



20% OFF
on purchase
main exclusions apply

Only online. Today only, 4/1.
BRAPLEY! at checkout.

SHOP NOW:
WOMEN PETITES

republic >> sent 4/1/14 >>
It's a joke! >> It's a
funny gag—making a
funny face
on banana Republic products,
ke is very on brand. Plus,
having a sale so there's a
reason to take. It's a clean,
aware design whose
message doesn't wander off
just because it's April Fools'.
—Chad White, Lead Research
Salesforce ExactTarget
Marketing Cloud

Pinned by
Salesforce Marketing Cloud

Activate this
email address.

Activate

If you have any questions, check out our help
area or drop us a line.
Thank you for joining. We hope you enjoy your
account.

Noun Project >> sent 3/2014 >>
Please verify your Noun Project
account >> This simple, responsive
email is from the Noun Project,
a company that sells vector-based
icons and symbols. Their sign-up
verification email uses a minimalist,
three-color look that's very unique
and on-brand, speaking strongly to
their audience of designers.
—Andrea Smith, Design Lead,
Content Marketing & Research,
Salesforce ExactTarget Marketing
Cloud

Pinned by
Salesforce Marketing Cloud

Knowing Your VW
Brightest Savings Tools

Those Stars are really adding up.
Extra reward rewards.

End of Video

LEGO CREATOR

Lego >> sent 11/6/13 >> Don't
miss out on this Exclusive LEGO®
Holiday set! >> Video in email is
still rare, but Lego does all the right
things here: 1) It's above the fold to
catch the subscriber's eye
immediately upon opening the
email. 2) They appropriately use
video to demonstrate a detailed
product with complex movement.
3) The 15-second clip in the email
links to a 2:19 video online for
deeper engagement. —Midori
Kudo, Catapult Rotational Program
Associate, ExactTarget

Pinned by
Salesforce Marketing Cloud

Responsive Email Design in Action
Email on Wide Screen

MacBook Pro
More power behind every pixel.

Advanced hardware is only half the story. Because MacBook Pro comes with the latest generation of OS X and powerful new apps — free. So from day one, it does much more than before, so you can, too.

OS X Mavericks
All-new apps. All for free.

Customize your Mac.
Choose a faster processor, more flash storage,
more memory, and other options — only at the
Apple Online Store. [Get started](#)

Pick up in store.
Order your new MacBook Pro with Retina display
online and pick it up at your favorite Apple Retail
Store. [Learn more](#)

Get free Personal Setup.
Visit an Apple Retail Store, and we'll help you
choose the MacBook Pro that's right for you and
customize it the way you like. [Learn more](#)

4th Frame of Animation

Do something about it
#BESHADY
TODAY

Toms >> sent 10/10/13 >>
#BESHADY for the day >> In World
Sight Day campaign, Toms uses a
blurred hero image that comes into
focus to grab your attention. It's a
great example of how visuals can
reinforce an email's message. While
Toms does pitch a One for One
eyewear offer, this email's message
is chiefly about making a social
statement and amplifying it with the
#BESHADY hashtag, which they
include in the subject line,
preheader and body copy. —Ryan
Alvis, Design Consultant,
ExactTarget

Pinned by
Salesforce Marketing Cloud

5th Frame of Animation

6th Frame of Animation

Frank & Oak >> sent 10/9/13 >>
25% Off Your First Order Just In
Time For Fall >> Check out the
animation in this email! This isn't
animation for the sake of animation.
It clearly demonstrates how this
Packable Down Vest can be quickly
packed and unpacked. —Chris
Mascaro, Catapult Rotational
Program Associate, ExactTarget

Pinned by
Salesforce Marketing Cloud

Zully >> sent 11/13/13
Progressive profiling is
it's super smart going
holiday season when
behaviors change be-
gift-buying. This well-
not only promotes to
subscribers if they'd
notified when any of
brands are available
then follow up with b
with this one arriving
Friday Eve. Excellent
—Chad White, Prin
Marketing Research

Pinned by
Salesforce Marketing Cloud

Live Content
on Day
Email Content

bb

NEXT OFFER
UNLOCKS IN...

Today's
offer

Next
unlock



The Best of the Email Swipe File

A swipe file is a record of your top-performing campaigns that you return to for learnings and ideas. It was this concept that inspired us to create the [Email Swipe File on Pinterest](#), where every week we share the emails and landing pages that excite and impress us. In this report, we showcase the 20 examples from the pinboard that we most hope you'll steal, test, and make your own.

📌 2014



Kristina Huffman
Practice Manager, Global Creative Services
Salesforce Marketing Cloud

Five Key Email Marketing Trends

On their own, the examples on the following pages are inspiring and thought-provoking. But together, they illustrate five trends that are shaping the future of email design and savvy marketing strategy.



Advanced Personalization

In the era of email engagement, greater relevancy is critical. Personalization that goes far beyond first-name merges is one way that marketers can make messages more relevant to individual subscribers.



Triggered Sophistication

Triggered emails are among the most effective emails you'll ever send. Their outsized ROI has driven marketers to explore ways to make triggered emails ever better—with longer campaigns, smarter content, and better triggers.



Smart Rendering

Emails must adapt to and thrive in a variety of environments. Rendering tactics can ensure that your message is optimized for the platform, situation, person, and time of open.



Unique Voice

Influenced by content marketing and social media engagement, marketing communication is undergoing a shift from promotional, corporate, and detached to helpful, conversational, and timely.



Inspired Fundamentals

While marketers are constantly gaining shiny, new tools, they shouldn't forget the fundamental messaging and design tactics that have been effective for years—like email content that's on brand, focused, and sharable.



Advanced
Personalization

OpenTable

Send Date

January 10, 2014

Subject Line

Looks like you had a
delicious year, Andrea!

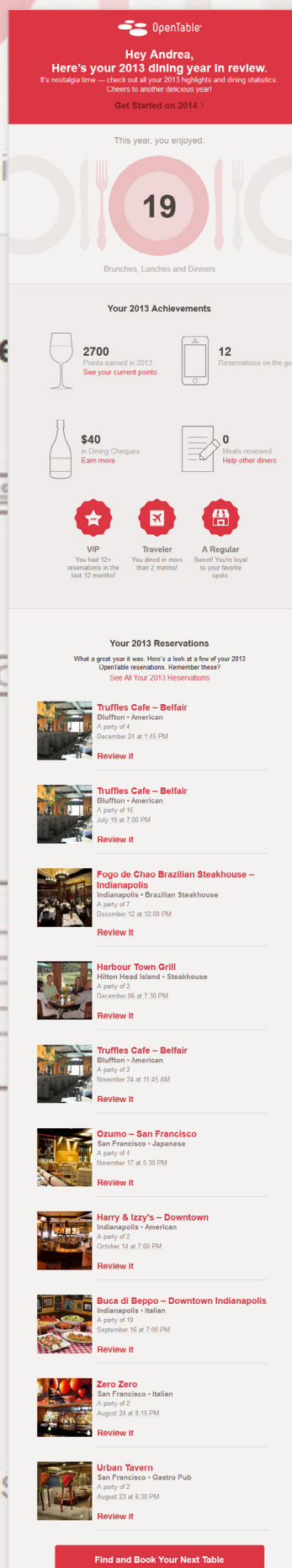
[View it on Pinterest](#)

“I love this infographic-style email from OpenTable. It highlights my activity from the past year with stats and badges, along with helpful links for each section. It also shows their value and encourages me to maximize their offerings and features, as well as nudging me to actually review some restaurants.”

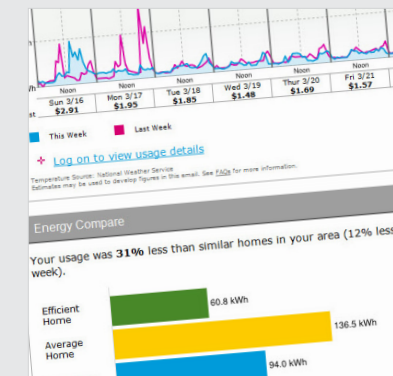


Andrea Smith
Design Lead, Content Marketing & Research, US

The Best of the Email Swipe File 2014



Related Pins



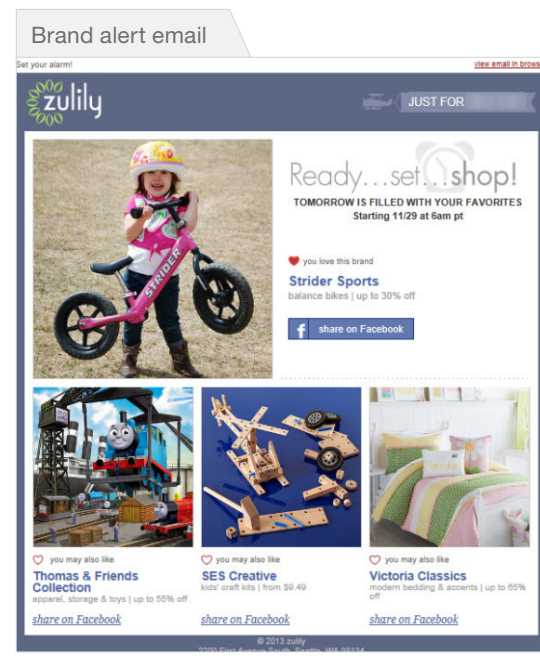
Reliant



AT&T



Fitbit



Advanced Personalization

Zulily

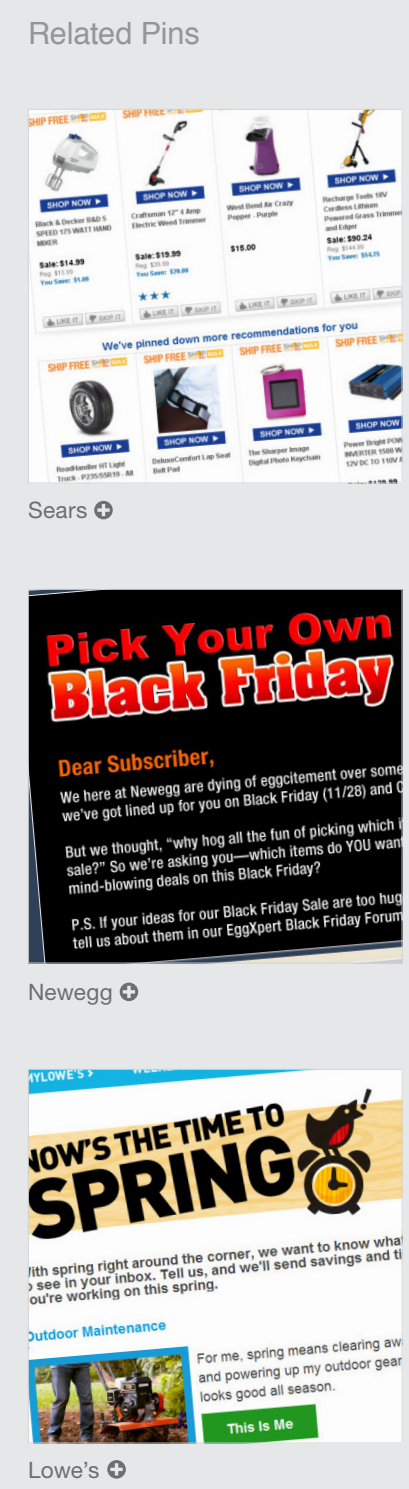
Send Date
November 13, 2013

Subject Line
Toys!

View it on Pinterest

“Progressive profiling is smart, but it’s super smart going into the holiday season when shopping behaviors change because of gift-buying. This well-timed email not only promotes toys but asks subscribers if they’d like to be notified when any of the listed brands are available on Zulily. They then follow up with brand alerts, with this one arriving on Black Friday Eve. Excellent timing!”

 Chad White
Lead Research Analyst, US



SEPHORA + PANTONE COLOR IQ

YOU'VE BEEN MATCHED!

Here are your foundation matches based on your



MAKE UP FOR EVER

HD Invisible Cover Foundation

118 Flesh

\$ 42.00



PETER THOMAS ROTH

CC Cream Broad Spectrum SPF
30 Complexion Corrector

Light/Medium

\$ 48.00



LAURA MERCIER

Tinted Moisturizer Broad Spectr
SPF 20

Nude

\$ 43.00

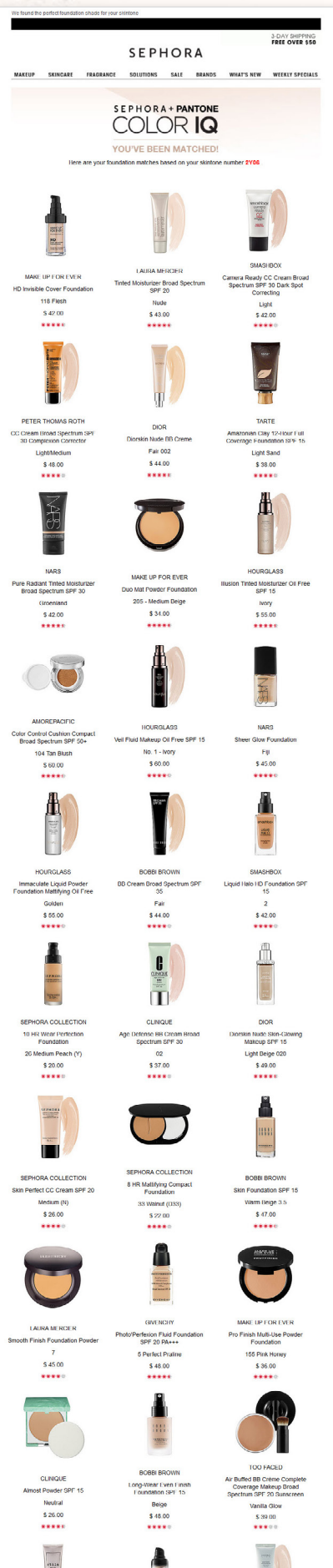


DIOR

Diorskin Nude BB Creme

Fair 002

\$ 44.00



Advanced
Personalization

Sephora

Send Date

February 2014

Subject Line

Your Foundation Matches

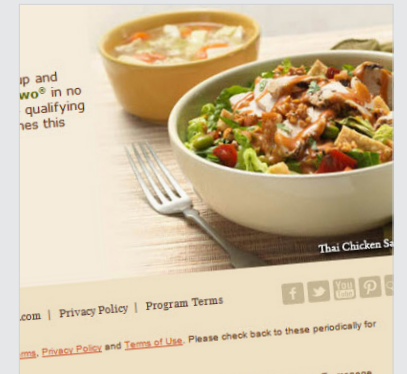
View it on Pinterest ➔

“While visiting a Sephora store in the US, I used their Color IQ technology to figure out which foundations would match my specific skin tone number. I was able to scroll through the foundation options in-store on their iPad, and send this email to myself for future reference. A very clever service email that I’ll surely open many times.”

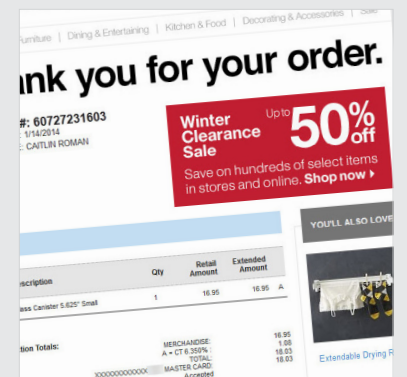


Lindsey O'Donnell
Design Consultant, Australia

Related Pins



Panera +



Crate and Barrel +



Triggered
Sophistication

rabbit eMarketing

Send Date

January 2014

Subject Line

*Ihr Geburtstag steht vor
der Tür, liebe Frau Bär!*

[View it on Pinterest](#)

“This multi-stage birthday email program first asks in an eye-catching sidescrolling email how you like to celebrate your birthday: ‘I don’t celebrate,’ ‘I prefer it quietly and discreetly,’ or ‘It’s gonna be the party of the year.’ They then follow up with tailored survival tips and then birthday well-wishes.”

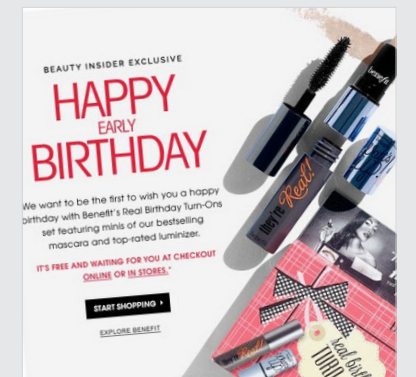


Nadine Bär
Senior Regional Marketing Manager, Germany

Related Pins



Donatos Pizza



Sephora

Email

Darstellungsfehler? [Hier klicken!](#)

Leute einladen?

Mein Geburtstag? Ohne mich!
Ich bin Total-Verweigerer.

Da lang!

Hauptsache Weg!

Auf dein Wohl!

Prost!

Geburtstag ja. Aber ohne viel Tamtam!
Ich mag's lieber ruhig und diskret.

Mein Geburtstag? Yeah Baby!
Das wird die Party des Jahres!

Impressum

rabbit eMarketing GmbH
Kaiserstraße 65
D - 60329 Frankfurt am Main

Geschäftsführung:
Nikolaus von Graeve,
Uwe-Michael Sinn

Registergericht:
Frankfurt am Main, HRB 74137
USt-Ident-Nr.: DE - 240 19 82 31

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Fax: +49 69-86 00 428-09
info@rabbit-e-marketing.de
www.rabbit-e-marketing.de

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Facebook
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War die Reizflut doch ein wenig zu heftig? Schade! [Hier abmelden.](#)

rabbit eMarketing

Landing page for “I don’t celebrate”





[LEISTUNGEN](#) [FALLSTUDIEN](#) [AGENTUR](#) [NEWSLETTER](#) [RABBINAR](#) [RABBLOG](#) [KONTAKT](#)



VIELEN DANK FÜR IHRE ANGABEN!

Mir geht es wie Ihnen:
Ich würde meinen Geburtstag jedes Jahr auch lieber vergessen!

Meine persönlichen **Survival-Tipps** für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen!

Ihr



Uwe-Michael Sinn

Landing page for “I prefer it quietly and discreetly”





[LEISTUNGEN](#) [FALLSTUDIEN](#) [AGENTUR](#) [NEWSLETTER](#) [RABBINAR](#) [RABBLOG](#) [KONTAKT](#)



VIELEN DANK FÜR IHRE ANGABEN!

Mir geht es wie Ihnen:
Ich habe zwar Geburtstag, aber das ist kein Ding, das groß gefeiert werden muss.


Meine persönlichen **Survival-Tipps** für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen!





Ihr




Christian Lang

Landing page for “It’s gonna be the party of the year”





[LEISTUNGEN](#) [FALLSTUDIEN](#) [AGENTUR](#) [NEWSLETTER](#) [RABBINAR](#) [RABBLOG](#) [KONTAKT](#)




VIELEN DANK FÜR IHRE ANGABEN!

Mir geht es wie Ihnen:
Ich liebe Geburtstage – besonders meinen eigenen. Und der muss richtig gefeiert werden!


Meine persönlichen **Survival-Tipps** für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen!





Ihre




Daniela Hartig

Triggered email 1: Survival tips





[Darstellungsfehler? Hier klicken!](#)



Sehr geehrte Frau Bär,


mir geht's wie Ihnen, auch ich bin ein stiller Genießer: Ich verheimliche meinen Geburtstag zwar nicht, aber eine Party und übertriebene Glückwünsche müssen nicht sein. Den eigenen Ehrentag einfach ausfallen lassen und Kollegen verprellen kommt aber auch nicht infrage.

Damit Sie so wenig Aufhebens wie möglich um Ihren Geburtstag ausgesetzt sind, hier mein **Überlebensstipp** für Sie:

Geburtstag ja. Aber ohne viel Tamtam!

Sollten die Party Gäste jetzt dennoch kommen...keine Angst. Spontane Partys sind immer noch die besten! :) Die besten Grüße und viel Erfolg mit meinem Survival Guide.

Ihr



Christian Lang

Impressum

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60329 Frankfurt am Main

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fax: +49 69 - 86 00 428-09
info@rabbit-e-marketing.de
www.rabbit-e-marketing.de

Besuchen Sie uns auf:
Facebook
Twitter
YouTube
google+
Xing

Geschäftsführung: Nikolaus von Graeve, Uwe-Michael Sinn
Registergericht: Frankfurt am Main, HRB 74137
USt-IdNr.: DE - 240 19 62 31

Wenn Sie keine Sondernewsletter mehr erhalten möchten, klicken Sie bitte [hier](#).

Triggered email 2: Birthday well-wishes





Keine Glückwünsche von den rabbits in Sicht?
Dann probieren Sie's [hier](#) mit der Online-Version!



Sehr geehrte Frau Bär,

wir wollten es uns ja verkneifen. Aber dann haben wir uns doch dafür entschieden, Ihnen heute – pssst, natürlich ganz diskret (daher auch die unverfängliche Betreffzeile dieser E-Mail :)) – zu gratulieren.

Darum hier unsere geflüsterten Glückwünsche an Sie:

Alles Gute zum Geburtstag. Was wir Ihnen wünschen? Na klar. Alles, was Sie sich auch wünschen!

Alles Gute,

Ihr



Christian Lang

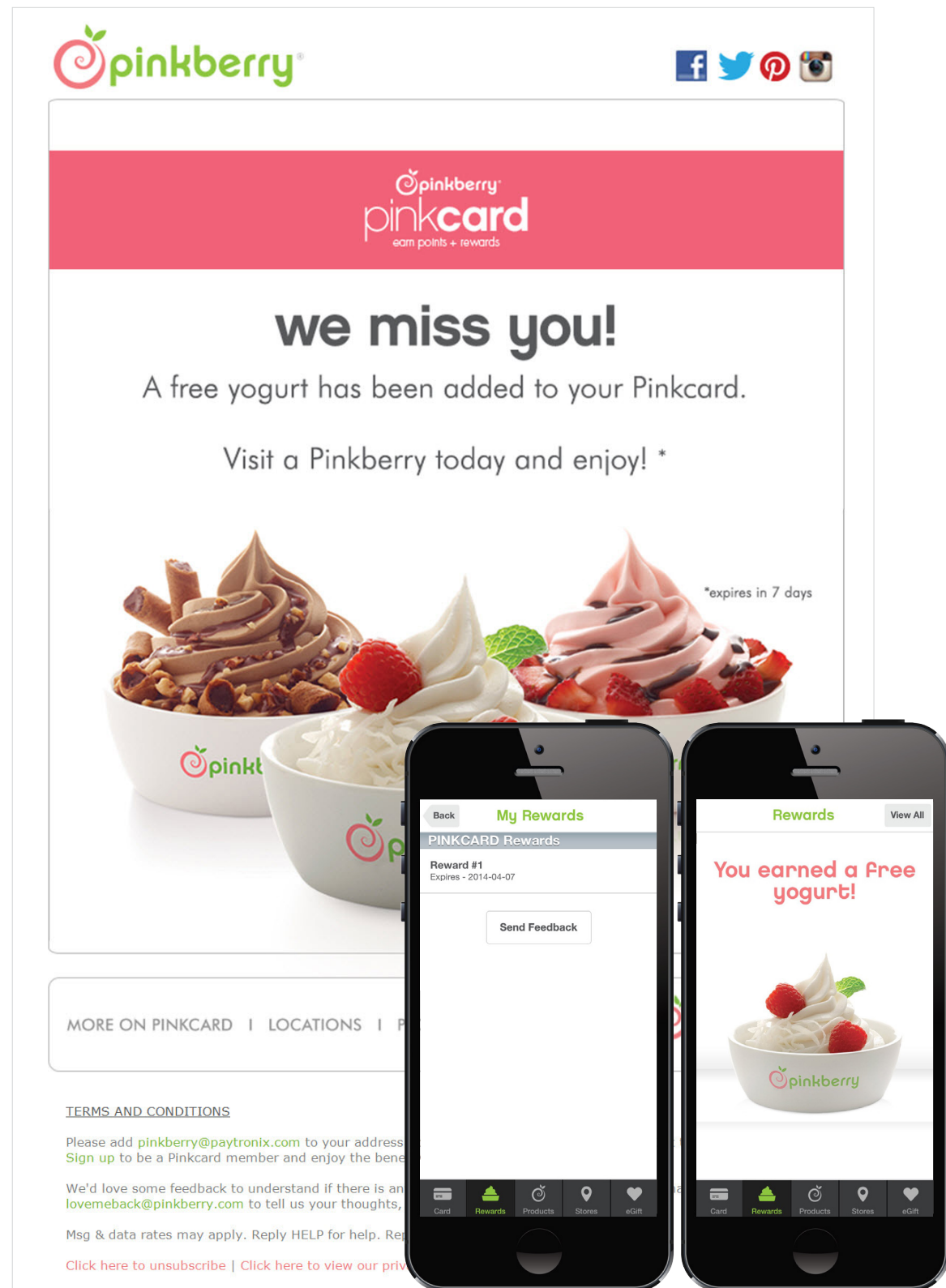
Impressum

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Xing

Geschäftsführung: Nikolaus von Graeve, Uwe-Michael Sinn
Registergericht: Frankfurt am Main, HRB 74137
USt-IdNr.: DE - 240 19 62 31



Triggered
Sophistication

Pinkberry

Send Date
March 2014

Subject Line
We Miss You!

[View it on Pinterest](#)

“Pinkberry’s mobile app functions as both a loyalty card and a payment card; as a result, this frozen yogurt brand pays close attention to its app usage. After not visiting for a few months, I received this mobile app reengagement email giving me a free reward to get me back in the yogurt-buying mood.”



Todd Wilson
Manager, Strategic Services, US

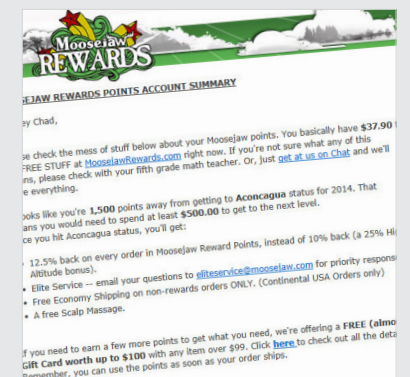
Related Pins



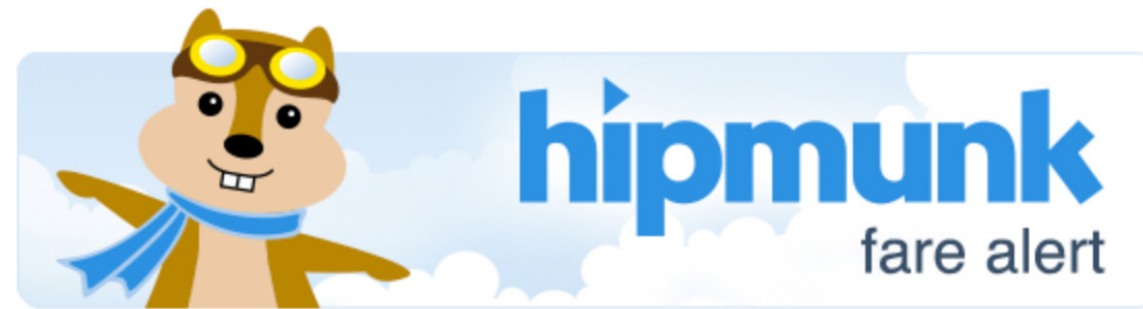
QVC



Banana Republic



Moosejaw



Only **2** notifications left until this alert expires. Click [here](#) to extend it.

IND Indianapolis ↔ BOS Boston, MA

DEPART Sep 05, 2013 RETURN Sep 08, 2013

 **\$367**

Economy, per person

 **Buy Now**



Prices can change quickly, so don't wait!

This email was sent to [\[redacted\]](#) by

Hipmunk, Inc., 434 Brannan St., First Floor, San Francisco, CA 94107

© 2013 Hipmunk, Inc., Hipmunk is a trademark of Hipmunk, Inc.

[Unsubscribe](#) from this Fare Alert.



Triggered
Sophistication

Hipmunk

Send Date

July 27, 2013

Subject Line

Fare Alert: \$367 for Indianapolis to Boston, MA on Sep 05, 2013 return Sep 08, 2013

[View it on Pinterest](#) ➤

“Recognizing that trip-planning is not an open-ended process, Hipmunk puts a limit on the number of fare alerts it will send you for a particular trip. That helps prevent email fatigue, and you always have the option to extend the alert longer.”



Amanda Miller
Marketing Consultant, US

Related Pins



Boden USA ➤

Add ModCloth@News.ModCloth.com to your contacts! [Unsubscribe](#) | [View in Browser](#)



INVITE FRIENDS : GET \$15

NEW ARRIVALS | TOP RATED | SALE | DRESSES

Unsurpassed Selection · Unique, Fan-Chosen Styles · Free US Shipping & Returns

6 MONTHS TOGETHER

& we ♥ you more than ever!



No anniversary is complete without gifts,
so here's a coupon code for \$5* off your
next ModCloth purchase:

*Code expires 8/02/2013. Valid on orders \$50+.

START SHOPPING OUR
Top-Rated Products »

Share Your Coupon Code
ON FACEBOOK & TWITTER »



WANT MORE
Special Occasion
Surprises
FROM MODCLOTH?

Connect your account with
Facebook & receive a special
surprise on your birthday!

FIND OUT HOW »



Triggered
Sophistication

ModCloth

Send Date

July 2013

Subject Line

*Celebrate 6 months with us -
& enjoy a li'l prezzie!*

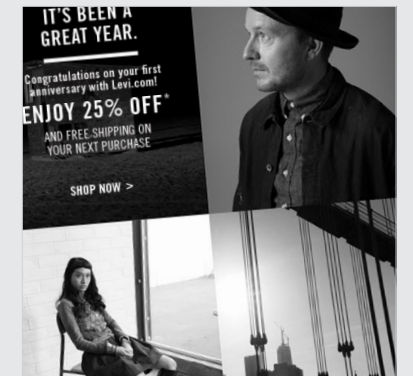
[View it on Pinterest](#) »

“With this triggered email, ModCloth recognizes a subscriber’s six-month anniversary and rewards them with a sharable coupon. But they also use the occasion to try to deepen the relationship by asking for a Facebook social sign-in, with the promise of a triggered birthday email.”

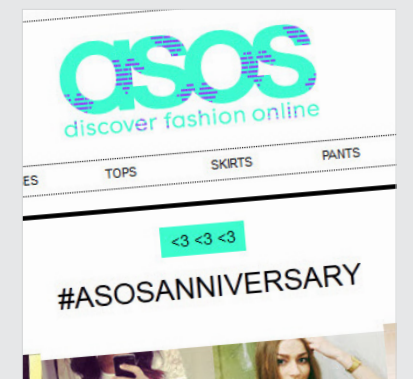


Mike Diekhoff
Senior Design Consultant, US

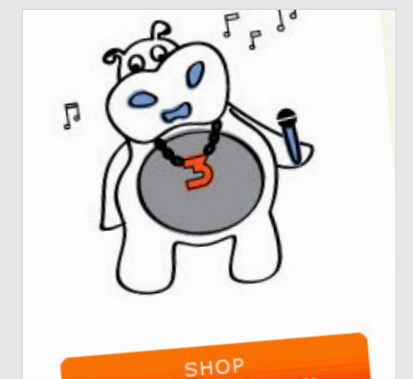
Related Pins



Levi's +

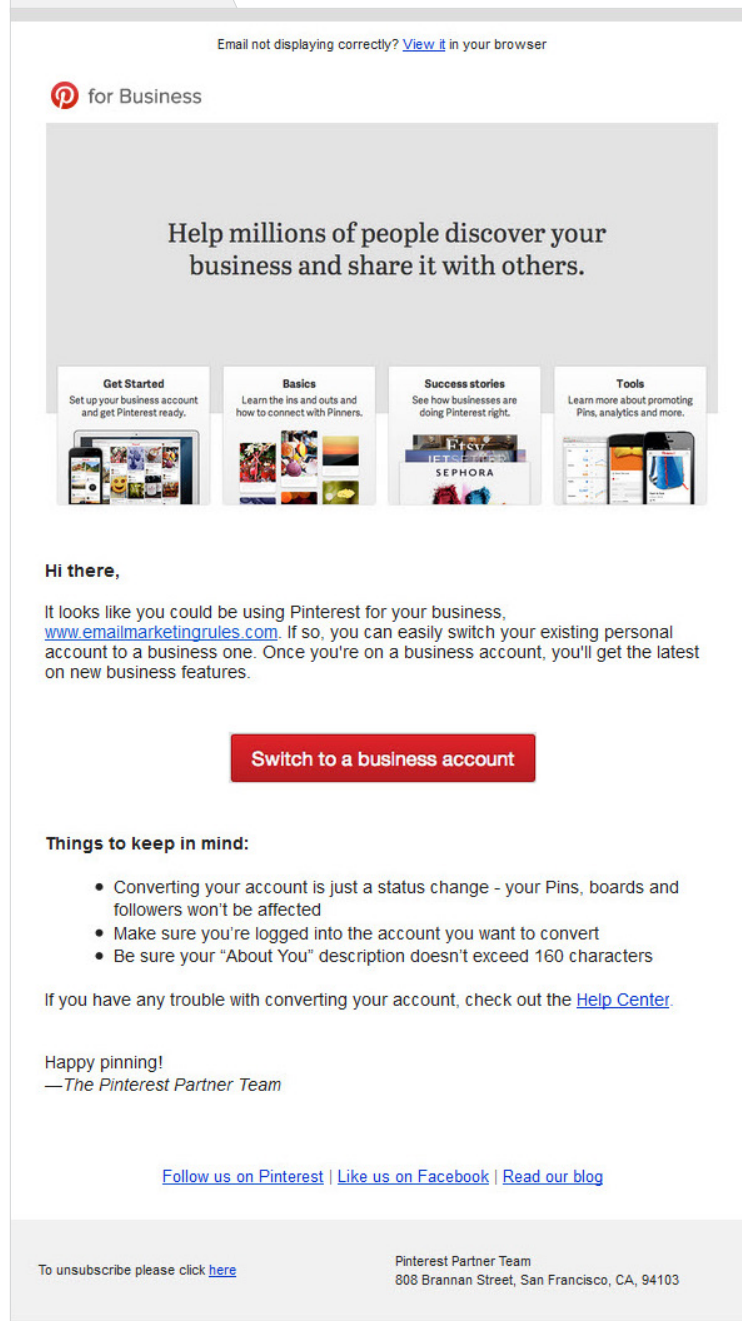


ASOS +

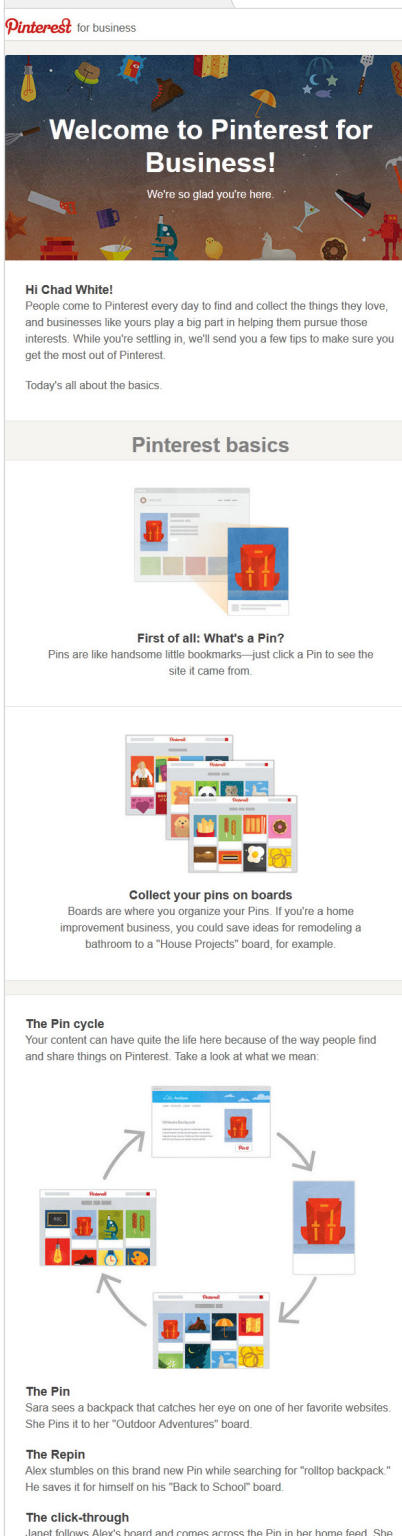


Zappos +

Qualifying email



Welcome email 1



Triggered
Sophistication

Pinterest

Send Date

March 2014

Subject Line

You qualify for a Pinterest business account

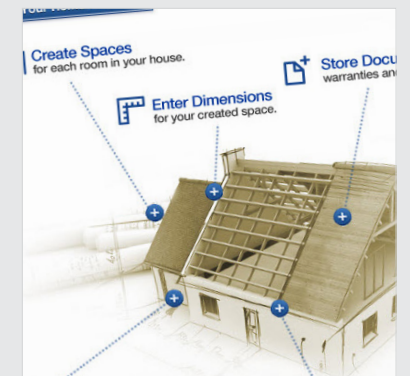
[View it on Pinterest](#)

"After converting to a Pinterest business account through this email, I received a six-email welcome series over six days. Each cleanly designed email in the nicely paced series focuses on one or two activities, with an image and a call-to-action button associated with each one, plus a preview of what to expect in the next email."

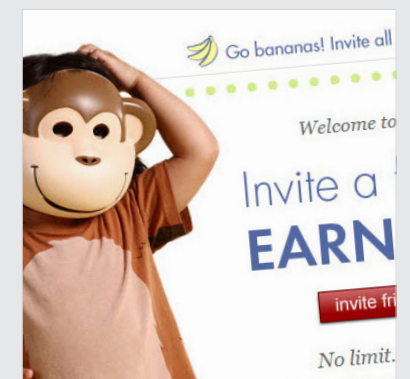


Chad White
Lead Research Analyst, US

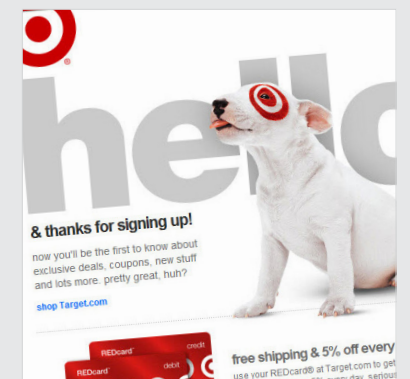
Related Pins



Lowe's



Zulily



Target

Pinterest

Welcome email 2

Pinterest for business

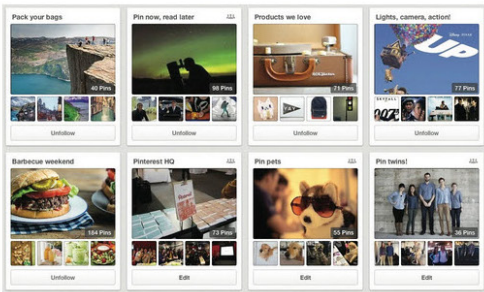
Hi Chad White!

You've signed up for a Pinterest account, and now it's time to fill it up with good stuff!



Fill out your profile

Introduce your brand to Pinners with a short profile description. Then pick a profile picture that helps people recognize you—we recommend 600x600 pixels.



Make some boards

Show off your brand's personality and taste by creating a range of boards. Clear board names and descriptions help you show up in searches—but let yourself get creative!

Pinners can follow any or all of your boards, and once they do, they'll see any new Pins you add to them.

Start adding Pins

Now you can fill up your boards with Pins. The more good stuff there is, the easier it'll be for someone to decide to follow you.

- Add Pins at least once a day so your followers regularly see your content in their home feeds
- Share your own stuff but remember you can add Pins from other people and sites too—just make sure Pins link back to the right place
- Use compelling descriptions so people feel inspired to save your Pins on their boards (good descriptions also help with search)

See how others do it

[Petplan](#) and [wikiHow](#) add interesting Pins every day.

Welcome email 3

Pinterest for business

Hi Chad White!

Today we'd like to introduce you to the Pin It button—a handy widget you can add to your site to make it easier for people to share your stuff on Pinterest.



Meet the Pin It button

The Pin It button helps people add things to Pinterest from your site. In turn, you can reach more of your audience and get the word out about your business on Pinterest (you might even drive referral traffic, too!)

Your website may already be full of good stuff for people to add to Pinterest, but you'll want to make sure your images are big—the bigger, the better! Then, just copy and paste a few lines of code to put Pin It buttons next to images on your site.

See how others do it

[Allrecipes](#) and [ArchDaily](#) saw high-quality traffic gains when they added the Pin It button.

Get the Pin It button

Welcome email 4

Pinterest for business

Hi Chad White!

Now that you're up and running, it's time to start telling your admirers on other networks that you're on Pinterest!

Tell people you're here

Highlight your Pinterest presence on your social channels, packaging, advertising and in your emails. Some businesses feature their top Pins on their sites and even in their stores.

See how others do it

[Sephora](#) uses emails to promote Pinterest engagement.



Get the Follow button

When you send out emails, add a follow button that'll take your customers to your Pinterest account.

Get the follow button

Welcome email 5

Pinterest for business

Hi Chad White!

You've become quite the Pinterest pro over the last few days! Today, you'll get to know the data you can access in Pinterest web analytics, and learn how to verify your website.



Meet Pinterest web analytics

With Pinterest web analytics, you can see exactly what Pinners are adding from your website and how many of them click through to explore your site more. These insights can help you make smarter choices about your merchandising, product development and pinning strategy.

You'll get to dig into things like:

- The number of Pins coming from your site
- The traffic from Pinterest to your site
- The number of people who've seen your Pins
- The most recent and most clicked content from your site

See how others do it

[Lowe's](#) uses Pinterest analytics to brainstorm new product ideas.

Verify your website

Before you can get into all this data, you'll need to verify your website. Once you verify, you'll see a check mark on your profile, letting people know that your account's official.

Keep in mind that it [may not be possible](#) to verify websites like Facebook or Etsy pages. (If you're stuck, [this article](#) might help.)

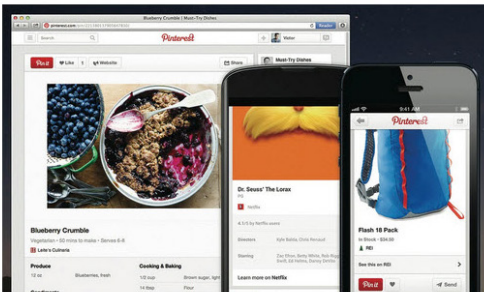
Verify your website

Welcome email 6

Pinterest for business

Hi Chad White!

There's just one more feature we'd like to introduce you to in our last email in this series: the Rich Pin.



Meet Rich Pins

Rich Pins give people useful information about the Pin they're looking at—like price, ingredients, and headlines. The extra details can help a Pinner decide if she wants to buy the shoes, make the smoothie, or read the article she sees in the Pin.

Get Rich Pins

If you have articles, movies, products or recipes on your site, you can [mark them up](#) on your page so we know exactly what information to show pinners.

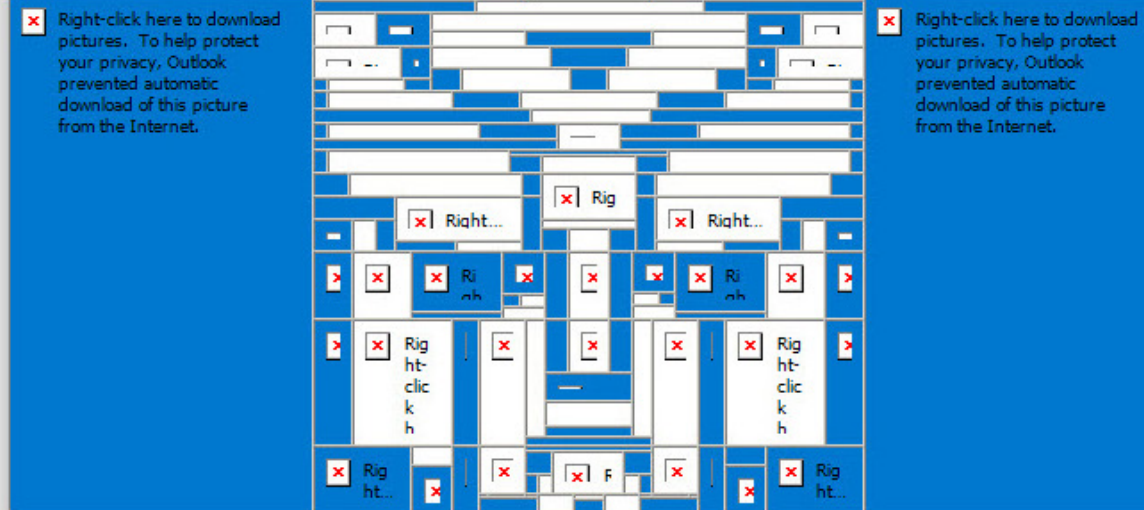
See how others do it

Here are some ways businesses use [Rich Pins on Pinterest](#).

Get Rich Pins

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

TRANSFORMERS: Fall of Cybertron™ – an exclusive offer!



Hi [redacted],

Are you ready to experience the darkest hours of the apocalyptic war between the Autobots and Decepticons? So how about an exclusive chance to buy the full game via PlayStation®Store for a limited period of time?

This offer allows you to download the full game for \$49.95; a saving of over 40% on the normal price. Use this unique PlayStation Store code to take advantage of this great offer.

You'll also get free additional content: download the HAVOK pack at no extra cost and unleash a variety of characters for the online multiplayer mode, including Ultra Magnus and Wheeljack!

Redemption expiry date: 19/05/2013

Instructions

PlayStation®Store TRANSFORMERS: Fall of Cybertron™: een exclusieve aanbieding!

TRANSFORMERS FALL OF CYBERTRON



Hi [redacted],

Are you ready to experience the darkest hours of the apocalyptic war between the Autobots and Decepticons? So how about an exclusive chance to buy the full game



Smart
Rendering

Sony PlayStation New Zealand

Send Date

April 20, 2013

Subject Line

Save Cybertron with an
exclusive PS Store offer

[View it on Pinterest](#)

“The images-off version of this PlayStation email is awesome! Much more special than the images-on version, in fact. This clever email design really embodies the Transformers ‘Robots in Disguise’ slogan.”



Christopher Oldfield
Premium Global Support Analyst, Australia

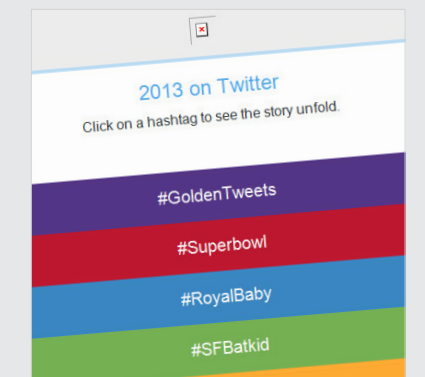
Related Pins



Mothercare



Bendon Lingerie



Twitter



Smart
Rendering

AT&T

Send Date

June 27, 2013

Subject Line

*Your tablet. Our network.
Together, they're better.*

[View it on Pinterest](#) ➤

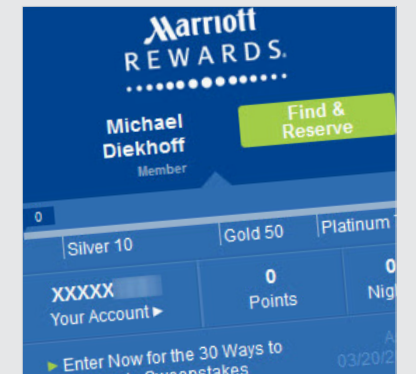
*“This is a great responsive email.
The animated hero image is on-topic and
effective, the bullets are clear and helpful,
and the CTAs even adapt to the viewing
environment—that is, the ‘Learn more’
button and ‘or call 855.894.3650’ text on
the wide-screen version become ‘Tap to
learn more’ and ‘Tap to call’ buttons
on the narrow-screen version.”*



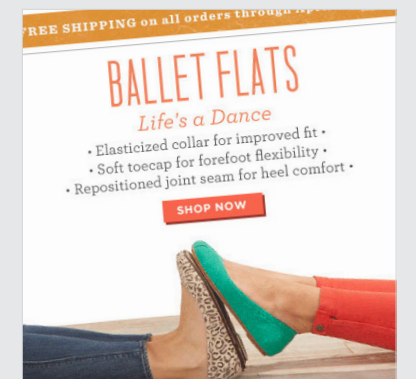
Chris Studabaker
Regional Director, Strategic Services, US



Related Pins



Marriott +



Toms +



Smart
Rendering

Best of the Best

Send Date
August 19, 2013

Subject Line
Hold onto this email...

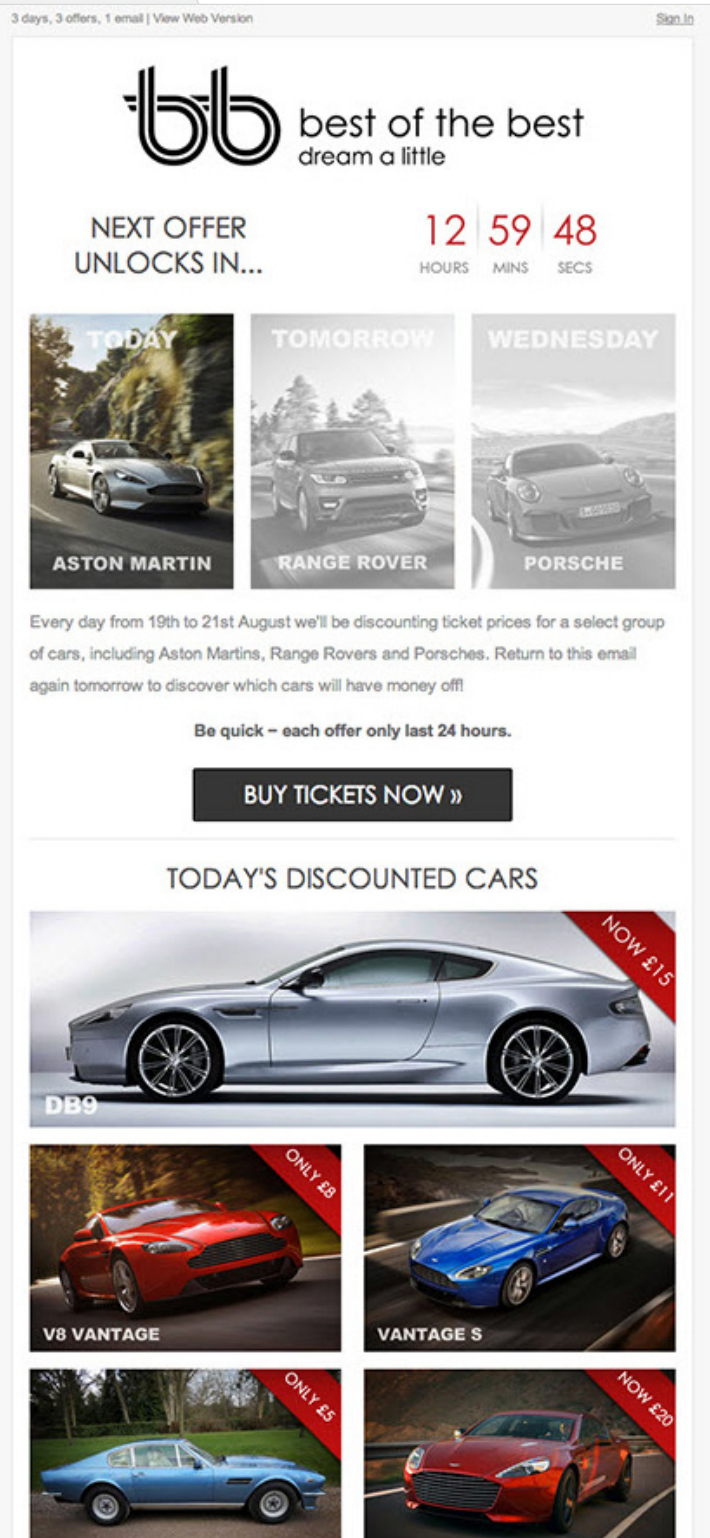
[View it on Pinterest](#)

“Using live content, this email’s messaging changed each day for three days in a row, and then displayed a ‘sale finished’ message after that. The tactic spurred 23% of the subscribers who opened the email on the first day to open it again on the second day and 7% to reopen on the third day. That extended engagement led to strong revenue increases for the UK competition organizer.”

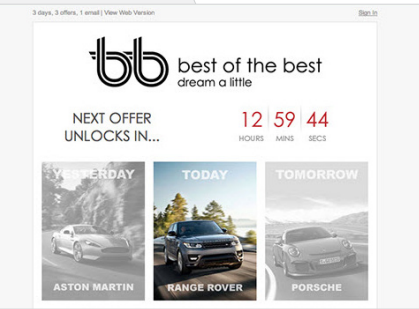


Abul Kashim Siddique
Senior Design Consultant, UK

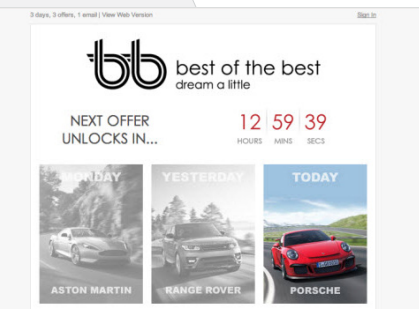
Email on day 1



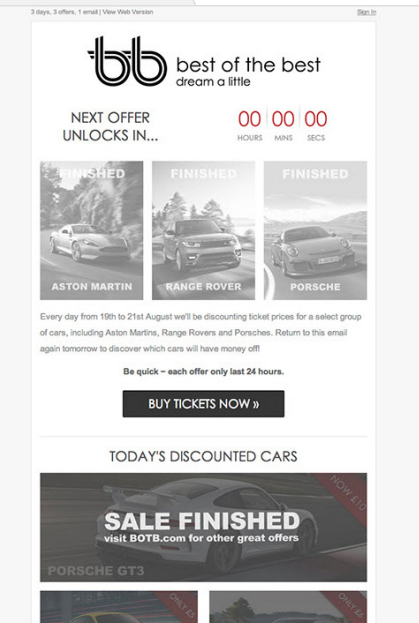
Email on day 2



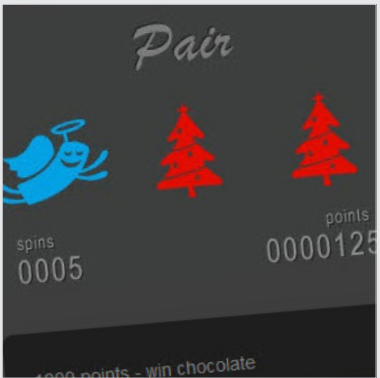
Email on day 3



Email on day 4



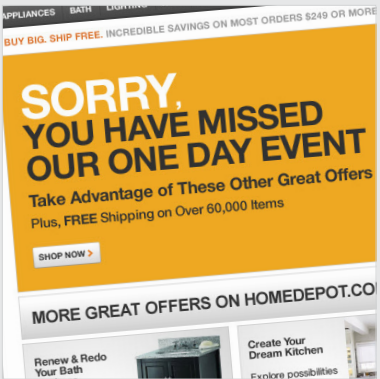
Related Pins



Style Campaign



Walgreens



Home Depot



It starts with your name on the cup, then our baristas help create your perfect handcrafted drink. On the journey to your waiting hands, each shot of our caramelly sweet espresso is used immediately and milk is freshly steamed to the perfect temperature to create a drink that is always delicious. [Explore the art of espresso.](#)

How to redeem this offer:

Available at participating Starbucks stores.

- [Print this](#) or show on mobile device.
- Pay with your registered Starbucks Card.
- Earn a Star towards future rewards.

For My Starbucks Rewards™ members exclusively

Play the Starbucks Movie Premiere Sweepstakes for a chance to win 1 of 2 trips for two (2) to Los Angeles to attend the premiere of Disney's *Saving Mr. Banks*.

Disney
SAVING MR. BANKS

In Theatres December 20

[Get Started](#)

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Offer good at participating U.S. and Canada Starbucks stores through 11/12/13. This offer is personal to the email address affiliated with this Starbucks account. Must pay with your registered Starbucks Card to redeem. Cash value .01 cent. Void where prohibited. Cannot be combined with other offers or discounts. Not valid if reproduced, transferred or sold.

STARBUCKS



Smart
Rendering

Starbucks

Send Date

November 6, 2013

Subject Line

*An offer just for you: 50% off
your handcrafted espresso drink*

[View it on Pinterest](#) ➤

“Starbucks takes first-name personalization to the next level in a very on-brand way by adding the recipient’s name to the image of the cup in this email. It connects the email experience directly to the store experience, where baristas write the customer’s name on their cup.”



Hannah Downey
Design Consultant, US

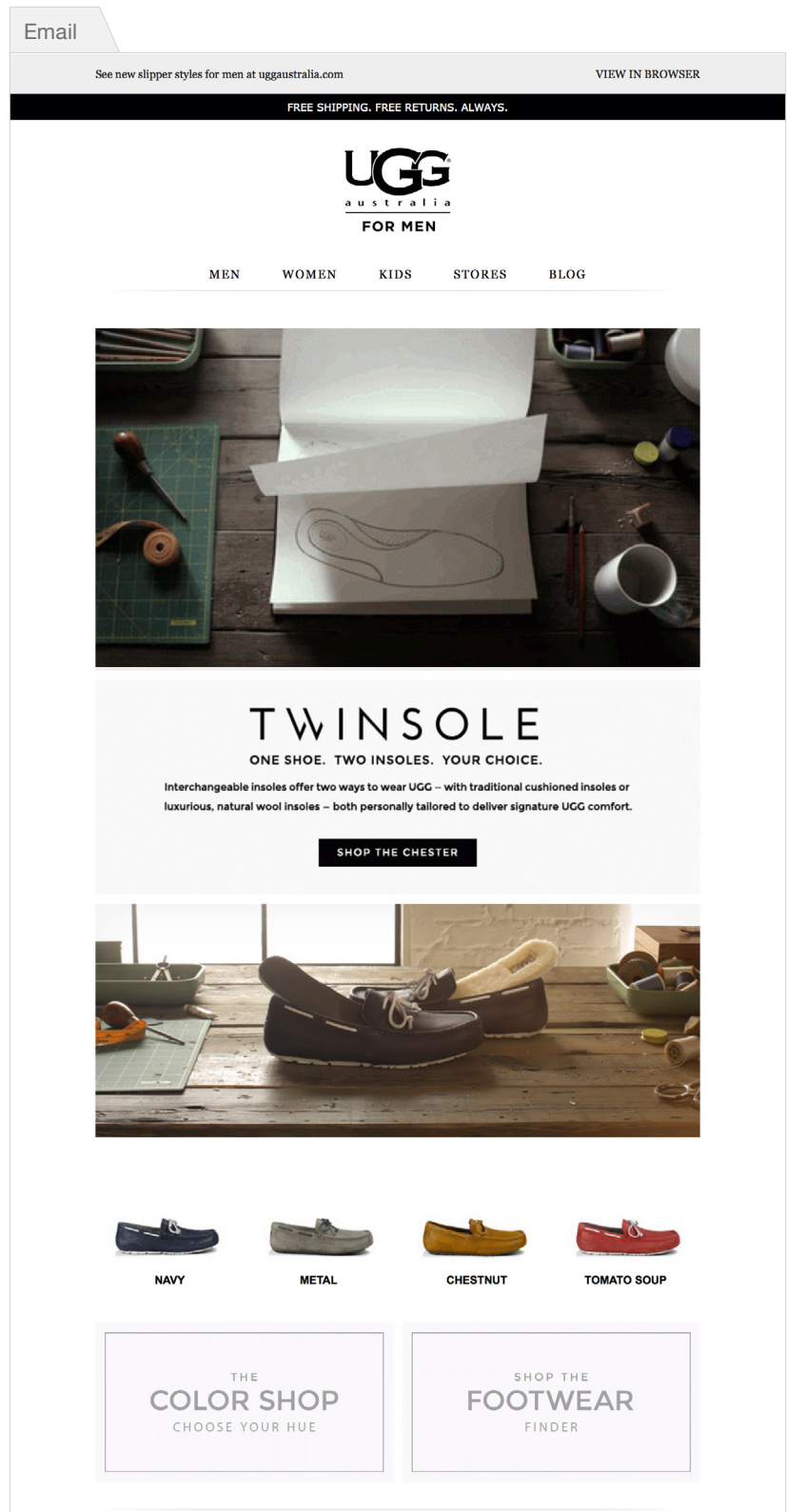
Related Pins



Helzberg Diamonds ➤



Pizza Express ➤



Smart
Rendering

UGG Australia

Send Date
March 9, 2014

Subject Line
*Tech News: Twinsole offers
twice the comfort*

[View it on Pinterest](#)

*“This email uses a 300-frame video GIF
(a compressed streaming animated GIF)
as the fallback for an embedded video file.
This allows more of the email recipients to
see the video content, which UGG Australia
wisely places above the fold to catch
subscribers’ attention.”*

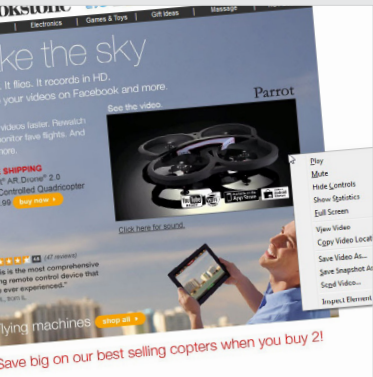


Lindsey O'Donnell
Design Consultant, Australia

Related Pins



Lego +



Brookstone +

THE BLOG · April 16th, 2014

TO SEE TO READ TO BUY TO MEET TO DO

to read: (*verb* infinitive form) written words for
your pleasure.



TO READ · 04/09/2014

To Read: Do You Want to Rebel?

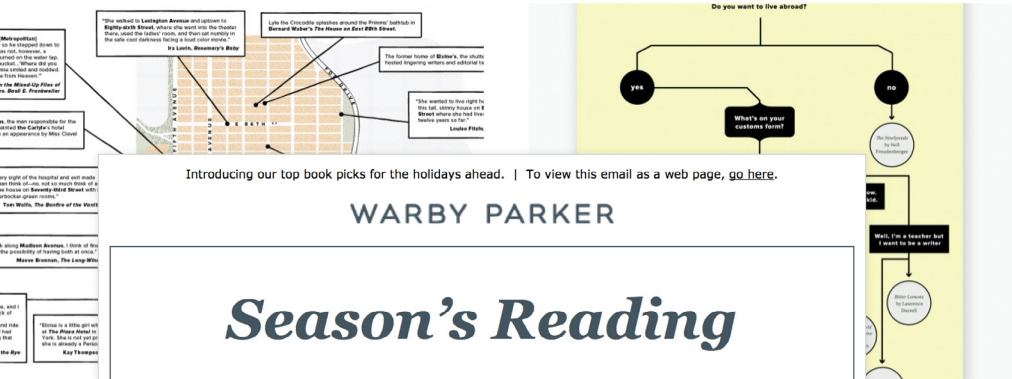
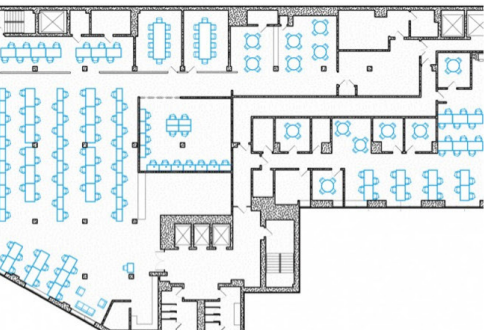
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TO READ · 03/14/2014

To Read: Chronicle Book List

READ MORE



To Do:



Litera



WARBY PARKER

Season's Reading

After getting your fill of Turkey this Thanksgiving help yourself to a few of our recommended reads.

You might find something you absolutely love. The leftovers will be there when you get back.

MORE BOOKS WE LOVE >



Unique Voice

Warby Parker

Send Date

November 27, 2013

Subject Line

Booked solid

View it on Pinterest >

“Taking a soft-sell, content marketing approach in this email, Warby Parker pairs bookish glasses with book recommendations. Wonderful! And super-helpful since they sent this email on one of the busiest travel days of the year when people might be looking for a good book to read on a plane or in the car.”



Kristina Huffman
Practice Manager, Global Creative Services, US

Related Pins



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BABY BOOM!

Find the perfect gifts for all the new babies

SHOP GIFTS ▶

for the ROYAL BABY



Unique
Voice

Jonathan Adler

Send Date

July 22, 2013

Subject Line

We're Royally Excited

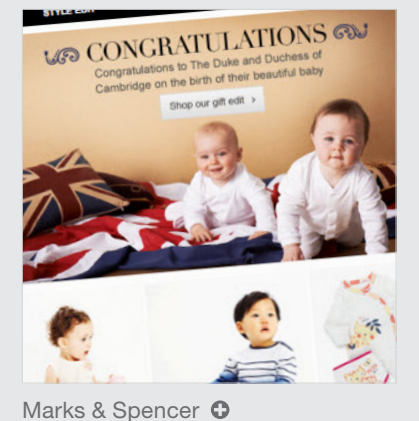
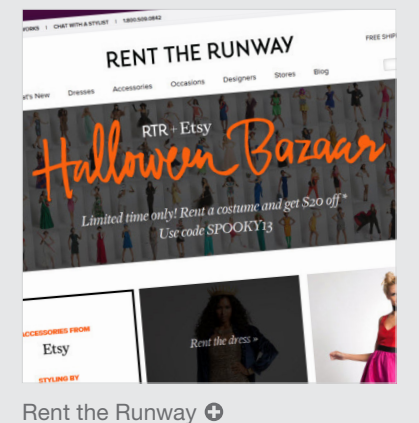
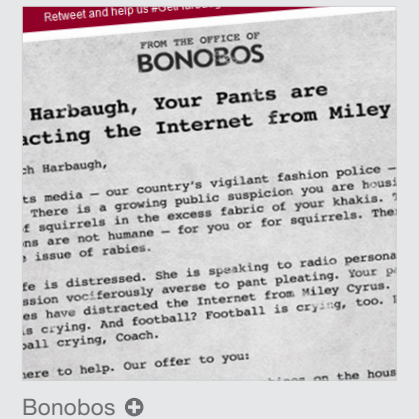
[View it on Pinterest](#) ▶

"Sent when Catherine, Duchess of Cambridge, went into labor, this well-planned and highly topical email plays off a trio of celebrity births: the royal birth; Kanye West and Kim Kardashian's daughter, North; and Jessica Simpson's son, Ace. It's timely, shows depth of products, and is very fun."



Ivy Wright
Global Public Relations Specialist, US

Related Pins



Brilliantly British Boden Christmas



Unique
Voice

Boden UK

Send Date

December 25, 2013

Subject Line

*A note for naughty
email readers...*

[View it on Pinterest](#)

“Plenty of brands send season’s greetings emails, but this one does something the others don’t: It commiserates. With some witty, engaging copywriting, Boden assumes you’re checking your email because you’re having a less-than-merry Christmas, and they want to cheer you up with some encouraging words and, of course, a free shipping deal.”



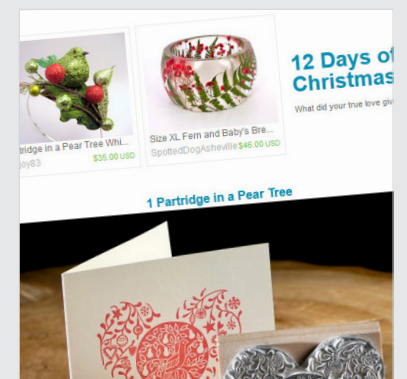
Abul Kashim Siddique
Senior Design Consultant, UK

The Best of the Email Swipe File 2014

Related Pins



Icelandic Tourism Board



Etsy

But the fact you’ve secretly met us in your inbox when you should be scoffing sprouts, suggests you’re not unwinding very well. Could you be suffering from one of the following festive afflictions?

1. Your mother-in-law just said ‘I wouldn’t have done it like that’ for the 3rd time.
2. Your ‘oh, you shouldn’t have’ face needs fine-tuning, so you’ve snuck off to practice smiling.
3. You’ve just realised the turkey has been upside down in the oven for the past 2 hours.
4. Your not-so-thoughtful sister-in-law has given you a clearly ‘re-gifted’ present.
5. *You simply miss us as much as we miss you...*

You know you shouldn’t really be here... but since you are, we’d like to treat you to **free delivery** on all our sale orders. Think of it as a little seasonal solidarity.

Now go forth and (try to) have fun. We’ll see you on the other side...

Johnnie & all of us at Boden House

A sprinkling of seasonal solidarity (plus a little gift from all at Boden)
If you are unable to view this email, please [click here](#)

Boden
GREAT BRITISH STYLE

WOMEN · MEN · GIRLS · BOYS · BABY



WE JUST POPPED BY TO WISH YOU A



Brilliantly British
Boden Christmas

But the fact you’ve secretly met us in your inbox when you should be scoffing sprouts, suggests you’re not unwinding very well. Could you be suffering from one of the following festive afflictions?

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4. Your not-so-thoughtful sister-in-law has given you a clearly ‘re-gifted’ present.
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Now go forth and (try to) have fun. We’ll see you on the other side...

Johnnie & all of us at Boden House



The Limited

Send Date
December 15, 2013

Subject Line
Make a List, Check it Twice
(With Great Offers)

[View it on Pinterest](#)

“What a clever approach to promoting multiple sale offers and types of gifts for the holidays. The Limited’s use of an animated GIF to highlight their offers and percentage-off discounts not only draws the reader’s eye down through the email, but it also promotes longer consideration of each offer through the pacing of the animation.”



Anna Meier
Senior Design Consultant, US

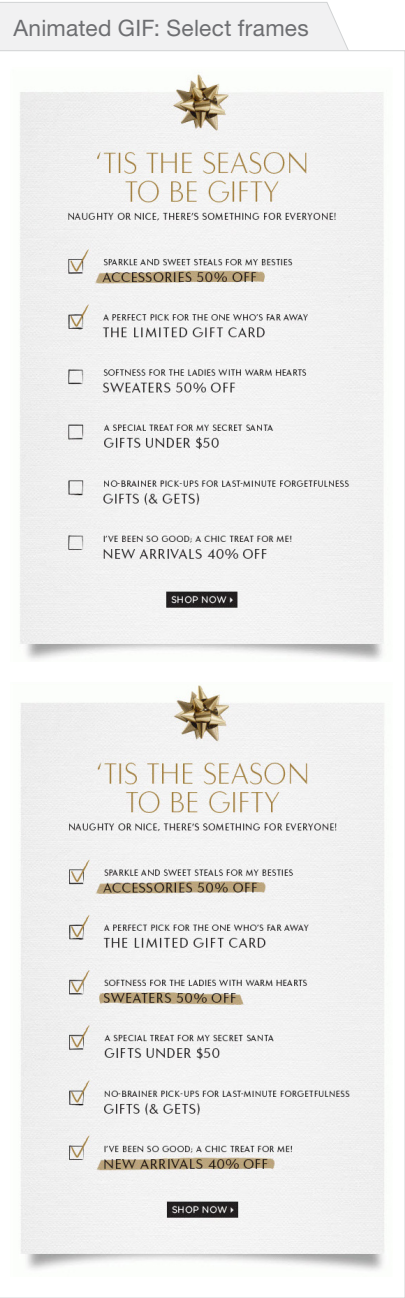
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Heels.com



Nordstrom





Inspired
Fundamentals

Democratic National Committee

Send Date

October 1, 2013

Subject Line

This day in history

[View it on Pinterest](#) ➤

“While most political emails are text-heavy, in the wake of the government shutdown, the DNC started sending mobile-friendly, mini-poster-esque emails with a single call to action, like this one. Designing their message for easy posting to Twitter, Facebook, and Pinterest spurred social sharing.”



Chad White
Lead Research Analyst, US

Related Pins



Toms ➕



<http://my.democrats.org/GOP-Shutdown>



Activate this email address.

⚡ Activate

If you have any questions, check out our help area or drop us a line.
Thank you for joining. We hope you enjoy your account.



Inspired
Fundamentals

Noun Project

Send Date

March 2014

Subject Line

*Please verify your
Noun Project account*

[View it on Pinterest](#) ➔

“This simple, responsive email is from the Noun Project, a company that sells vector-based icons and symbols. Their sign-up verification email uses a minimalist, three-color look that’s very unique and on-brand, speaking strongly to their audience of designers.”

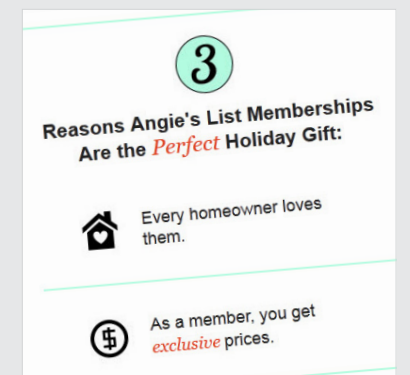


Andrea Smith
Design Lead, Content Marketing & Research, US

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Kickstarter +



Angie's List +

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2013 Best of the Email Swipe File

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The Social Swipe File 

The Audience Growth Swipe File 

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The Salesforce Marketing Cloud provides creative services that bring your data, our technology, and big ideas together. Talk to your Account Executive or contact our Creative Services team at experts@exacttarget.com.

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salesforce marketing cloud

Netflix >> sent 12/20/11 >> There's still time to give the gift of Netflix! >> Digital gifts have joined e-gift cards as the perfect last-minute gifts. In this email, Netflix promotes their subscription gifts in the waning days before Christmas when there's less competition.