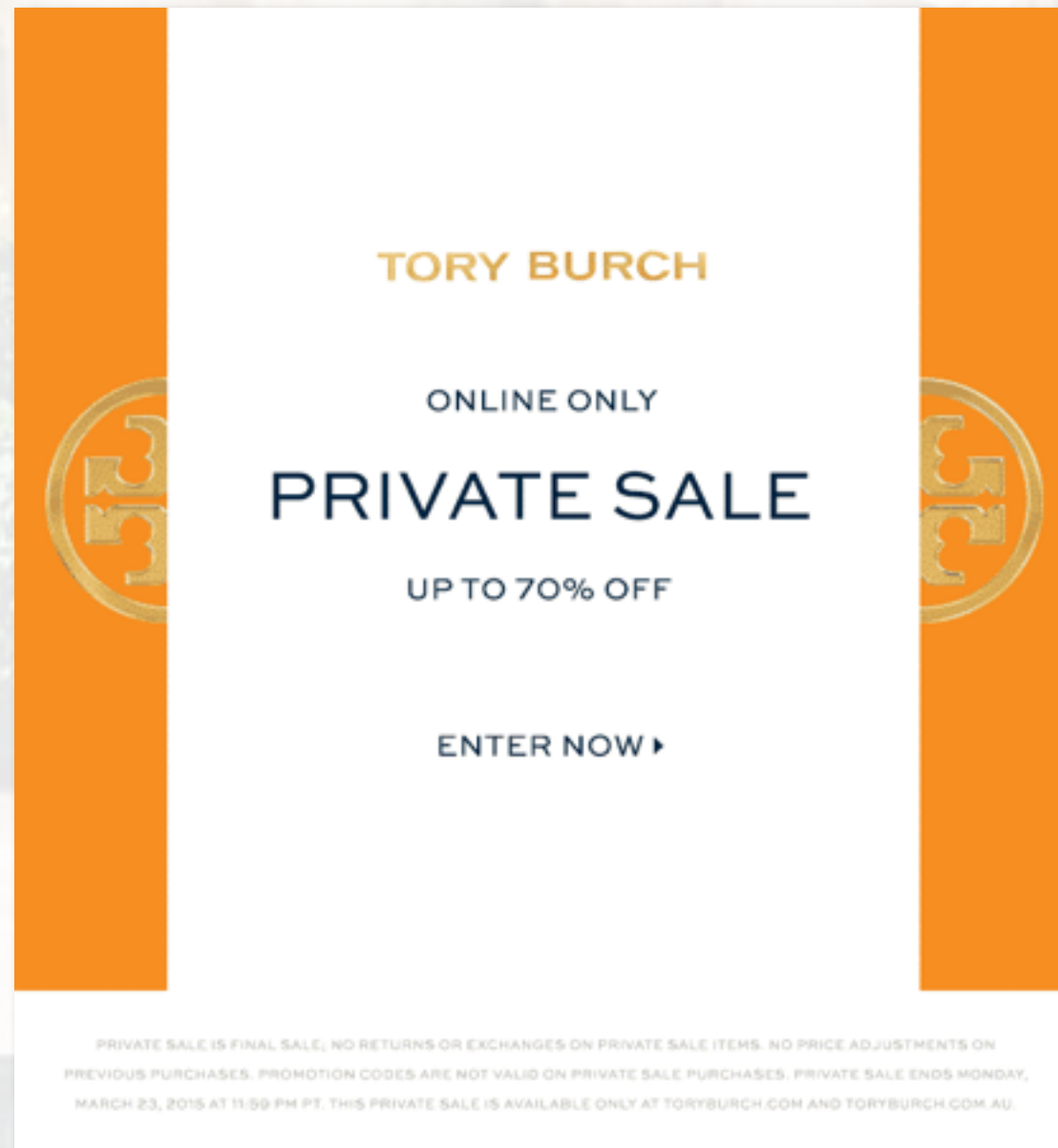
Email Campaigns You Should Totally Steal

Sometimes your creative juices just run dry. We get it. Get your inspiration back with this list of 30 outstanding email marketing campaigns!

We won't tell anyone if you steal a few ;)

1

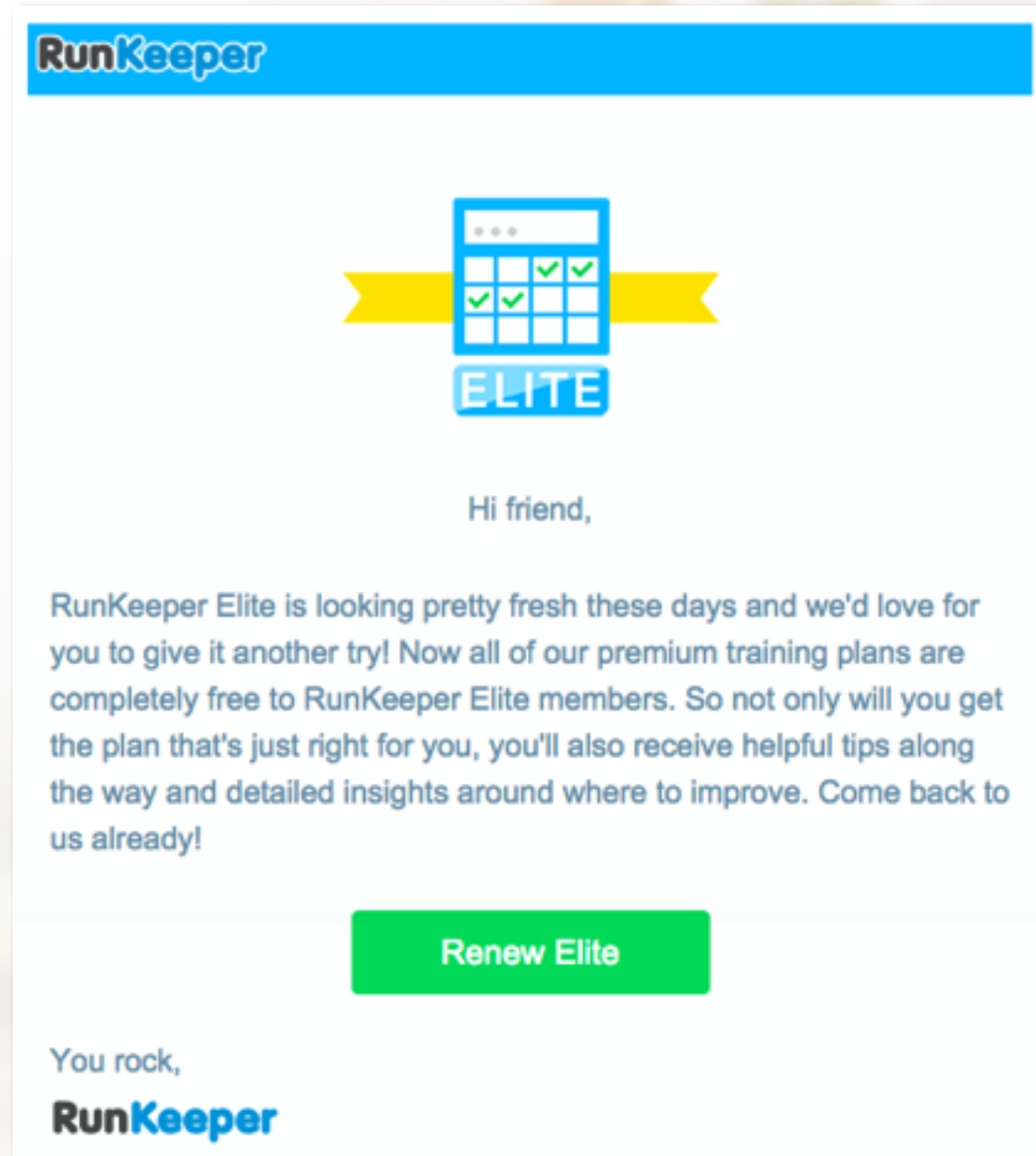
Tory Burch:



By adding a pop of animation, in which the image slides open to reveal a private sale, Tory Burch raised their email marketing a step above most generic static campaigns. They evoked the image of a door sliding open, underlining the sale's exclusivity.

2

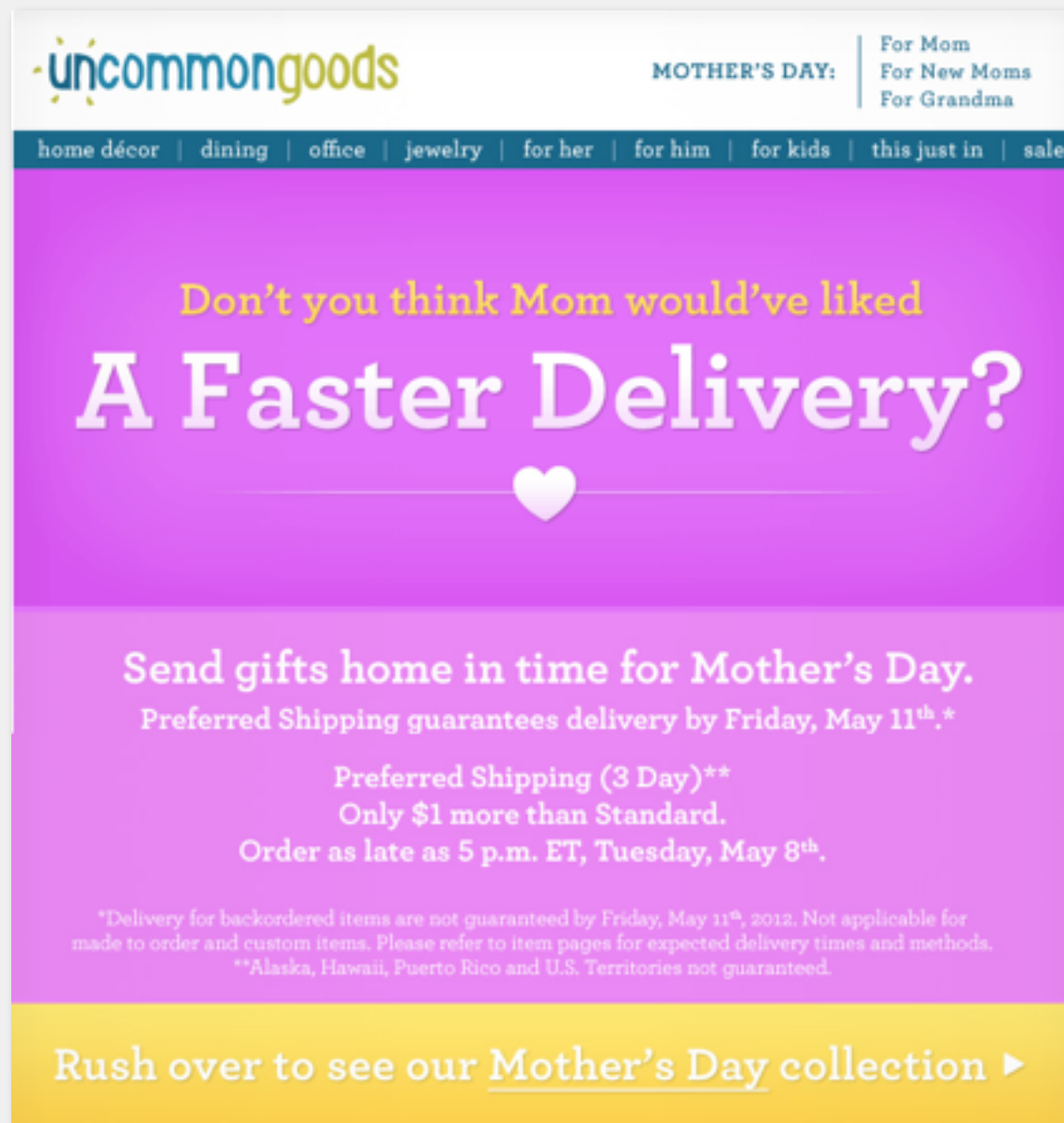
Runkeeper:



By keeping the tone light and informal, Runkeeper entices lapsed users to return without seeming pushy or desperate. Informing the recipient of new features and ending with a friendly signoff engages the reader in a way that isn't too marketer-y.

3

UncommonGoods:



The advertisement features a purple header with the UncommonGoods logo on the left and navigation links on the right. Below the header is a teal navigation bar with links to various product categories. The main body of the ad is purple and contains a headline, a heart icon, and promotional text about fast shipping. A yellow footer bar contains the call to action.

uncommongoods

MOTHER'S DAY: For Mom For New Moms For Grandma

home décor | dining | office | jewelry | for her | for him | for kids | this just in | sale

Don't you think Mom would've liked

A Faster Delivery?

Send gifts home in time for Mother's Day.
Preferred Shipping guarantees delivery by Friday, May 11th.*

Preferred Shipping (3 Day)**
Only \$1 more than Standard.
Order as late as 5 p.m. ET, Tuesday, May 8th.

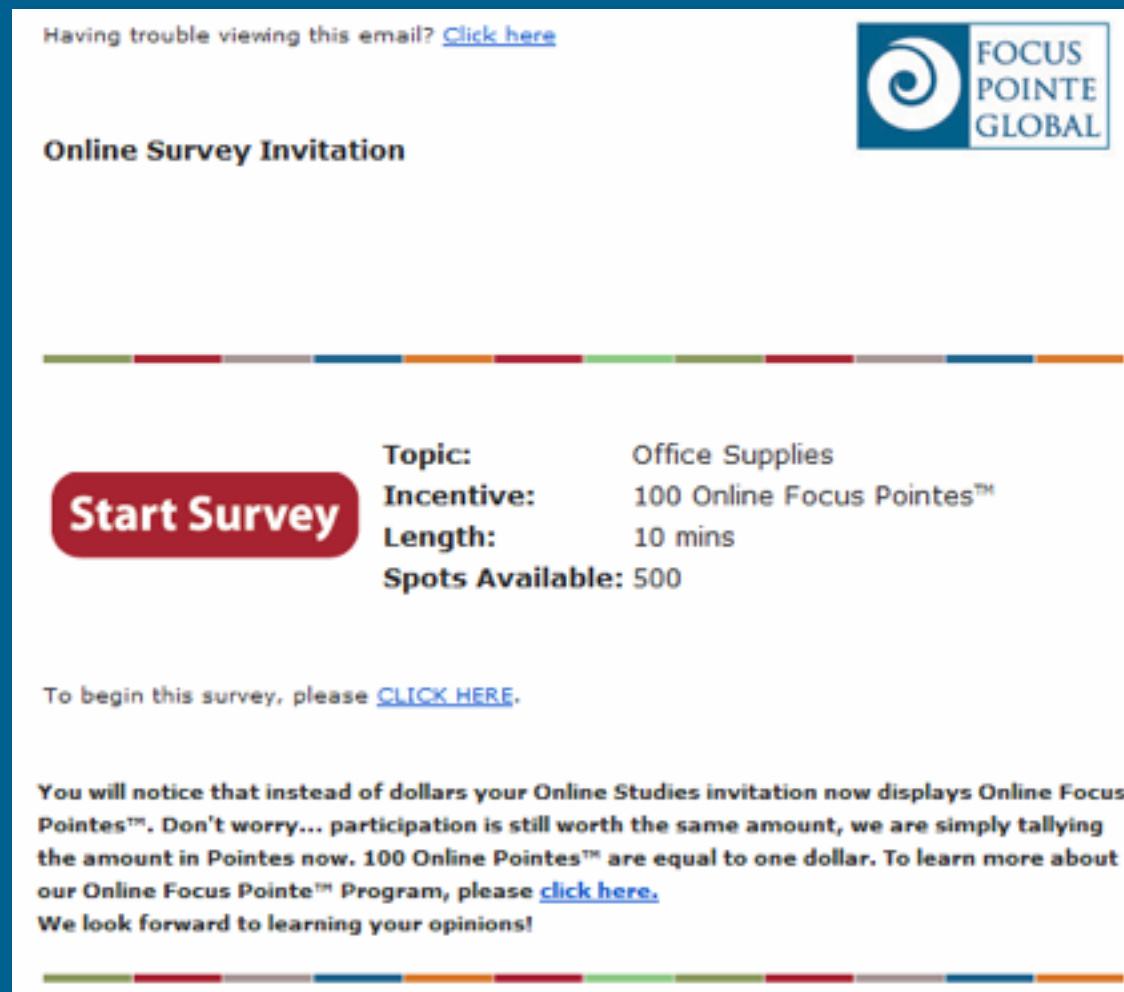
*Delivery for backordered items are not guaranteed by Friday, May 11th, 2012. Not applicable for made to order and custom items. Please refer to item pages for expected delivery times and methods.
**Alaska, Hawaii, Puerto Rico and U.S. Territories not guaranteed.

Rush over to see our Mother's Day collection ►

Using action-oriented words in their CTA allowed UncommonGoods to highlight the urgency of their holiday offer. Reminding customers that their flowers are guaranteed to arrive on time if ordered NOW reinforces the value of the message.

4

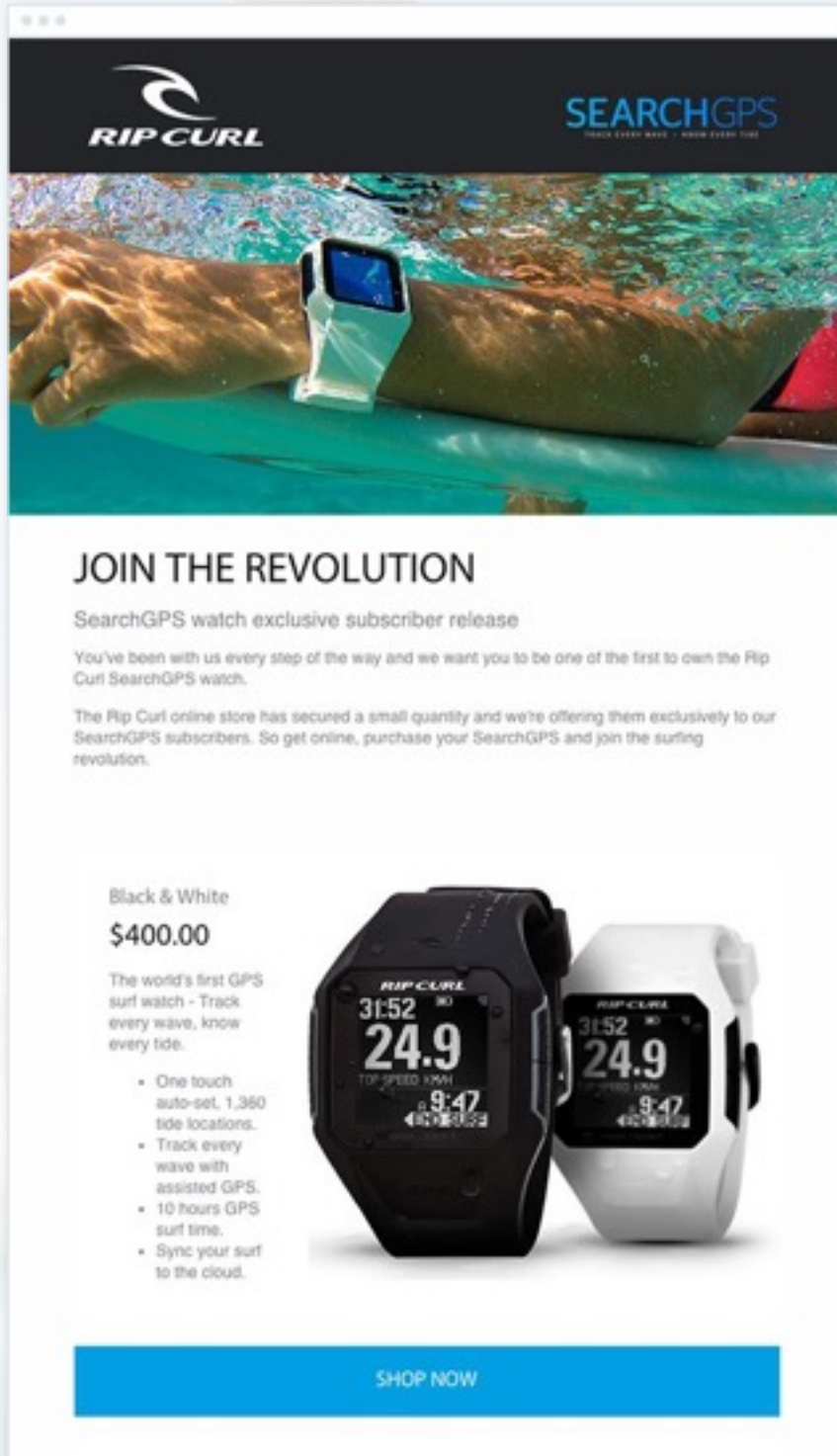
Focus Pointe Global:



This email, prompting recipients to participate in a research survey, is simple and to the point. Within a few moments of scanning, readers can quickly comprehend the main points: what the survey is about, what they will gain by taking it, how long it will take and where to begin.

5

Rip Curl:



The advertisement features a header with the Rip Curl logo and the SearchGPS tagline. Below this is a large image of a hand wearing the watch. The main text area includes a headline, a sub-headline, and three paragraphs of text. At the bottom, there is a product image of two watches, a list of features, and a 'SHOP NOW' button.

RIP CURL **SEARCHGPS**
TRACK EVERY WAVE • KNOW EVERY TIDE

JOIN THE REVOLUTION

SearchGPS watch exclusive subscriber release

You've been with us every step of the way and we want you to be one of the first to own the Rip Curl SearchGPS watch.

The Rip Curl online store has secured a small quantity and we're offering them exclusively to our SearchGPS subscribers. So get online, purchase your SearchGPS and join the surfing revolution.

Black & White
\$400.00

The world's first GPS surf watch - Track every wave, know every tide.

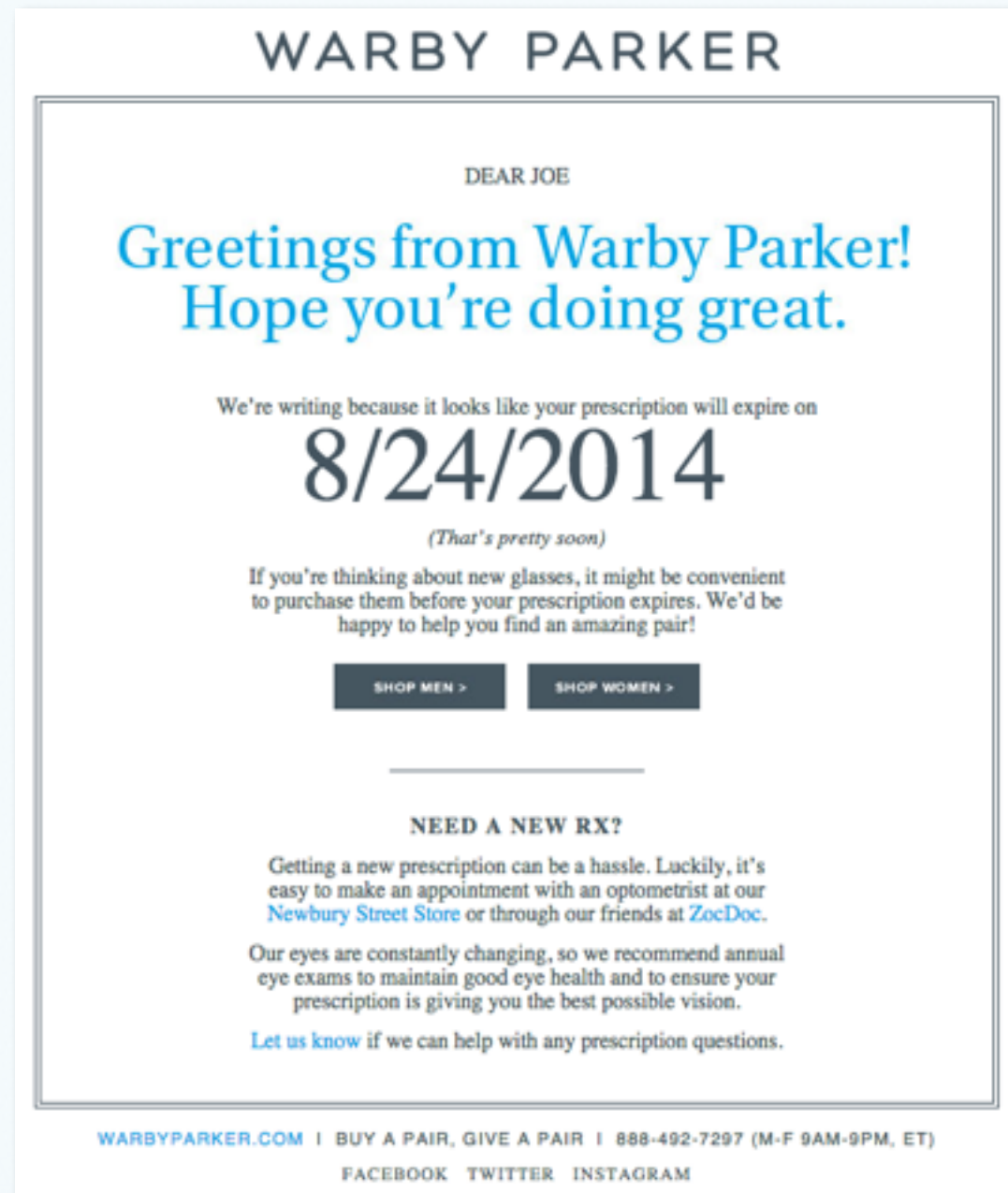
- One touch auto-set, 1,360 tide locations.
- Track every wave with assisted GPS.
- 10 hours GPS surf time.
- Sync your surf to the cloud.

SHOP NOW

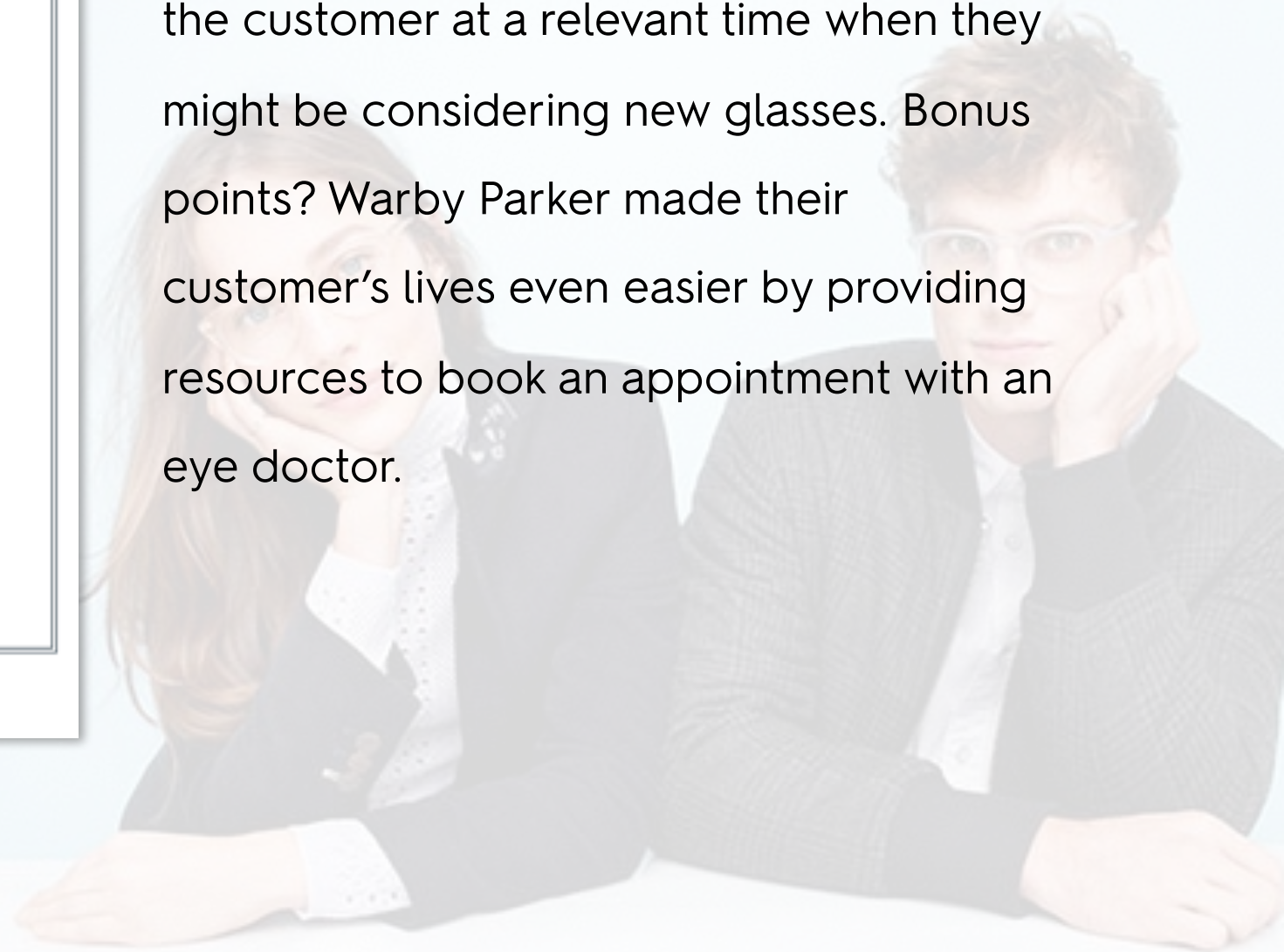
This striking email from Rip Curl activates the recipients Fear of Missing Out (FOMO) with it's strong assertion that a "revolution" is occurring and owning this particular watch guarantees their customer a spot on the front lines..

6

Warby Parker:

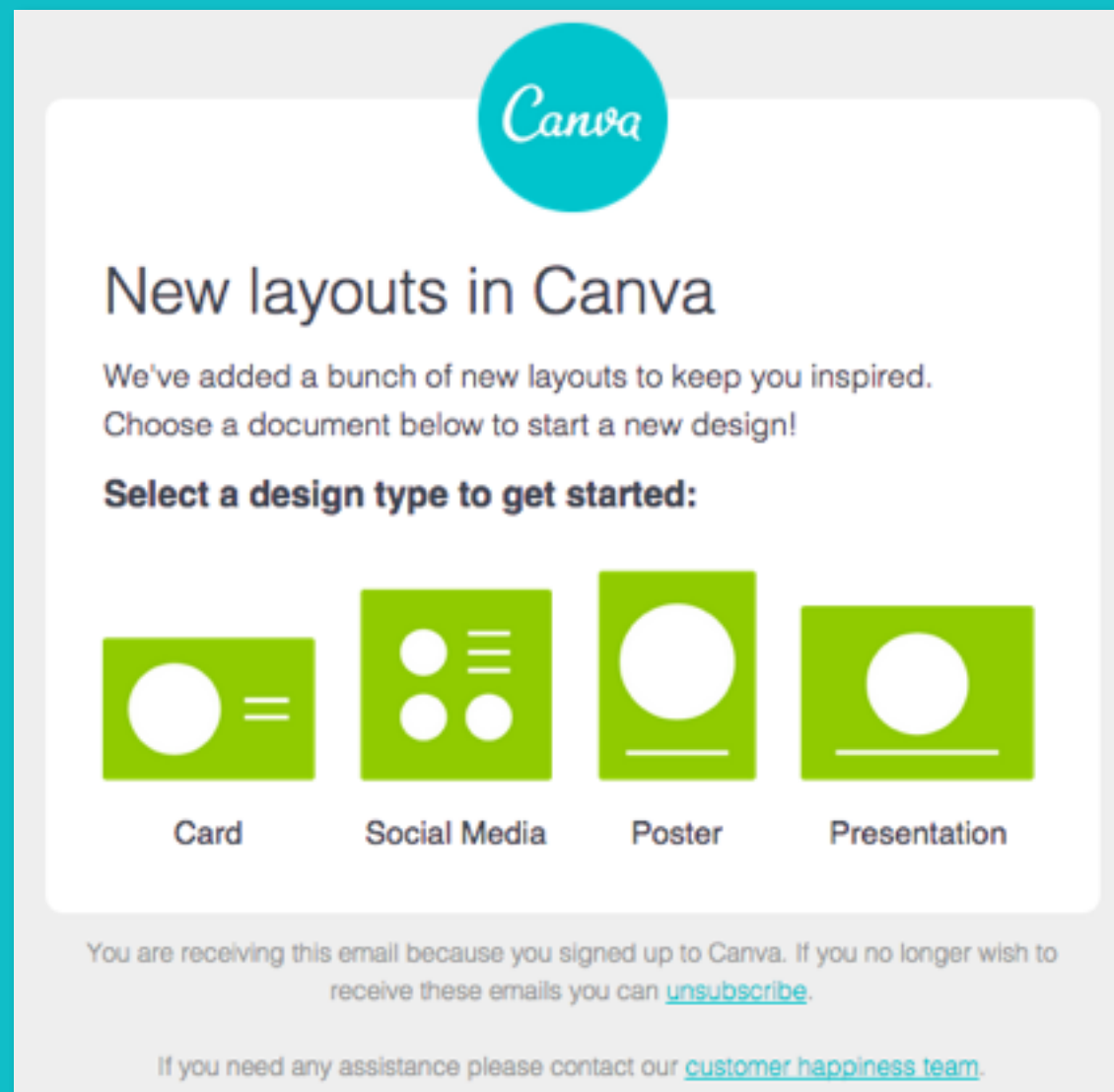


This clever email, triggered by the recipient's vision prescription expiring, hits the customer at a relevant time when they might be considering new glasses. Bonus points? Warby Parker made their customer's lives even easier by providing resources to book an appointment with an eye doctor.



7

Canva:



Sometimes, you say more by saying less. Canva keeps their emails simple and to the point with striking graphics and an streamlined user experience.

8

Dropbox:



The use of cute animations and a concise message reinforces the idea that Dropbox doesn't want to waste your time. They're able to remind you of the value of their service without bogging down your inbox with unnecessarily wordy emails.

9

Turnstyle Cycle:



Hey there!

Wanted to give you a friendly reminder that your series will be expiring soon. We know you are busy and would hate to see you miss out on the opportunity to take classes with us. Please let us know if we can help accommodate in any way possible [\(857\) 242-3039](tel:857-242-3039).

Here are the details on your current series:

Lindsay the following series is due to expire soon:

Intro Offer 3-Pack
Expires in 2 months with a grace period of 5 days
Classes remaining: 1
Purchased: Jan 9, 2015
Expires: Mar 14, 2015

Feel free to give us a call - we want to help :)

-Team Turnstyle



Facebook Twitter Website

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Upon first glance, this email from Turnstyle Cycle could be written by a friend or coworker. The super informal “normal email” design allows the message to feel very authentic and down-to-earth allowing relationship building between your business and your consumer.

10

Poppin:



With a punny opening line of “Let’s Hold Handles,” an offered customer discount, bright engaging colors and bold images, is there anything not to love about this email from Poppin?

11

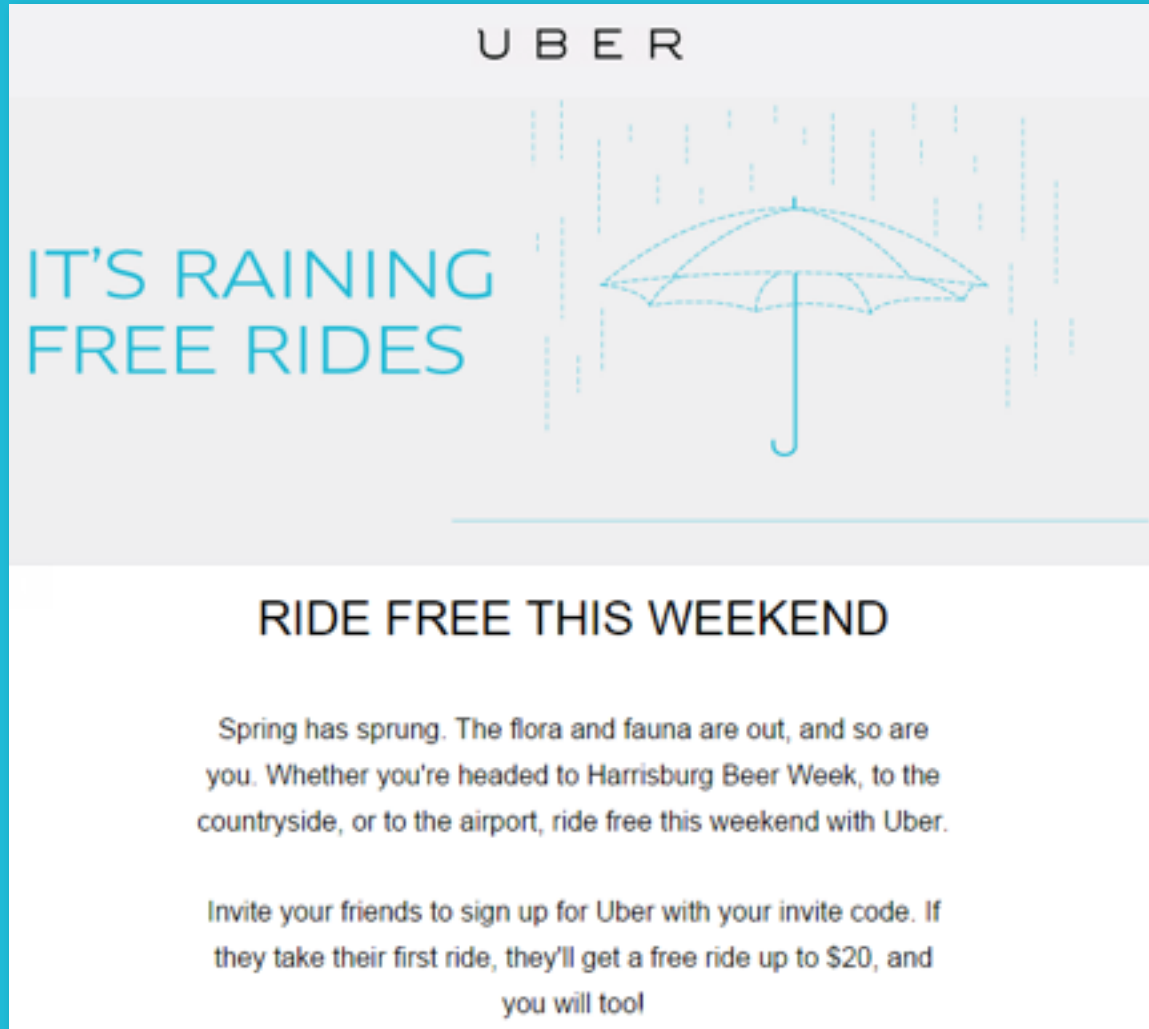
Masterclass:



By tucking their content away on a landing page, Masterclass was able to intrigue their customers and leave a sense of mystery, triggering consumer curiosity and growing CTRs.

12

Uber:

A promotional graphic for Uber. At the top, the word "UBER" is written in a spaced-out, sans-serif font. Below it, on the left, the text "IT'S RAINING FREE RIDES" is displayed in a large, blue, sans-serif font. To the right of this text is a simple line drawing of an open umbrella. The background of the top section is light gray with vertical dashed lines representing rain. A horizontal line separates this top section from the bottom section, which has a white background. In the bottom section, the text "RIDE FREE THIS WEEKEND" is centered in a bold, black, sans-serif font. Below this, a paragraph of text reads: "Spring has sprung. The flora and fauna are out, and so are you. Whether you're headed to Harrisburg Beer Week, to the countryside, or to the airport, ride free this weekend with Uber." Another paragraph follows: "Invite your friends to sign up for Uber with your invite code. If they take their first ride, they'll get a free ride up to \$20, and you will too!"

UBER

IT'S RAINING
FREE RIDES

RIDE FREE THIS WEEKEND

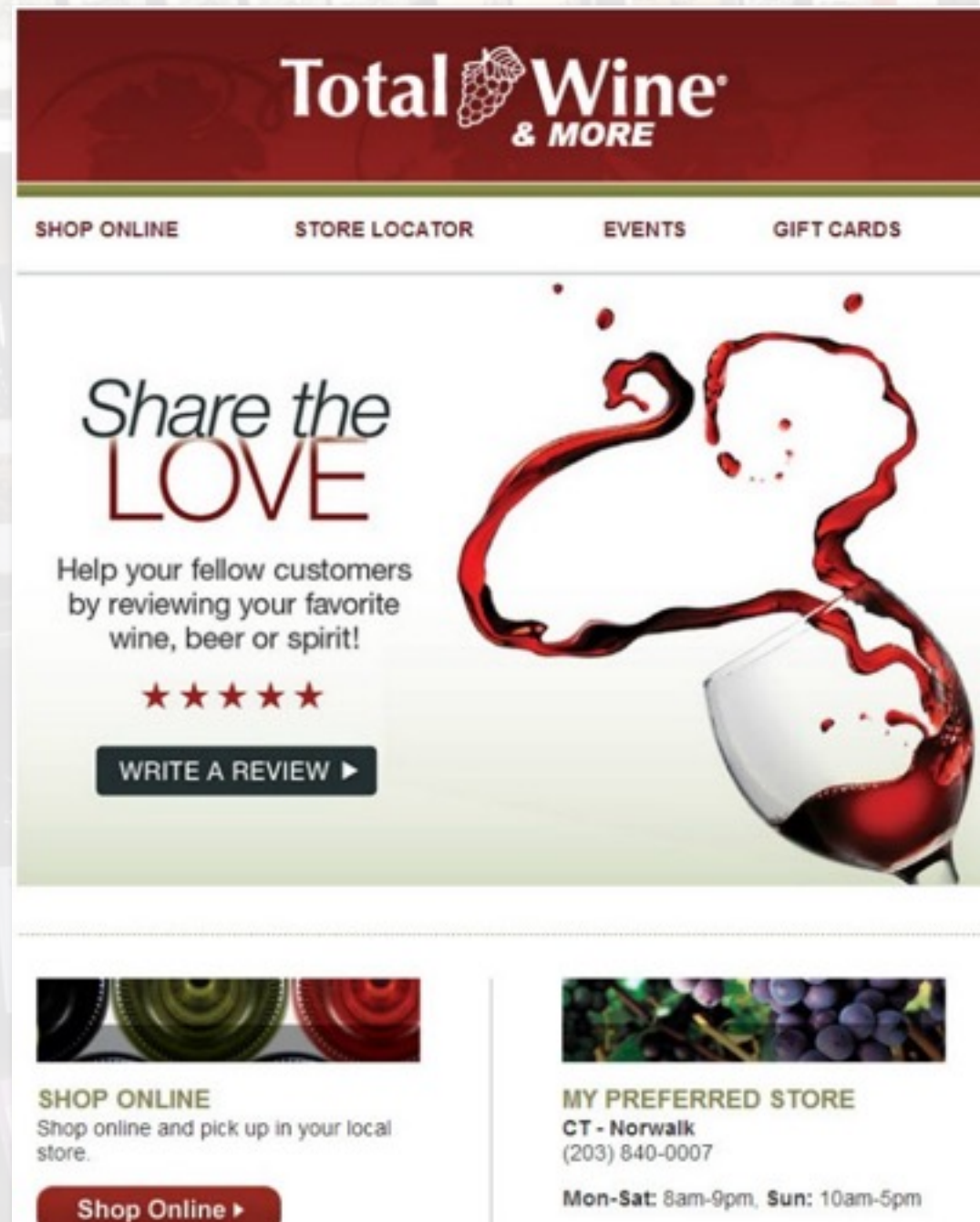
Spring has sprung. The flora and fauna are out, and so are you. Whether you're headed to Harrisburg Beer Week, to the countryside, or to the airport, ride free this weekend with Uber.

Invite your friends to sign up for Uber with your invite code. If they take their first ride, they'll get a free ride up to \$20, and you will too!

Taking it a step beyond simple geolocation targeting, Uber crafted a campaign that referenced a certain area event (Harrisburg Beer Week) which offered recipients the opportunity to share an invite code and get a free ride.

13

Total Wine & More:



The screenshot shows the Total Wine & More website. The header is dark red with the logo "Total Wine & MORE" in white. Below the header is a navigation bar with links: "SHOP ONLINE", "STORE LOCATOR", "EVENTS", and "GIFT CARDS". The main content area features a large graphic of a wine glass with red wine splashing out, forming the word "LOVE". To the left of the graphic, the text reads "Share the LOVE" and "Help your fellow customers by reviewing your favorite wine, beer or spirit!". Below this is a five-star rating and a "WRITE A REVIEW" button. At the bottom, there are two columns: "SHOP ONLINE" with a "Shop Online" button, and "MY PREFERRED STORE" for "CT - Norwalk" with contact information and hours.

Total Wine & MORE

SHOP ONLINE STORE LOCATOR EVENTS GIFT CARDS

Share the
LOVE

Help your fellow customers
by reviewing your favorite
wine, beer or spirit!

★★★★★

WRITE A REVIEW ►

SHOP ONLINE
Shop online and pick up in your local
store.

Shop Online ►




MY PREFERRED STORE
CT - Norwalk
(203) 840-0007
Mon-Sat: 8am-9pm, Sun: 10am-5pm


By encouraging recipients to leave a review on their site, Total Wine & More upped user engagement and strengthened the customer's relationship to their brand. Adding an element of interactivity allows the reader to invest in the message you're sharing.

14


Domino's:

[Order Online >](#) | [Mobile Ordering >](#)

ORDER MENU COUPONS ESPAÑOL [FIND US ON](#)   



HOT FROM THE OVEN DEAL





**Domino's
PIZZA DEAL**

3 Large 1-Topping Pizzas

\$23.31

ORDER THIS DEAL

Use Promo Code: 9118


 **Free Value Club® Instant Rewards!** 

Save 15% on Future Stays,
Room Upgrade, Late Check-Out, & More!

SAVE NOW
at over 1,000 Hotels

*Offers & discounts subject to availability and may be cancelled at any time. See website for more details.

Dairy's contributions to Healthy People, Healthy Communities, and a Healthy Planet
Learn more at www.dairygood.org



By timing their emails to arrive at peak ordering hours, Domino's capitalized on their customer's impulsiveness. A perfectly timed email could mean the difference between pizza or leftovers for lunch.


15

Lifetime Fitness:

Work out together and you could both get 50 LT BUCKS.

LIFE TIME
THE HEALTHY WAY OF LIFE COURTESY

Life Time Athletic St. Louis Park
[952-546-5474](tel:952-546-5474)




It's better with a buddy.

Bring a friend in for a workout, try a new class together or spend some quality time by the pool.


It's the most fun way to stay motivated with your friends and family. And you don't even have to use your Guest Privilege passes. Win-win. Just mention this email at the front desk.

If they join by July 31:



You get

A limited-edition gear bag
Choose from pink or navy blue.





You both get

50 LT BUCKS*
To spend on any service Life Time has to offer.

By offering a deal on gym membership fees if the recipient brings a friend, Lifetime Fitness is solving one of their customer's main pain points -- Mainly that it is extremely hard to get motivated to go the the gym alone!

Sally Hogshead:


 **A MINI-COURSE, JUST FOR YOU**
FROM SALLY HOGSHEAD & TEAM FASCINATE 

Hi Ashley,

You have two Advantages: Innovation and Power.

You are The Maverick Leader.

Here's what that looks like:



THE MAVERICK LEADER

PRIMARY ADVANTAGE
INNOVATION

SECONDARY ADVANTAGE
POWER

Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a positive impression.

Your tips for today:

1. For an immediate team-building activity – strike up a conversation about your Archetype with fellow co-workers
2. Ask them how you bring Innovation and Power to each situation
3. Then, tell them which Advantages you think they bring to the table (and why). You'll be surprised what you'll learn about each other

Sally and Team Fascinate

How can you convince customers to voluntarily give you data that helps you further segment your marketing efforts? Take a page from Sally Hogshead's book and make your introduction email a quick interesting quiz that provides value to your customer and rounds out your data collection.

17

H&M:



In this lighthearted April Fool's Day campaign, H&M partnered with Facebook CEO Mark Zuckerberg. Poking fun at Zuckerberg's signature style allowed two major seemingly-unrelated brands to connect and created a boost of media coverage.



18

American Apparel:

Please click here if you are unable to view the images.

American Apparel® **Made in the USA Sweatshop Free**

The Power Washed Tee

Washed to simulate 40 home washes –this tee's super soft!

Four new colors

Shop this style now →

FREE BUDGET SHIPPING ON ALL ORDERS OVER \$50

ACCOUNT
Create an account
Sign In
Track your order
Wishlist

ABOUT US
Company Profile
What We Do
Careers
Investor Relations
Wholesale

SHOP
Women
Men
Kids and Babies
Accessories
Vintage
Multibrand
Sale
Gift Certificates

FOLLOW US
f t p y i s

If you received this from a friend, [subscribe](#) to our e-mail list for future updates. Please add updates@americanapparel.net to your address book to ensure our e-mails reach your inbox.

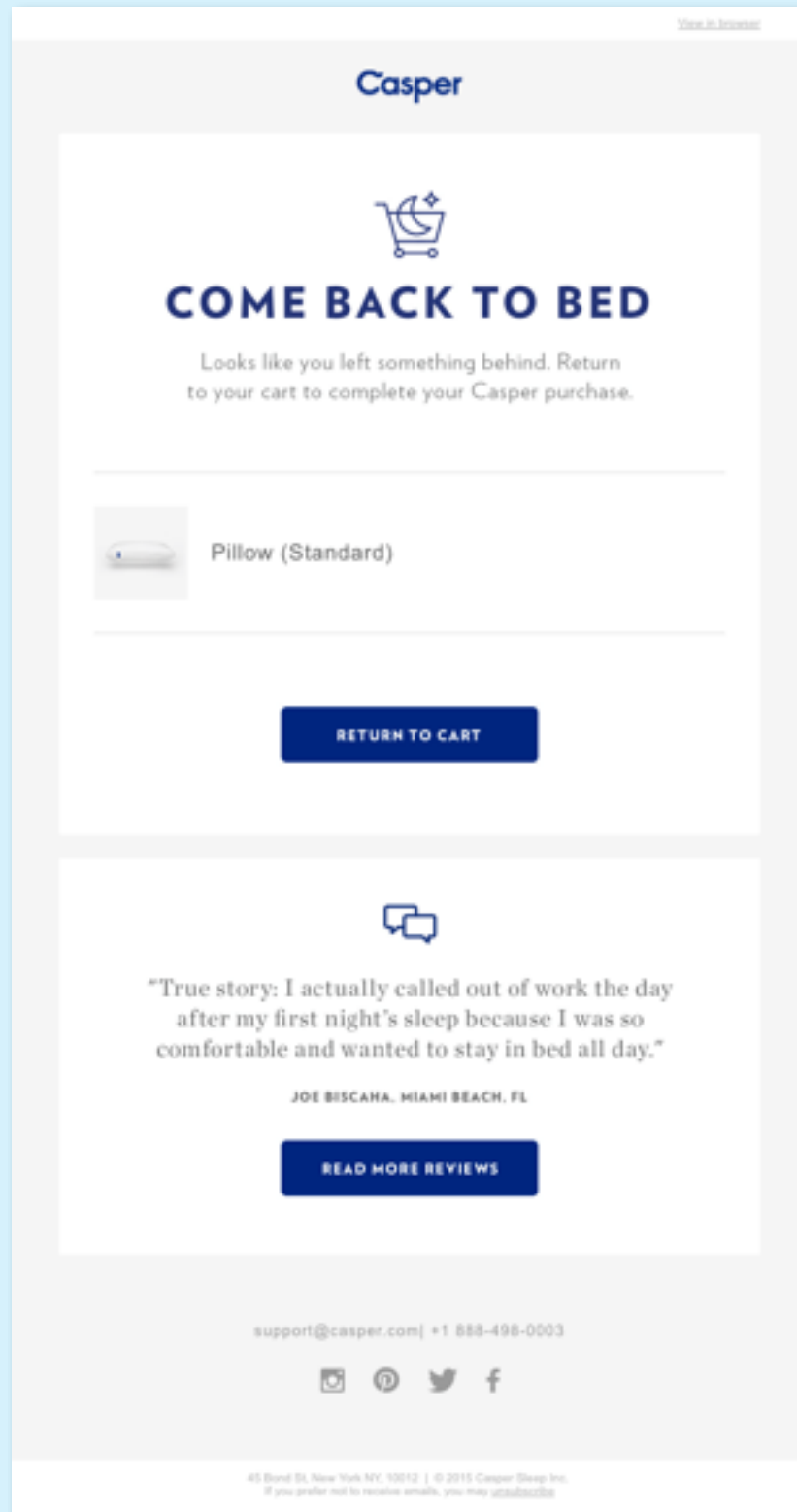
American Apparel, Inc.
747 Warehouse St. Los Angeles, CA 90021

[Unsubscribe from this e-mail list.](#)

The fun pop of motion added by a whimsical GIF makes American Apparel's email stand out, draws the customer's attention and successfully highlights all the color options for their product.

19

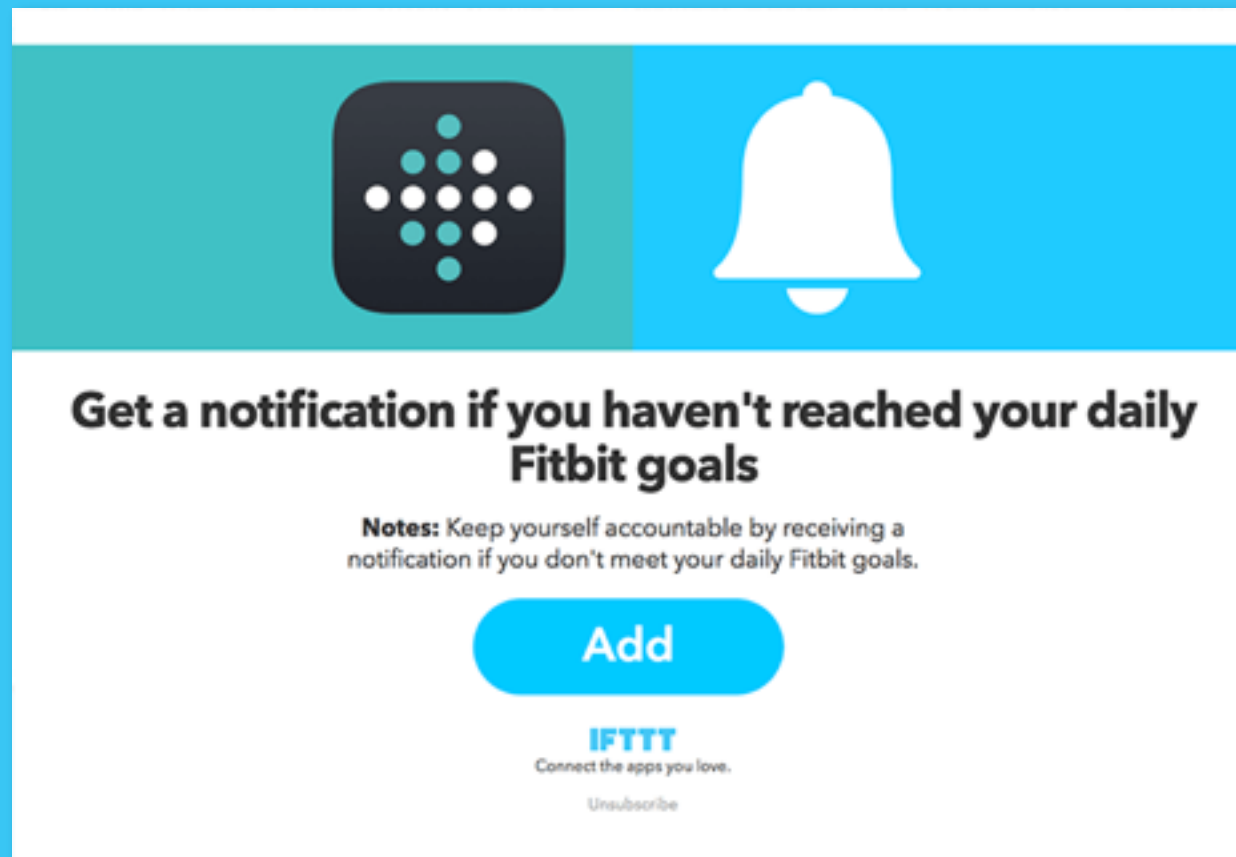
Casper:



Putting a playful spin on typical abandoned cart messages, mattress company Casper keeps their message humorous and topical. The use of a funny quote at the bottom reminds customers that getting a new mattress is a good excuse for a day off!

20

If This Then That (IFTTT):



This email provides the recipient with a sample use case by prompting them to link their Fitbit data to the service. Great for customers who need a little extra push to adopt a new technology, this campaign offers inspiration on how to utilize IFTTT best.

21

Houston:



3... 2... 1... 🚀

Thanks so much for sticking with us over the past few months! Your support and interest in Houston kept us happily working into the wee hours many nights, and now we're officially ready for open beta! But before we open things up to the masses, we wanted to give you an early invitation to say thanks!

If you create an account within the next week we'll also double your free trial period to 30 days! 🎉

Click the button below to hop in and create an account! If you need any help getting started you can send us a quick message through Intercom or check out our [knowledge base](#).

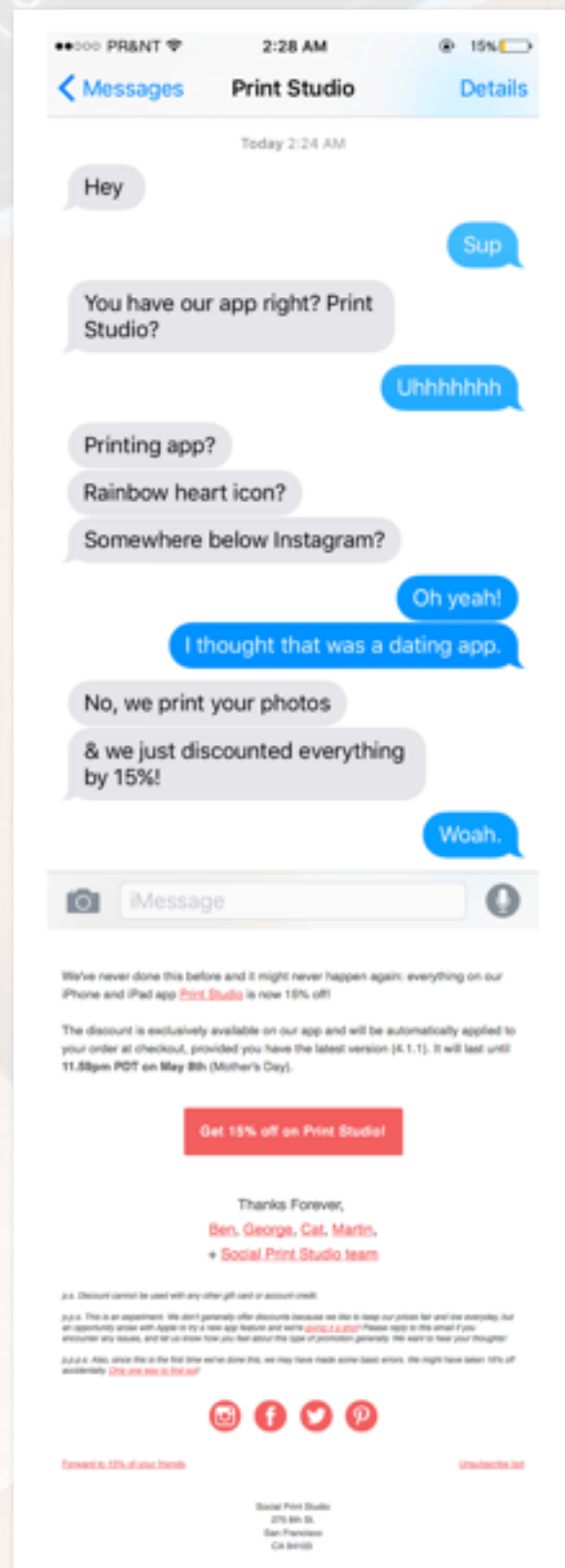
[Sign up and try Houston!](#)

You're receiving this email because you requested an invitation to join [Houston](#).

This customer retention email from Houston not only updates the recipient on the latest news with the company's beta launch, but also provides an incentive for registering now by offering an extended free trial.

22

Print Studio:



This lighthearted email from Print Studio shows that the brand isn't afraid to poke fun at itself (comparing its app icon to that of a dating app). The information is presented in the modern easily digestible form of a text message screenshot that we're used to seeing all over the internet, from Facebook to Buzzfeed.

23

J.Crew:



Surprisingly, this email from J.Crew doesn't feature a single image of clothing! Instead, the company activates the recipient's curiosity in order to direct them to an outside landing page.

24

Jack Spade:

**FINAL HOURS!
30% Off Everything**

USE CODE "CYBER30"



ENDS TONIGHT at 11:59 PM PT

[SHOP NOW](#)

This simple, bright email from Jack Spade stresses the timeliness of their offer, the most relevant factor to their message.

Using a universally recognized icon and a color scheme that communicates caution really drives home their customer's fear of missing out.

25

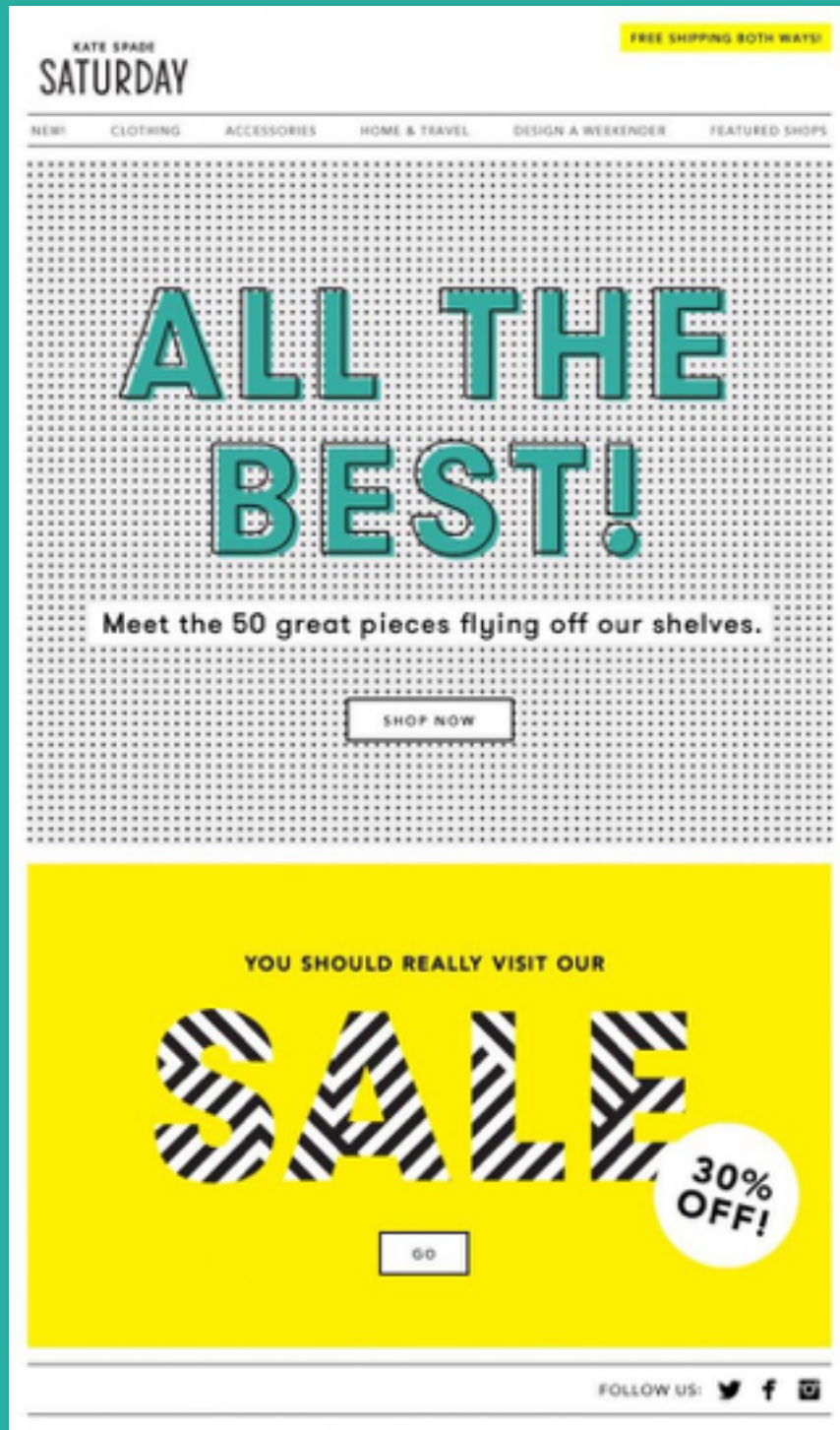
Need Supply Co:



Sometimes, a strong visual campaign can be more effective than a bunch of copy. This ad reinforces their offer of up to half-off by splitting the page visually, reminiscent of a sale rack sign.

26

Kate Spade:




Remember that age old fashion advice to avoid mixing patterns? Well this email from Kate Spade proves that sometimes rules are made to be broken. The bright color scheme and powerful patterns make this campaign pop on the page.

27

PSD2HTML.com:

PSD2HTML® 888.724.9414

HAPPY EASTER FROM PSD2HTML.COM!



Join the special
Discounts hunt!

This is your chance to find coupons worth up to \$200 on ANY order. All you have to do is look very carefully through our site and **try to find an Easter egg.**

GO HUNTING!

The offer is valid through April 13, 2015.

Are you feeling lucky? :) The prizes are limited, so hurry and start searching now!

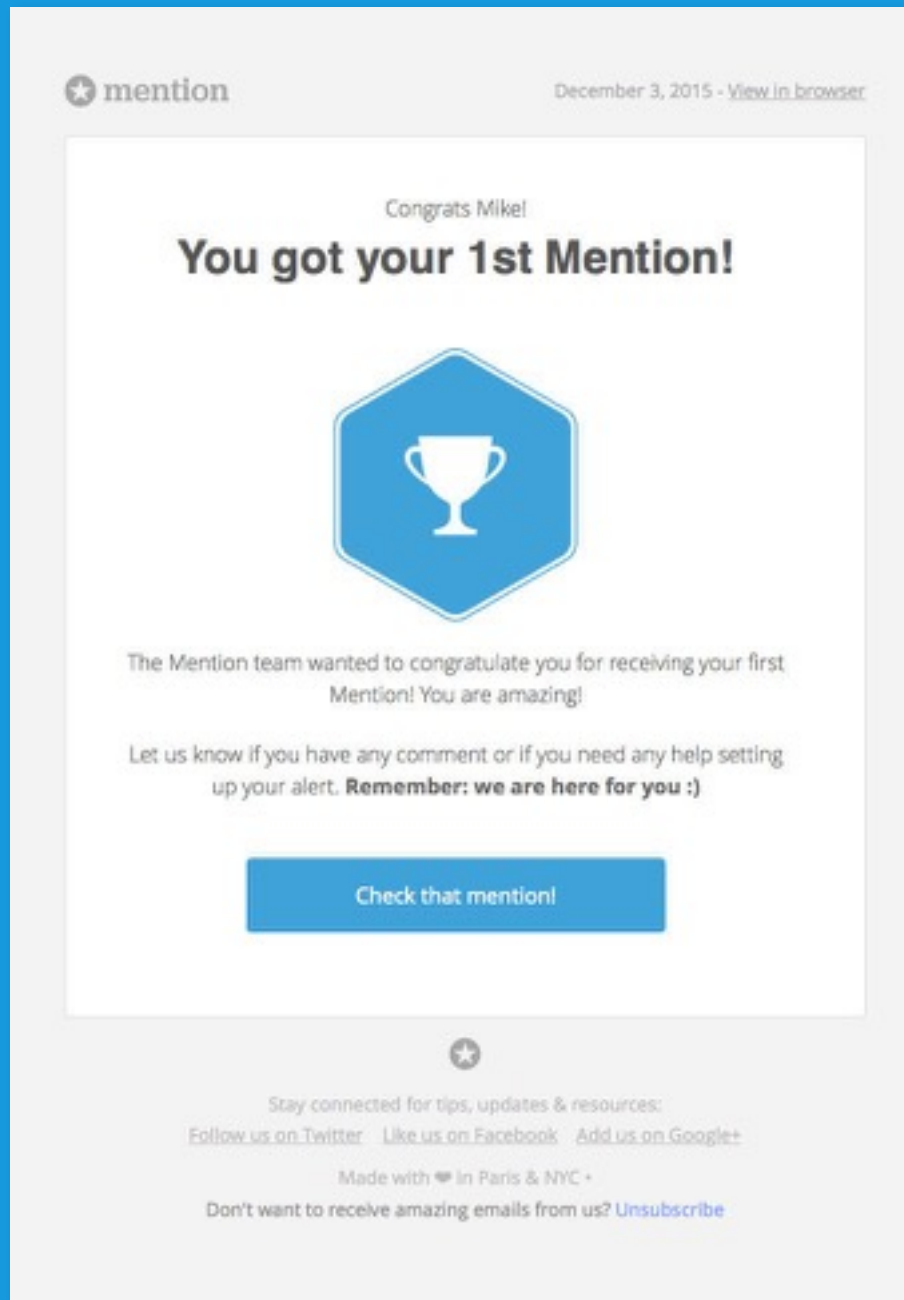
f t in s

[Click here](#) to unsubscribe. Copyright © 2015. All rights reserved.

This innovative campaign based around an Easter Egg hunt invites users to pore over the company's webpage looking for clues to win a prize. What better way to get readers actively focused on your content than to hide free stuff in there?!

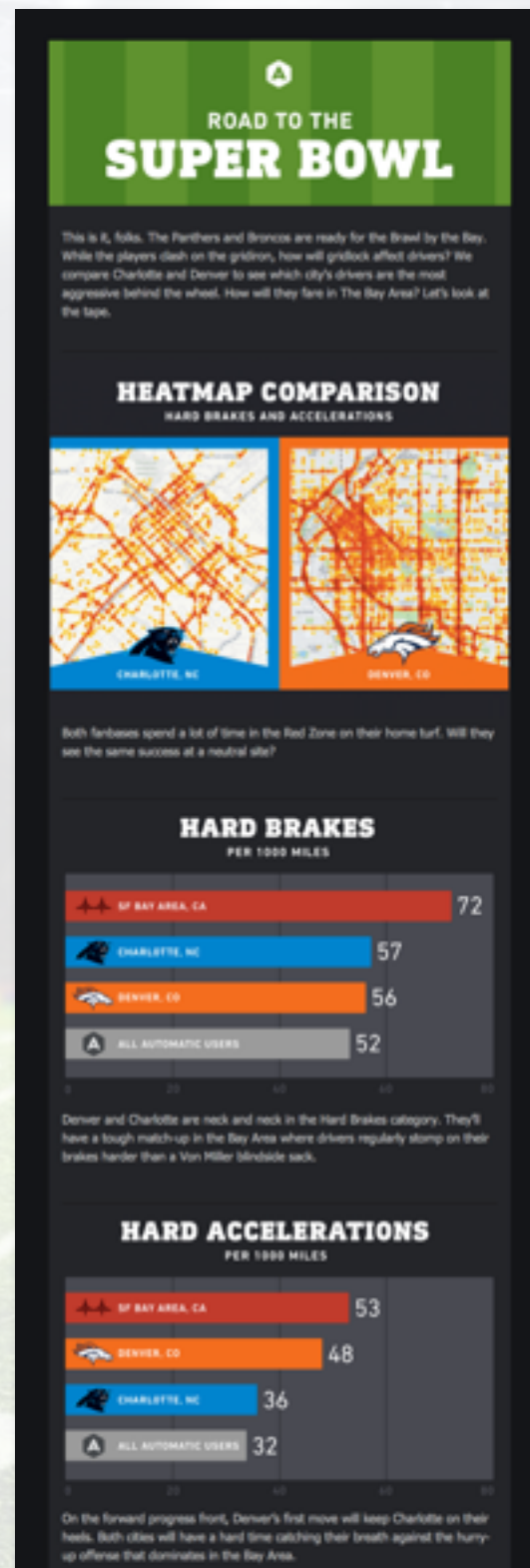
28

Mention:



This hyper-friendly email from Mention reads as very uplifting and congratulatory. The use of smiley faces, exclamation points and the informal tone all come together to create an email with a real sense of positivity.

Automatic Labs:



By attaching their email to a relevant local topic like the Broncos vs. Panther's game, Automatic Labs was able to show off their data processing abilities while remaining pertinent to the consumer's personal interests.

30

UgMonk:



Hi Matthew,

I noticed that you added some Ugmonk items to your cart but have yet to close the deal.

I wanted to check in and make sure all your questions are answered, and that you're not having any problems with the checkout process.

I'm committed to doing everything I can to help you out. Whether you have a question about the products, the designs, or need a recommendation, I'd love to hear from you! Shoot me an email - or [feel free to finish checking out your purchases.](#)

I'm incredibly passionate about design. I love the products that we make, and I think you will too!

I look forward to hearing from you,

Jeff
Owner and Designer
www.Ugmonk.com

P.S. If you're having trouble placing your order online or have any questions, please reply to this email. Otherwise, you can [finish checking out your purchases here.](#)



No longer want to receive these emails? You can [unsubscribe here.](#)
Ugmonk 213 Creeks Bend Dr. Downingtown, PA 19335

What better way to show that you care about your customers than to offer them your personal email and encourage them to reach out to you with any questions. That's exactly what Ugmonk's CEO does in this abandoned cart email and the result is surprisingly personal.

From interactive content to a simple shift in tone, these examples prove that truly outstanding email campaigns engage the recipient beyond their inbox and add value and excitement to the consumer's life.



Want to learn more about interactive
email content and how to spice up
your campaigns?

LEARN MORE

[visit zembula.com](https://zembula.com)