

Holiday Email Marketing Report

A Data-Driven Analysis of the Email
Landscape in Q4 2015 to Help You Plan
for a Successful 2016 Holiday Season.

With contributions from



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Introduction

Thank you for downloading the Holiday Email Marketing Report.

This report was carefully created by the marketing team at [MailCharts](#) with generous contributions from [AWeber](#), [Litmus](#), [Movable Ink](#), and [Return Path](#).

If you selected to receive information from our contributors (the ones mentioned above), they'll be sending you an email in the coming weeks. (And no worries, you can always unsubscribe at any time!)

Special thanks to Bill from [Only Influencers](#) who helped us connect with industry experts. And thank you to each and every one that shared their thoughts, quotes, and provided feedback.

How to Read This Report

We recommend reading this report from front-to-back, in order.

This report starts with a detailed insights and recommendations for Q4 email marketing campaigns. These insights answer how many email you should send, how much you should discount, what you should talk about, and more. Next, you'll get a look at how to optimize your campaigns from industry leaders. And, finally, we've created specific chapters focused on a specific holiday during Q4.

The recommendations and conclusions are based on a data-driven view of what the most popular online retailers sent in Q4 2015. We attempt to provide specifics to the data, and if the insights is subject, we attribute who and where the advice came from.

While this report is pretty beefy—with over 12,000 words—the way content has been organized and broken down should hopefully make it easy for you to digest.

If you have any questions, at all, shoot us an email at hi@mailcharts.com. We're here to help!

About MailCharts

MailCharts' database tracks the email program of nearly 6,000 companies—most of which are online retailers. The majority of the insights, tips, and examples shared in this report were derived directly using MailCharts.

Depending on how email marketing fits into your day-to-day, MailCharts can provide you with easy access to invaluable data to improve your email marketing initiatives.

Competitive Insights for Email Marketers

The MailCharts database gives you instant access to any brand's promotional calendar—and you can run custom reports showing user journeys and segmentation strategies. We even buy from companies in order to show you the full e-commerce flow.

Strategic Planning for Agencies

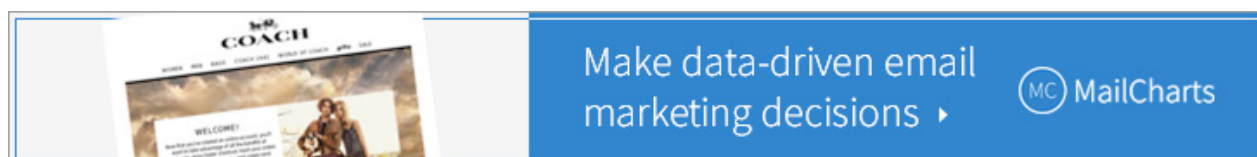
Super-charge your shop with a virtually unending source of email examples for your creative briefs and strategic planning.

Gain industry insights and give your clients data-driven recommendations on what to do next. Prepare RFPs that win and maintain client relationships for the long-term with our unmatched database of emails.

Sales and Retention for Technology Providers

With over 5,000 of the biggest online retailers, we can tell you who uses what ESPs, sending platforms and more.

Instantly create a hitlist of sales prospects to grow your business and keep tabs on which customers may have a wandering eye—retaining them before it even becomes an issue.



Executive Summary

AKA: Your Email Marketing Plan For The Holidays

Email marketing is crucial to your holiday success. Online sales reached \$89.01 billion in Q4 2015 with email marketing driving 20% of that revenue.

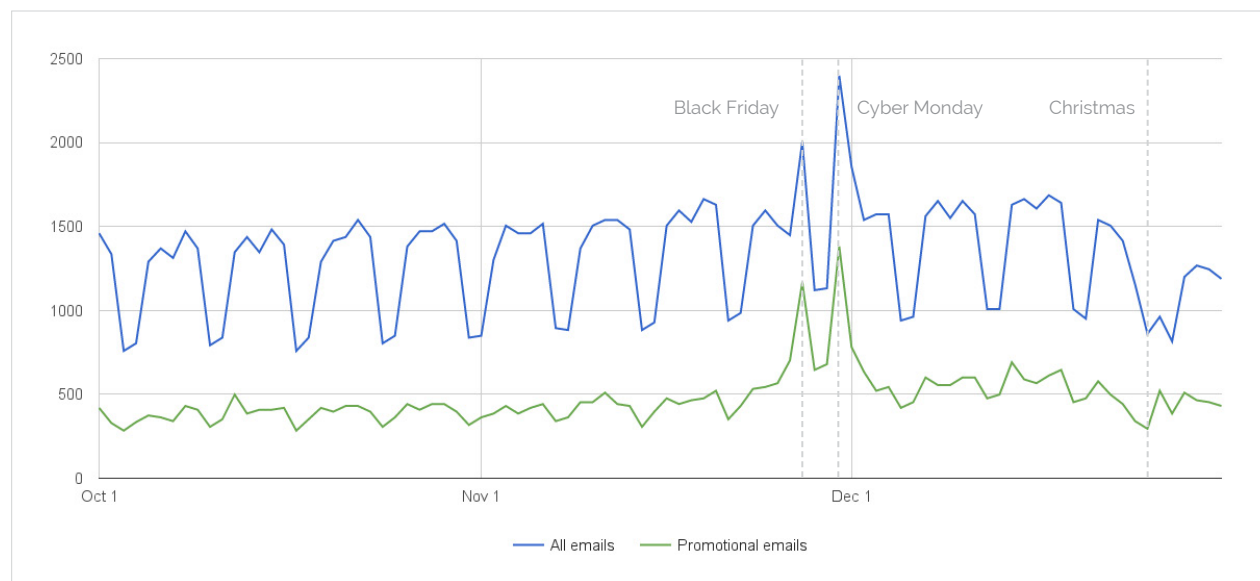
Online retailers know that email marketing is big business: email volume increased by 23% in Q4 2015 (compared to Q4 2014). Expect to see a similar increase in email volume during Q4 2016.

Do you have a solid plan for the most important time of the year? Here's our view on exactly what you should do. Let's go!

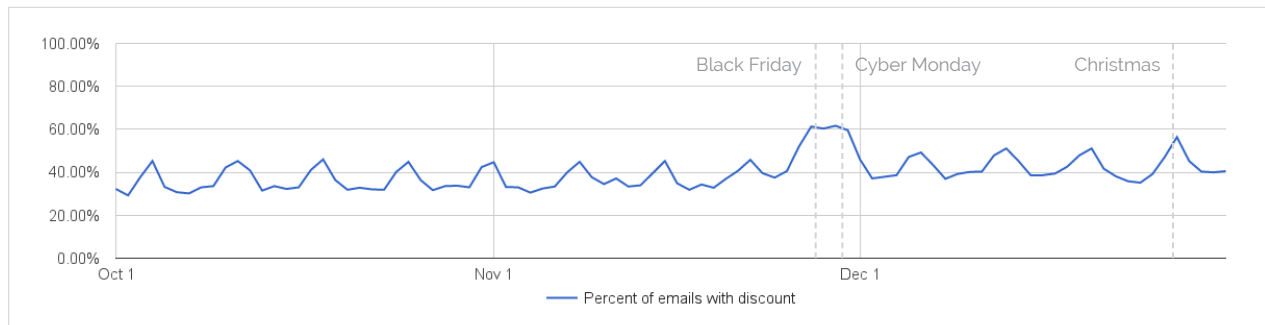
Make a Big Splash on Weekends with Eye-catching Promotions

If you plan on sending promotions during the weekend, make sure your offer is very appealing in order to stand out.

During the holidays, the *percentage* of emails sent on weekends with a promotion increases. The below graph shows email volume (in blue) mapped against emails containing a promotion (in green).



The below graph shows the percentage of emails that are promotional. Notice that where the above chart dips (lower volume on weekends) the below chart spikes (higher percentage of emails are promotional).



Entice Customers with Percent-Off Discounts

Offering subscribers a "percent off" is by far the most popular promotional strategy during the holidays.

Month	Percent Off	Dollars Off	Free Shipping	Buy One, Get One Off
October	69.3%	23.6%	4.8%	2.3%
November	68.7%	23.5%	5.1%	2.6%
December	68.4%	23.5%	5.4%	2.7%

Note on the methodology: For "free shipping" to be considered a promotion it has to appear in the subject of the email. This helps avoid false positives where an email footer might contain a disclaimer mentioning something about "free shipping" which would otherwise skew the results.

There's some research on promotion percentages-off versus dollars-off, called the Rule of 100. The Rule of 100 states that when something costs under \$100, percentage discounts seem larger than absolute ones. For goods over \$100, absolute discounts seem larger than percentage ones.

The 3 most popular discounts offered by [IR1000](#) companies are:

- 50% off
- 20% off
- 25% off

It's interesting to note that only 7% of emails used a percentage discount that was not divisible by 5 (e.g. 14% off instead of 15%). Spice things up with a non-factor-of-5 discount!

Mention Promotions Early in Subject Lines

Nearly 60% of Q4 promotions are first mentioned in the subject. Not only that, most promotions are mentioned within the first 14 characters.

Promotion first appears in	Distribution
The email subject	59%
The email body	41%

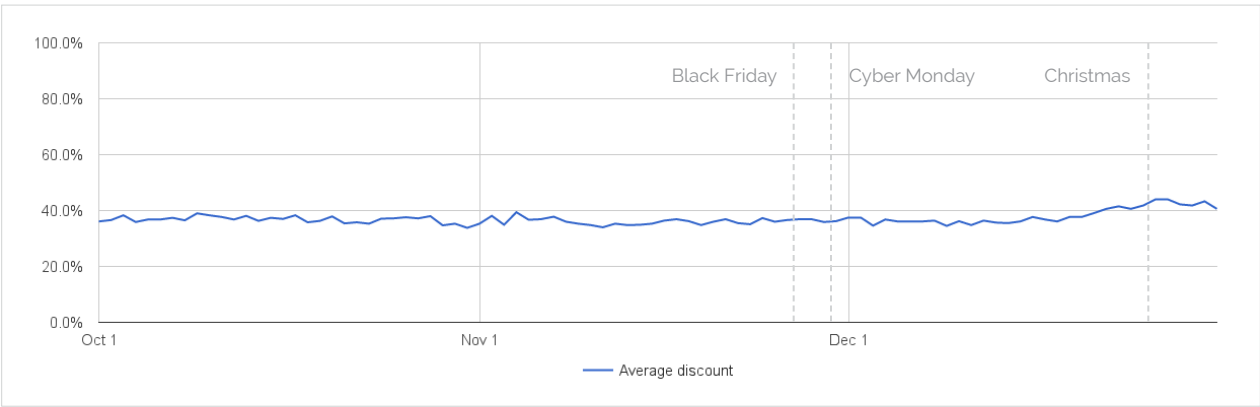
Want to make sure that subscribers are aware of your promotion? Mention it early in the subject line. Even if they don't open the email, your offer might still register with them.

If you want to stand out, make sure to craft a catchy subject line (that perhaps includes emojis🧡🐼).

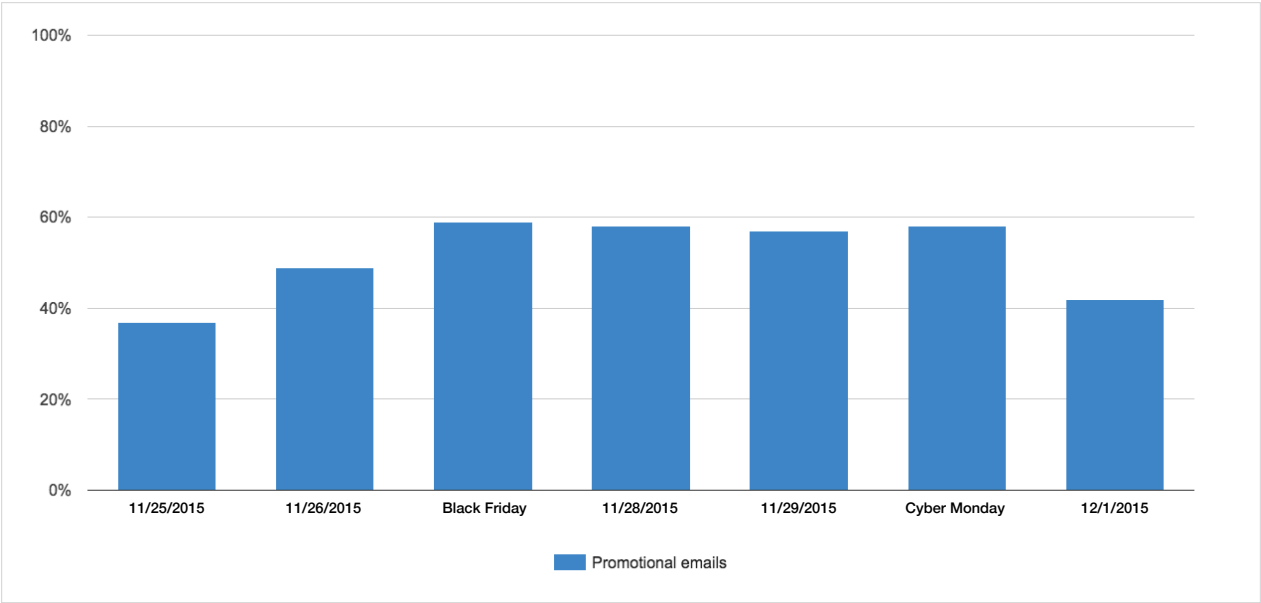
Also, remember to use short, clear, subject lines and lean heavily on the preview text to support your email's subject.

Expect Heavy Promotional Competition Between Black Friday through Christmas

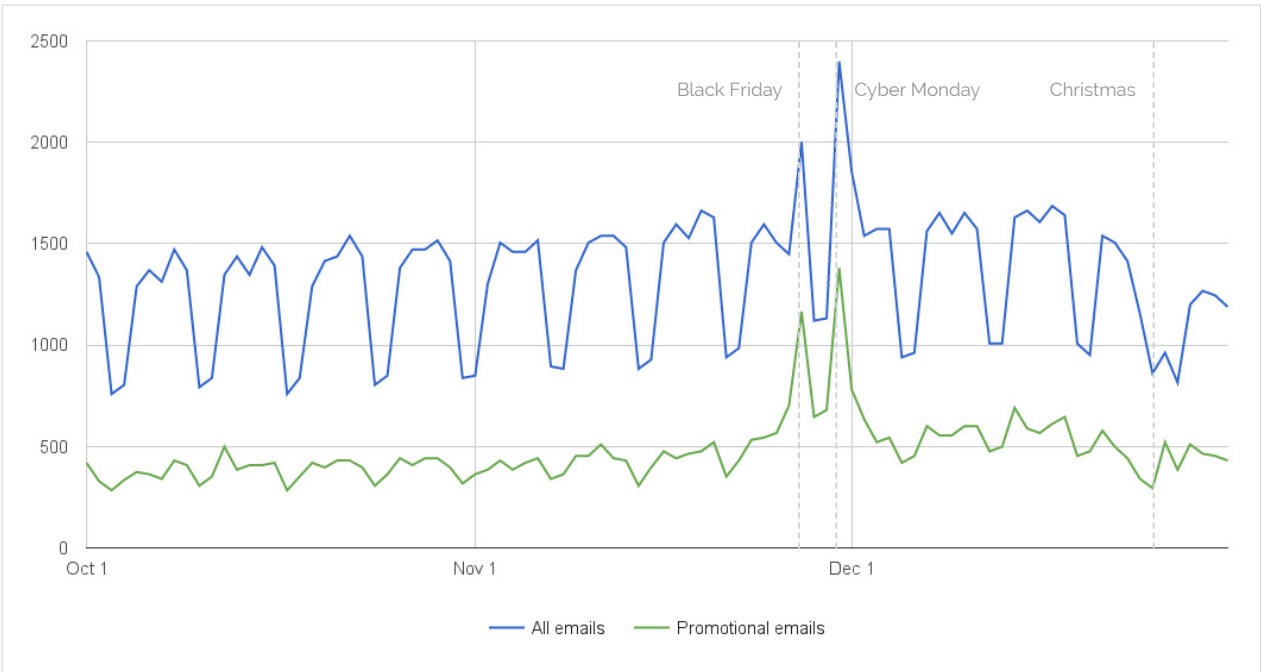
The most heavily discounted time of the year remains December 26 onwards. Companies do not offer higher discounts during Black Friday than at other times of the year—they just start sending much more mail.



The email space gets particularly competitive between Black Friday and Cyber Monday where nearly 60% of all emails are promotional.



Black Friday and Cyber Monday are the two most competitive days of Q4—both in terms of email volume and promotional activity. That being said, notice how email volume drops around Christmas. This is an opportunity for you to stand out.



Optimize for Gift Cards

Gift cards have been the [most requested gift](#) for 9 years in a row. Your subscribers might have received money (e.g. Visa, Amex gift cards) they can use to purchase your merchandise. You might also be selling an item they really want that they didn't receive as a gift. This is your chance to market to them—before the heavy discounting begins!

"Too Many" Promotions is up to You

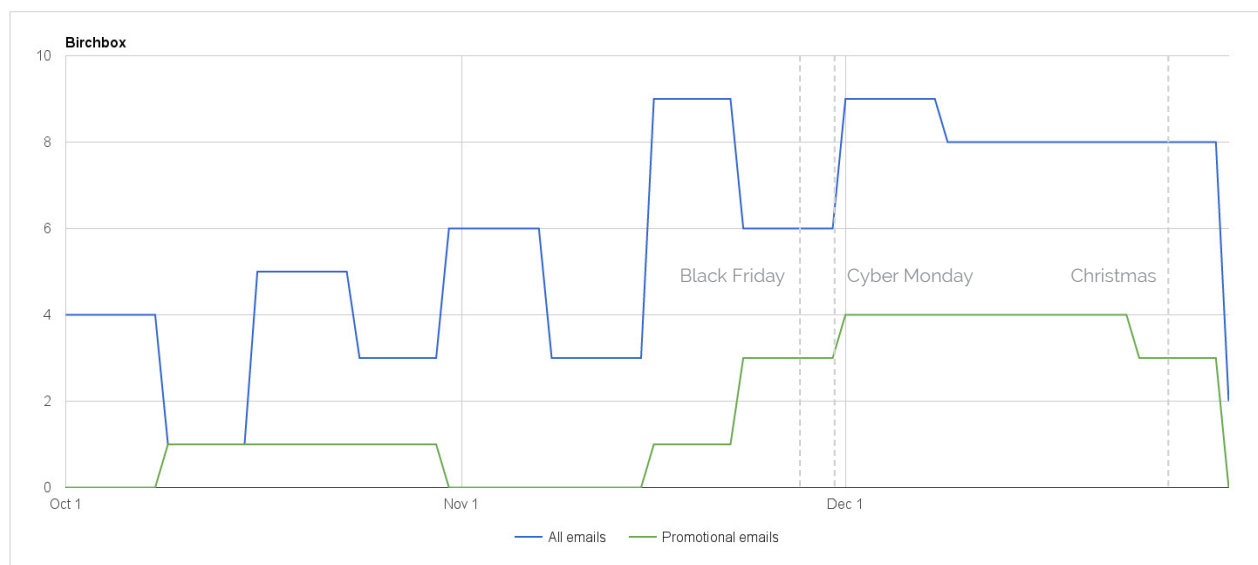
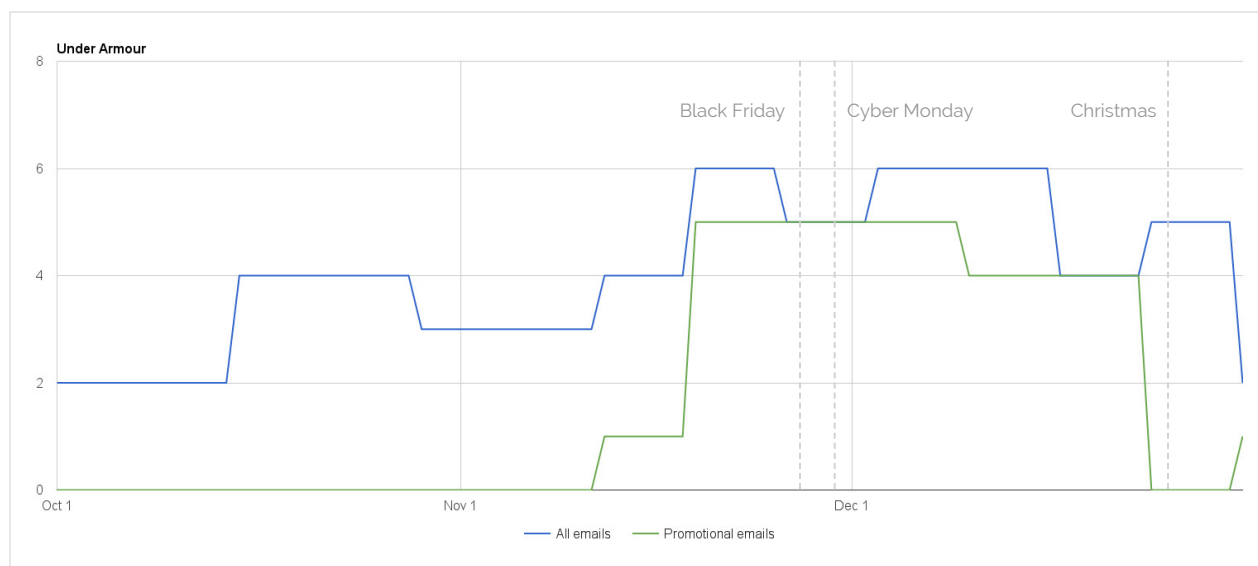
The right mix of promotional-to-non-promotional email will vary for each and everyone of us.

Take [Chubbies Shorts](#) for example. They barely send promotional emails—and that's how they plan to keep growing! ([Watch the video.](#))



It's important you understand how your competitors market to their subscribers. While you don't want to enter into a "promotion war", you also don't want to be left behind as your competitors rake in the big bucks.

If your business environment allows you to be moderately promotional, aim to mimic the approach taken by [Under Armour](#) and [Birchbox](#). Each sends more promotions from Black Friday through Christmas, but it's a seasonal ramp up—not the status quo.

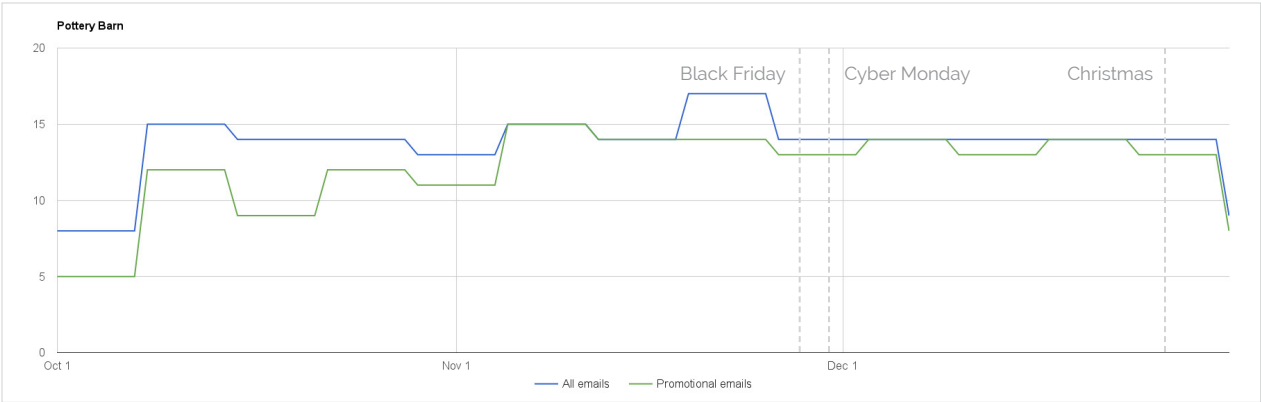


Track your competitors' email program

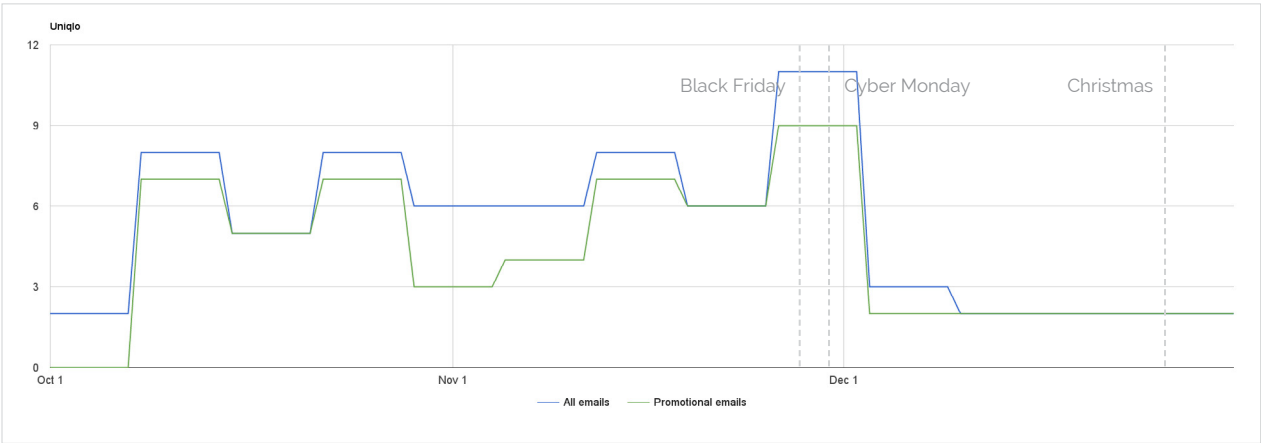
Never lose track of how often brands discount, when they email, and how they segment their email list.

[Learn More](#)

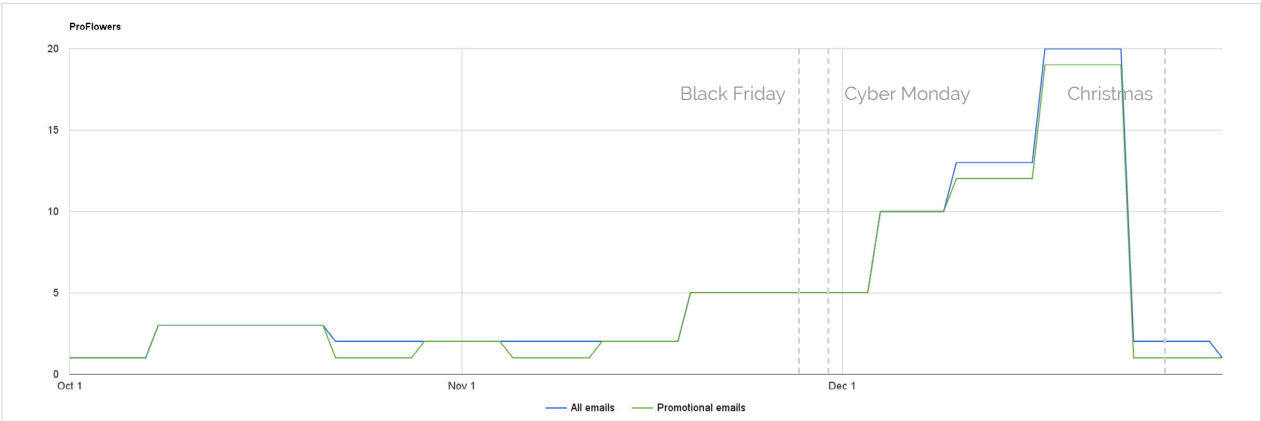
Finally, let's take a look at [Pottery Barn](#). Notice how close to 100% of emails are promotional once November rolls around.



We see a similar behavior with [Uniqlo](#).



Emails sent by [ProFlowers](#) are almost entirely promotional.



Analyzing the Greatest Online Retailers

The IR database is the canonical reference for online retailer data.

Their [U.S. Top 1000](#) database, for example, contains comprehensive business information on North America's 1,000 largest web merchants.

In this chapter, we'll analyze how America's top retailers tackle email marketing by focusing on the IR1000 list.

General Statistics About IR1000 Companies

Email Client	Character Length
Outlook 2010 preview	54
Outlook 2010 compact	73
Thunderbird	66
Gmail	70
Outlook.com	60
Yahoo Mail	46
Android (480x320) portrait	27
Android (480x320) landscape	46
Android (800x480) portrait	30
Android (800x480) landscape	62
iPhone portrait	41
iPhone landscape	64
Windows Phone portrait	42
Windows Phone landscape	61

While [56% of emails](#) are opened on a mobile device, our data shows that only 40% of emails sent are mobile optimized. This shockingly low number speaks to how complex and time consuming it is to update existing email templates.

The average email subject line is 43 characters. This is great considering that most email clients display less than 70 characters in the subject.

[Source](#)

Subject character count	Distribution
<30	14.9%
30-39	33.6%
40-49	28.8%
50-59	14.1%
60-70	4.9%
>70	3.8%

It's worth noting that ~4% of emails were sent with subject lines that were too long to display on any email client. When crafting subject lines, aim to keep them at 40 characters or less.

Technology type	Percentage of IR1000
Advanced analytics	25%
Advertising	12%
Dynamic content	11%

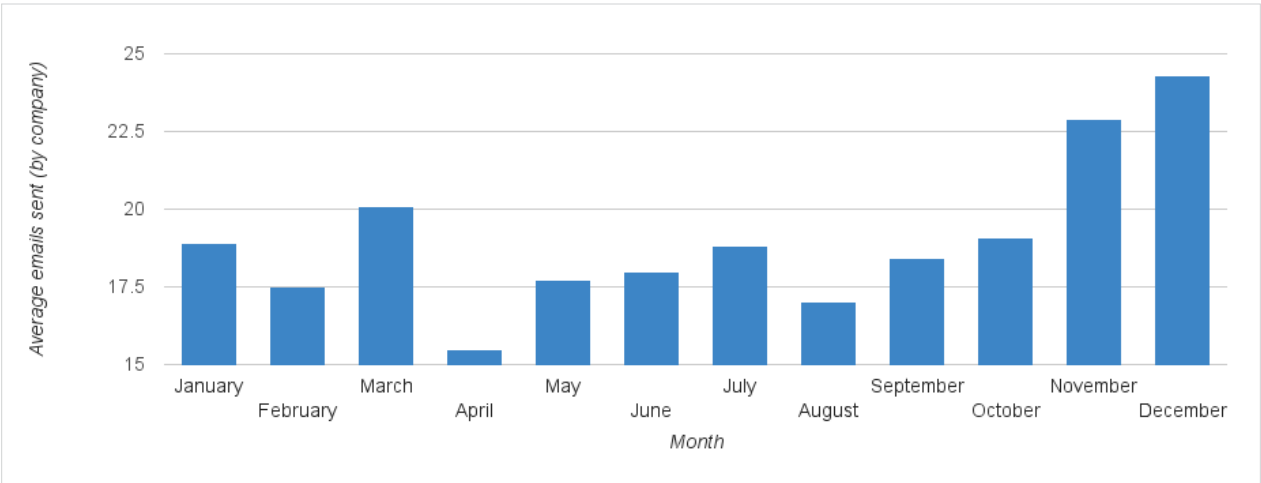
America's top online retailers have yet to invest heavily on advanced email technology. Here's a breakdown of the types of technologies used to power their email programs.

If email marketing is a critical revenue stream for you (it likely is since you are reading this report), you should strongly consider using advanced analytics, dynamic content, and maybe even advertising technologies in your emails.

Note: To receive a full list of technologies tracked by [MailCharts](#) send us a note at hi@mailcharts.com.

The IR1000 During the Holidays

Let's now focus on the holidays and see how email volume changed in 2015.



As you can see from the above graph, email volume ramps up from August to December.

Not only does volume ramp up but, as December approaches, a greater percentage of emails are promotional.

Month	Emails with a promotion
October	56%
November	63%
December	65%

And marketers are not joking around—nearly 60% of promotions are first mentioned in the subject.

Promotion first appears in	Distribution
The email subject	59%
The email body	41%

To ensure subscribers are aware of your promotion, mention your offer as early as possible in the subject. Even if your email goes unopened, subscribers might still notice your promotion.

Subject lines are the crux of all campaigns—it's crucial to do more than stick in a Santa emoji. Testing improves brand impressions and KPIs.

Parry Malm

CEO, [Phrasee](#)
[Only Influencers](#) member

In terms of the type of promotion most frequently used, the "percent off" approach won by leaps and bounds.

Month	Percent Off	Dollars Off	Free Shipping	Buy One, Get One Off
October	69.3%	23.6%	4.8%	2.3%
November	68.7%	23.5%	5.1%	2.6%
December	68.4%	23.5%	5.4%	2.7%

Note on the methodology: For "free shipping" to be considered a promotion it has to appear in the subject of the email. This helps avoid false positives where an email footer might contain a disclaimer mentioning something about "free shipping if you spend over \$XX" which would otherwise skew the results.

Verb used for the promotion	Frequency
save	67%
get	21%
take	12%
earn	7%

By zooming in a bit more, we can see that the most popular verb used to describe an offer was "save". Below is the distribution for the top four verbs.

Surprisingly enough, 7% of promotions included the word earn. This verb is often used when promoting referral (e.g. "[earn \\$15 for every friend you refer that shops](#)") or loyalty programs (e.g. "[earn 5% back](#)").

As mentioned earlier, the vast majority of promotions were a "percentage off" offer. The top 5 most popular discounts were as follows:

- 50% off
- 20% off
- 25% off
- 30% off
- 40% off

Cart abandoner

NAME, don't miss our latest just-for-you picks

J.CREW

40% OFF SUMMER PICKS

MEET YOUR NEW SUMMER PARTNER



Purchaser

NAME, don't miss our latest just-for-you picks

J.CREW

40% OFF SUMMER PICKS

BUILD YOUR LOOK



Understand your competitor's segmentation strategy ▶

MC

MailCharts

Percentage off	Popularity
0-5	0.4%
5-10	3.1%
10-15	5.4%
15-20	7.1%
20-25	13.4%
25-30	10.1%
30-35	10.4%
35-40	2.4%
40-45	9.8%
45-50	2.1%
50-55	15.5%
55-60	2.2%
60-65	5.1%
65-70	2.5%
70-75	3.5%
75-80	3.2%
80-85	1.8%
85-90	0.9%
90-95	0.6%
95-100	0.3%
>100	0.0%

It's interesting to note that only 7% of emails used a percentage discount that was not divisible by 5 (e.g. 14% off instead of 15% off or 10% off). Below you'll find the distribution of all "percentage off" promotions.

Dollars off	Popularity
0-5	1.5%
5-10	5.7%
10-15	14.8%
15-20	7.6%
20-25	8.7%
25-30	7.3%
30-35	4.4%
35-40	2.7%
40-45	2.8%
45-50	1.2%
50-55	6.2%
55-60	0.9%
60-65	2.0%
65-70	0.8%
70-75	1.8%
75-80	1.2%
80-85	1.5%
85-90	0.5%
90-95	0.9%
95-100	5.4%
>100	22.1%

When it comes to "dollars off" promotions, 30% of them fall in the bucket of \$10 to \$25 dollars off. As you can see from the table below, there's another spike at \$50 off and one more at >\$100 off.

Note: The reason discounts over \$100 are so popular is because of [luxury goods](#).

Based on this data, we can see that the email landscape is incredibly competitive during the holidays. That being said, don't get caught up in the "how high can you discount" game since discount has a tangible [impact on your bottom line](#).

Advice from Industry Leaders

LITMUS

Tips for Holiday Email Success

RETURN PATH

Email Deliverability Best Practices

AWEBER

How to Design and Optimize Your
Emails

MOVABLE INK

Increasing Revenue and
Engagement Through
Personalization

Litmus: Tips to Holiday Email Success

Q4 is when we, as consumers, spend a lot of hard-earned cash.

Q4 is when we, as consumers, spend a lot of hard-earned cash. Every retailer knows this, which is why retailers increase their email frequency by an average of roughly [50% during November and December](#).

In this chapter, we'll cover the must-know tips to make sure your email program is successful during the holiday season.

Plan, Plan, Plan, and Plan Early

Even though email volume skyrockets during the holidays, according to Litmus' [2016 State of Email Production Report](#), only 20% of email marketers begin planning their Q4 email campaigns more than 3 months in advance.

Planning ahead of time is crucial since you'll not only have to produce more emails but some vendors and co-workers might also be out on vacation, pushing your timelines further out.

On top of the increased email volume you'll have to produce, your marketing department might want to create emails that include dynamic content, social integration, interactivity, or maybe even [gamification](#). Keep in mind that any out-of-the-ordinary email campaign takes an incredible amount of time to plan, design, produce, test, debug, test again, and then receive final approval.

The best way to prevent last-minute hiccups (and unwanted stress) is to have a clear email plan with a timeline attached to it.

Understand What Subscribers Want

Let's say you just met someone at a party and you want to know what they're interested in. How do you go about this? Simple: You ask them! Why should this be any different when it comes to email marketing?

During the holiday season, your subscribers' buying behaviour changes drastically. They are now looking to shop for friends, family members, and maybe even want to splurge on a nice, expensive, once-a-year gift for themselves.

This is why we recommend [sending your subscribers a preference email](#) before the holiday season begins. Allow them to express their interests and needs ahead of time so you can tailor your email messaging accordingly. This can help you determine the right email content, frequency, and products to promote. The added relevancy can boost your campaign metrics and decrease unsubscribe rate.

We need to increase the collaboration and communication between subscriber and marketer to create impactful holiday emails.

Joe Teplow

CEO, [RebelMail](#)
[Only Influencers](#) member

Ask for Permission, Not Forgiveness

Even though emailing inactive subscribers during the holiday period can drive a few additional sales, you need to remember that ISPs take the engagement of your subscribers into consideration when making blocking and filtering decisions. And, since the holiday season is a devastating time to have deliverability issues, we recommend trying to [re-permission subscribers who haven't opened or clicked any of your emails](#) in the past 13 or 25 months.

It's better to focus on active subscribers versus risking a deliverability hit by emailing all subscribers during the holidays.

Send Cart Abandonment Emails Sooner

More shoppers during the holiday season means more abandoned carts. This makes [cart abandonment emails](#) extra critical. However, the holiday season also means shorter purchase consideration times. This can be due to limited-time offers, concerns about out-of-stocks, or the pressure of order-by deadlines. As such, we recommend [sending cart abandonment emails sooner](#). Decreasing time triggers will help you maximize cart abandonment email conversions, especially on marque shopping days like Black Friday and Cyber Monday, when many purchase decisions are made quickly.

Wait, Is that Back in Stock?

In Q4, when the discounts are large and consumer spending is even larger, it's only natural to sell out of popular items. When this happens, consider sending a [back-to-stock notification email](#) to subscribers who browsed and abandoned those products once you've replenished your inventory. This approach—which is a nice mix of customer service and promotion—will help you increase sales all while remaining extremely relevant to your subscribers. It's a win-win.

Refresh Triggered Emails

Just like you'll spend time and energy theming your holiday newsletters, it's important to refresh triggered emails—this includes your welcome, cart abandonment, and shipping confirmation emails. It can get cumbersome to add seasonal elements to triggered emails for every holiday, but it's worthwhile for at least your top two or three selling seasons, even if you go with a more generic theme such as winter.

Also, if you can, stay ahead of the curve by providing information on your gift return policy, extended store hours, and order-by deadlines. These can all be added to your global footer. The key to a successful holiday email program is to plan early, understand what your subscribers care about, and to provide an enjoyable email experience—even as volume ramps up.

Send email with confidence

Get a guided check of the critical elements that affect email performance before sending.

[Learn More](#)

Return Path: Email Deliverability Best Practices

No matter how great your email campaigns look, if they don't make it to your subscriber's inbox then it's all for nothing.

Email deliverability is extremely important, especially during the holiday season when [email marketing drives 20% of online orders](#). In this chapter we'll cover the do's and don'ts of email deliverability to keep in mind during the holiday season.

Consistency is Key

The approaching holiday season is [not the best time to change your company's IP address](#). New IP addresses require a warm-up period while mailbox providers determine what type of sender you are. This period will include volume caps, throttling, and more stringent spam filtering—none of which are ideal during the busy holiday season.

Building a good reputation for your new IP address will take time you don't have. If you are experiencing poor deliverability on one of your IP addresses, follow the remaining tips in this post to strengthen your IP address' reputation and deliverability.

Run Tests to Find out What Resonates Most

During the holidays consumers received roughly [50% more promotional emails](#) than they see earlier in the year. As your subscribers' inboxes get full with promotional mailers, it becomes really hard for your emails to stand out.

With subscriber engagement playing an increasing role in mailbox providers' filtering decisions, marketers need to [test different aspects of their program](#) to increase subscriber engagement, which can lead to an increase in deliverability.

A great place to start testing is your subject line. We analyzed holiday subject lines from 2015 and identified [a few test ideas you should consider](#):

- Use premiums. Some of the highest-performing subject lines include references to prizes, bonuses, and other non-discount incentives.
- Mention specific brands. Consumers tend to be more engaged with subject lines that feature product and brand names they recognize.
- Leverage social proof and curiosity. Using phrases such as "best-sellers," "introducing the new," and "new season" tends to yield significant lifts in email read rates.

Deliverability, that is reaching the inbox, must be a KPI for any marketing program. No one ever created a successful email program by reaching the bulk folder.

Laura Atkins

Owner, [Word to the Wise](#)
[Only Influencers](#) member

Good Housekeeping: Clean Your Lists

As you may already know, maintaining a clean and active email list is one of the best ways to ensure your emails land in the inbox. Here's what you need to keep in mind during the holidays:

- Do not buy, sell, or borrow email addresses. This is a guaranteed way to have problems with your email deliverability.
- Only send emails to subscribers who have engaged with your emails in the past six months. Unengaged subscribers could be spam traps or inactive accounts and will [hurt your deliverability](#).
- Run your entire list through a [list validation service](#) to ensure your list is clean.

Don't Become a Sales Robot

Don't beat the sales, sales, sales drum too loud. Remember that your recipients are people, just like you and me.

One of the best ways to stand out in the inbox is to send non-promotional email.

Add some non-promotional email campaigns to your holiday strategy. For example, if you sell kitchen and cooking equipment, you could create an ebook with a few recipes that subscribers can cook this Thanksgiving. Get inspired with [these great, non-salesy, holiday emails](#).

Monitor the Reaction to Increased Frequency

Most companies increase email frequency to take advantage of the holiday season. However, if you are not careful you could end up damaging your email program. Brands that are looking to increase email volume during the holiday season need to keep these [tips in mind](#):

1. Start off slow: Subscribers may welcome an additional email or two, but not ten. Try incorporating one additional email at a time so customers can get used to the new frequency.
2. Listen for feedback: As you increase your frequency, monitor subscriber response. If one additional email was well received, try two. Make sure you are keeping a close eye so you may quickly react if subscriber sentiment turns negative.
3. Segment your list: Not all of your subscribers will appreciate an increased frequency, but some might. It does not have to be all or none. Segment your list based on feedback from previous campaigns and differentiate between engaged subscribers who might welcome additional messages and unengaged subscribers who might not.
4. Give them options: Rather than just relying on metrics to determine subscriber preferences, ask them what they want. Send out an email asking them to opt-in to higher holiday frequency or send an email highlighting your preference center.

Pro tip: We recommend providing your subscribers with the option to be removed from all holiday campaigns—while remaining on the regular mailing list.

The winter holiday season is the most profitable time for email marketers. With more than [126 million Americans planning to shop online](#), email marketers need to reach the inbox to take advantage of this opportunity.

While there are dozens of [tips and tricks](#) to improve your deliverability, focusing on a clean subscriber list, providing value to your subscribers, and keeping email volume in line with expectations are the best ways to ensure your emails continue to be delivered to your subscribers' inboxes.

Email Marketing for Retailers

Reach your subscribers this holiday season with Return Path's complete guide to maximizing email ROI.

[Learn More](#)

AWeber: How to Design and Optimize Your Emails ³⁰

For consumers, the holidays are prime shopping time.

For the brands they're purchasing from, however, it's a competition to see whose sales reigns supreme – which results in a flood of holiday-themed emails filling consumers' inboxes.

With the rise in promotional emails this time of year, it's easy for your emails to get lost among them. So what's the key to sending emails that stand out from the rest?

Creating and sending holiday email campaigns that are fun, festive, and relevant to your subscribers. In this how-to chapter, you'll learn the tips and tricks needed to make your emails shine brighter than a Christmas tree.

Design Your Emails with a Festive Flair

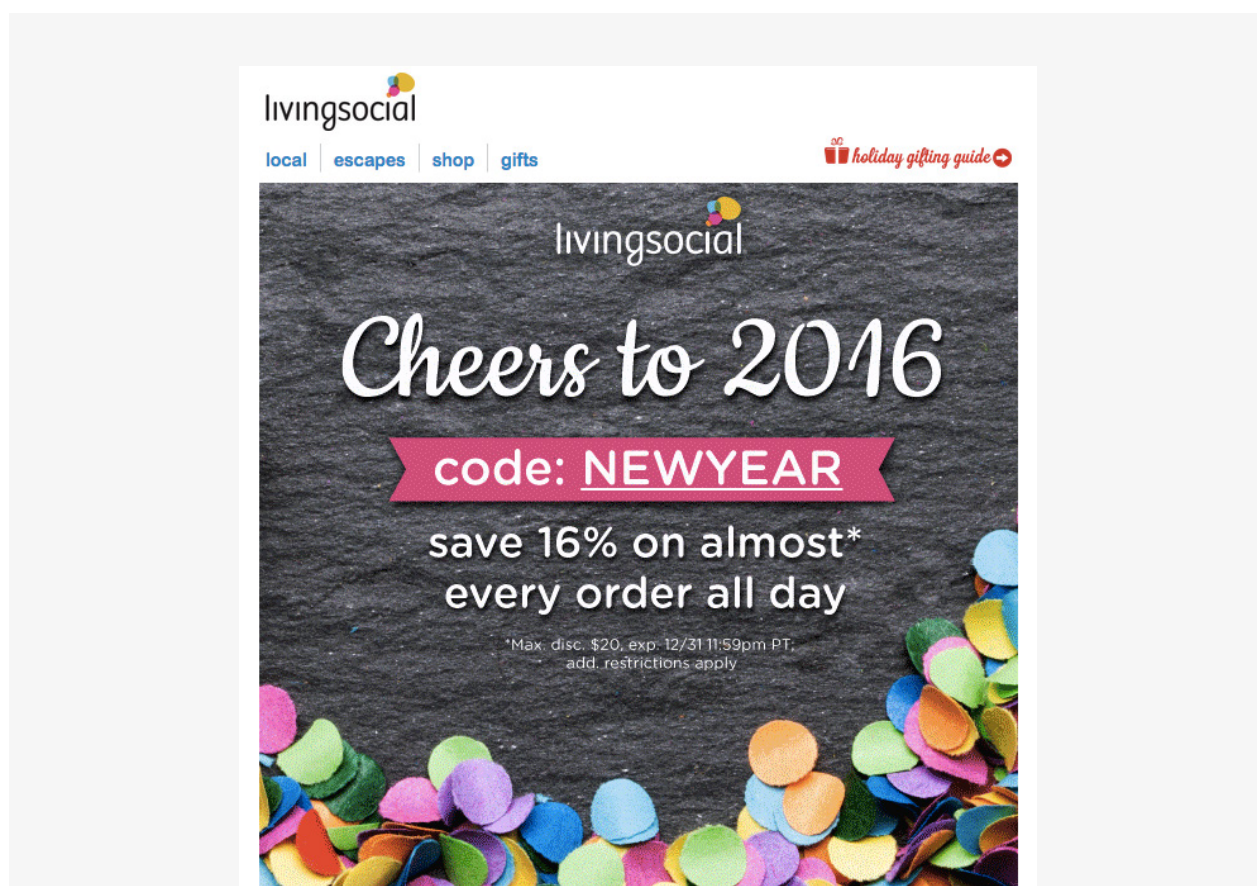
While we can all agree that good email design is important, many marketers don't capitalize on this enough. To help you design a compelling holiday email, here are a few best practices to keep in mind:

1. Be Consistent

As you think about what you want your holiday emails to look like, keep in mind that you should continue to represent your brand in a consistent way. This means keeping with your brand logo, color scheme, and font style. Here are a few tips for keeping your holiday emails consistent:

- Use existing email templates to build your holiday campaigns. Add holiday flair as needed, but the holiday rush is not the time to unleash a brand new email template you haven't tested before.
- Maintain a consistent brand identity [across all marketing channels](#). This includes Facebook, Instagram, Twitter, blog posts, and emails.
- Keep a consistent email volume. While your [email frequency](#) is likely to increase during the holiday period, there is no need to go overboard. Find a healthy balance.

- As you align with the upcoming holidays, make sure your brand colors, imagery style, tone of voice, and even sender name remain consistent. [LivingSocial](#), for example, does a stellar job at maintaining their brand identity in this New Year's email by incorporating their logo and brand colors in creative ways:



Notice how the confetti at the bottom of the email even looks like their logo!

2. Focus on Mobile

A staggering [53% of emails received are initially opened on a smartphone](#) and [80% of email users claim they will delete an email](#) if it does not look good on their phones. This also impacts your unsubscribe rate: [45% of consumers](#) have unsubscribed from a brand's promotional emails because they didn't display or work well on their smartphone.

Email Templates are your friend! Use them more and often. They will drastically speed up the time needed to curate a holiday campaign as they will have already been tested and render correctly in every platform.

John Thies

CEO, [Email on Acid](#)
[Only Influencers](#) member

During the holidays (a time when people are extra busy), they don't have time to deal with mobile-unfriendly emails. To prevent your emails from getting sent to the trash folder (or worse, marked as spam), test them on popular mobile clients to make sure your designs render as expected.

3. Invest in Beautiful Images

Articles with images get [94% more page visits and engagement](#) than those without. And if you're an online retailer, quality images are even more important since there's no better way to showcase your products.

Here's how you can take advantage of the power of images:

- Use images to break up large chunks of text and ensure your emails flow well.
- In case your subscriber (or the email client) disabled images, include ALT text for your email images. Your ALT text will take the place of images that fail to load, providing valuable context to your subscriber.
- Compress your images before adding them to the email. Subscribers don't want to wait for emails with heavy images to load.
- Make sure all your images are clickable. If promoting a specific product, for example, be sure to drive subscribers to that product's page (not your homepage!). This email from Magnolia Bakery incorporates a beautiful image that catches the attention of the viewer and links to a relevant page:



While the *entire* email is clickable, it drives you to their holiday gift guide, which is a relevant resource for early holiday shoppers.

Optimize Your Holiday Emails, One Step at a Time

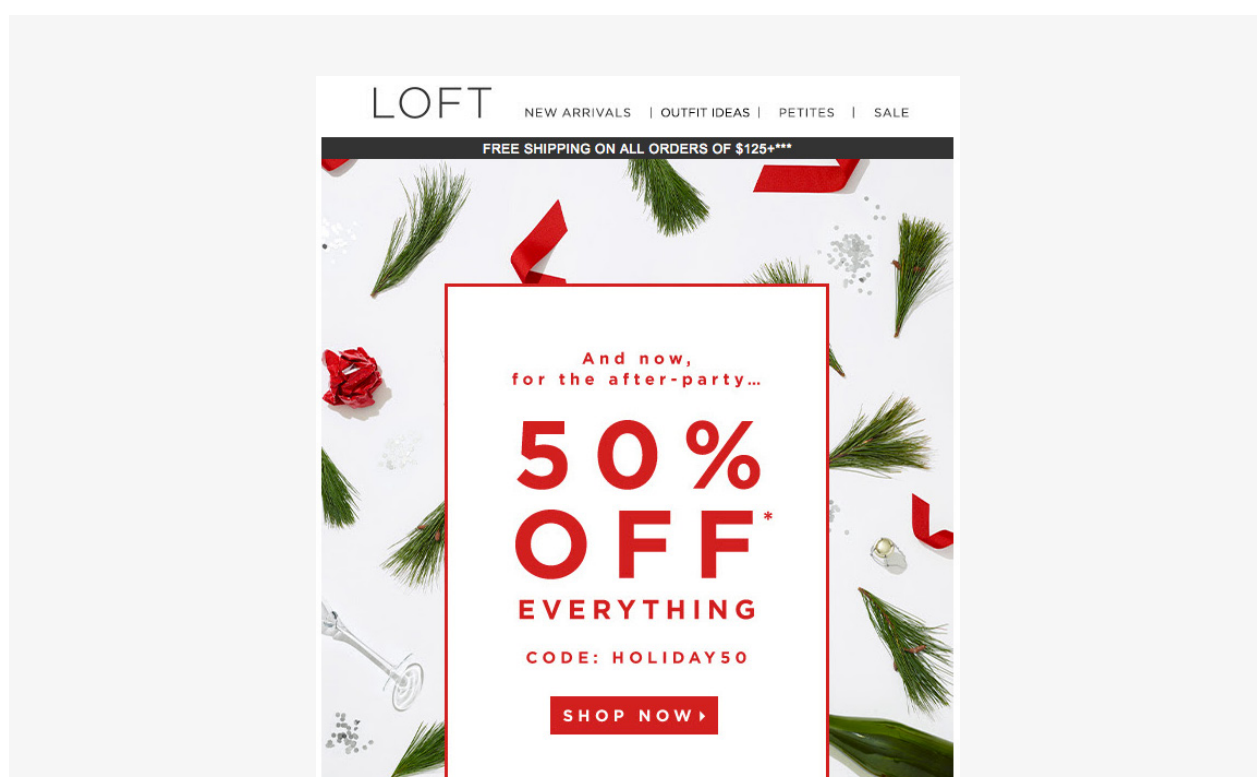
When planning your holiday email strategy, it's easy to get overwhelmed by everything you can try or improve, like running a new split test, refreshing an automated email, rewriting your preview text—and the list goes on. That being said, there are three areas you can focus on that require little effort, but can have a big impact:

1. Write Compelling Subject Lines

Your subject line is the first thing subscribers will read, which means it's your chance to convince them to open your email. If there's one area of optimization you should focus on, this is it. Here are some best practices to keep in mind:

- Make sure your subject line mentions the purpose of the email. Whether you're emailing about a promotion, recently released item, or special holiday product, setting expectations is key to encouraging them to open your message. If your subject line is too vague (or unrelated to the email content), subscribers may be less inclined to open your message—which can ultimately hurt your open rate.
- Leverage your preview text to inspire curiosity and prompt subscribers to open the email. This extra space allows you to reinforce the email subject.

- Don't be afraid to test out different subject lines. While some people see [best results with short subject lines](#), others may get better open rates with a longer subject line.
- If your goal is to promote a product during the holidays, be sure to add a sense of urgency to get those last-minute shoppers. You can do this by [referencing dates, times or seasons](#).
- Add personalization by including your subscribers first name to capture their attention as they scroll through their inbox. This email from Ann Taylor LOFT uses the subject line "Party isn't over, John: 50% OFF."



- If you'd like a little help writing your email subject lines (and the rest of your emails), check out AWeber's [free, 7-day, email course](#).

Apart from testing there is just no single best practice, rule or tactic for writing subject lines that works every time. Anyone who tests 5 or more subject lines has a 90% chance of getting an above average open rate.

Dela Quist

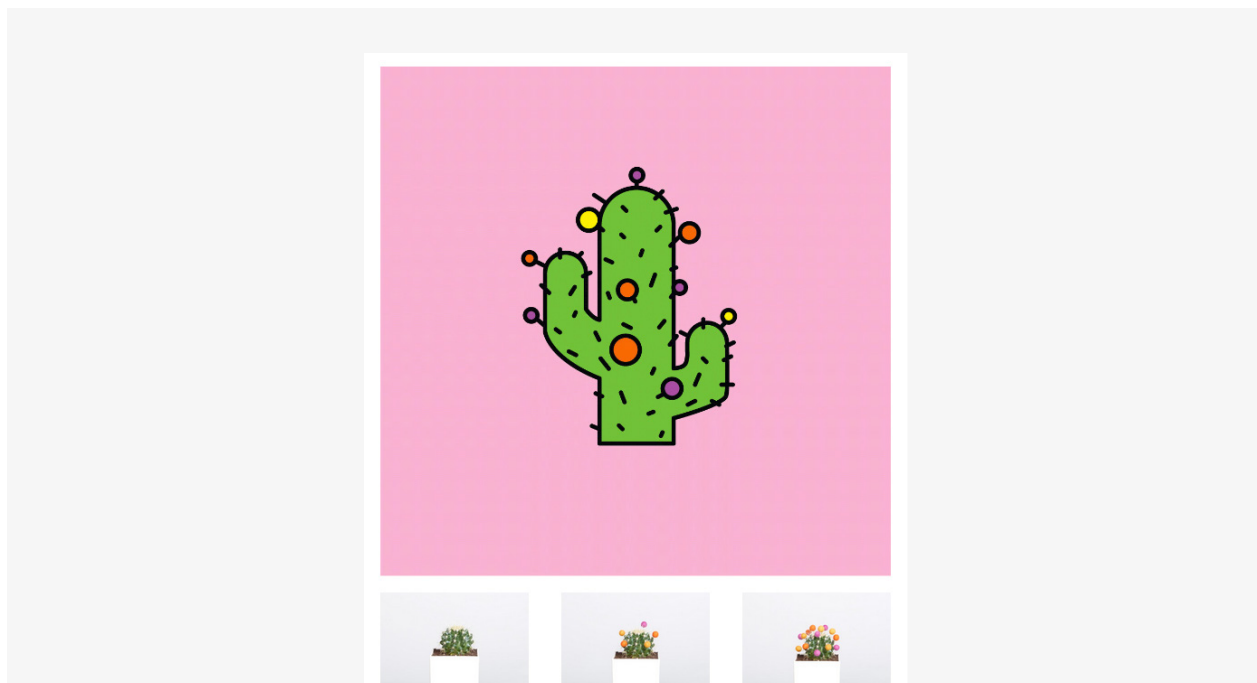
CEO, [AlchemyWorx](#)
and [Touchstone](#)
[Only Influencers](#) member

2. Have Fun with GIFs

GIFs are a quick, easy, and fun way to communicate ideas and create an emotional connection with subscribers. We [recommend incorporating GIFs](#) in your holiday campaigns since they can increase engagement—like clicks! Not to mention, they can go a long way in delighting your subscribers during the holidays.

Check out these tips to get started:

- Ensure your GIFs aren't too large. If the file size is too big, it can take a long time for them to load. Aim to keep GIFs under 200 kilobytes.
- When using a GIF to convey a call to action, be sure to include the call to action in the first frame of the GIF. [Not every email client supports animated GIFs](#). But, those that don't, will often show the first frame of the GIF—and you want to make sure your message still gets across.
- Consider your audience as you search for the right GIF. What works for one brand may not work for yours, so keep your audience in mind to make sure the GIF you'll be using is relevant (and fun!).

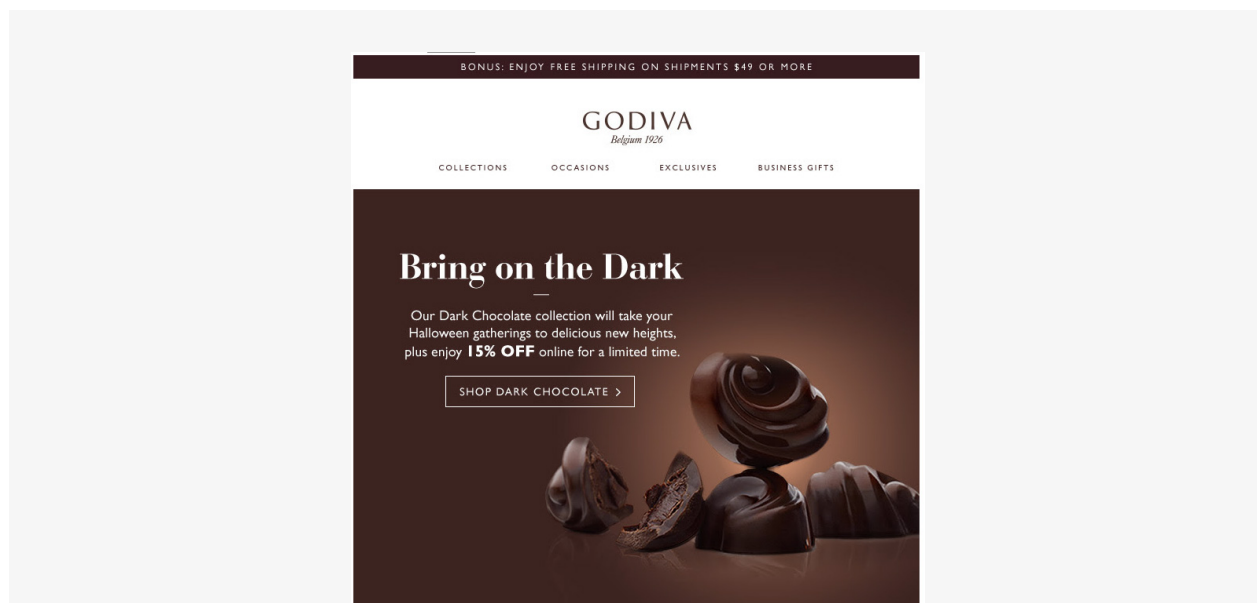


- GIFs should supplement the message you're trying to get across—don't just use GIFs all the time. Check out how [The Sill used a GIF](#) that embodied their offer, fit with their content, and created excitement (plus, it's just so darn cute!) [View the full email](#)
- **Bonus:** If you'd like to add a fun GIF to your holiday email, AWeber created some [you can use for free](#).

3. Perfect Your Calls to Action

Calls to action (CTA) are a critical component of every email. After all, a strong call to action is what encourages your audience to click and engage with your content. To optimize your calls to action, try these tactics:

- Make sure your CTA stands out by using persuasive and direct language. Create a sense of urgency by emphasizing last-minute deals and the importance of taking advantage of a sale now.
- Use buttons to make your CTAs pop in your emails. Use contrasting colors to capture your subscribers' eyes as they read (or scan) through your message.



- Avoid high-commitment words. "Check out the collection" is likely to yield a higher click rate than "Buy this jacket". That being said, test different approaches to see what works best with your audience. Notice how this Halloween email from [Godiva](#) uses a relevant and specific call to action that encourages people to explore the store.

Don't Wait: Get the Ball Rolling Today

Email design and optimization plays a large part in the overall success of your holiday campaigns. And, if you haven't already started planning your strategy, now's the time to get to it. (After all, it's expected that [25% of people will have purchased a Christmas gift before Halloween!](#))

As with all of your holiday marketing efforts, creating a realistic and simple plan can help you focus on what matters most: providing value to your subscribers while having a successful holiday season.

Join AWeber's Community of 100,000+ Businesses
Start sending your holiday emails with AWeber today.

[Learn More](#)

Movable Ink: Increasing Revenue And Engagement Through Personalization

Imagine this: You walk into your favorite neighborhood boutique and the sales clerk approaches you exclaiming “Bree!

It’s so nice to see you again. Come on right this way, I have the perfect pair of boots to go with those jeans you bought last week.”

Now compare that intro with the all-to-common, “Can I help you with anything?”

I think it’s a safe bet that the first option is more likely to engage you. Online shopping is very similar. After all, it’s nice to feel a connection with the company you’re about to give money to. During the holiday period, it’s easy for email marketers to feel pressured into sending emails that are unrelatable and salesy because they need to reach revenue quota.

To work around this, and ensure your emails feel as special as the approaching sales clerk does, email personalization is your new best friend. By spending the resources needed to personalize your emails you get to stand out in an inbox full of generic holiday promotions. Not only do you get to show that you care about each one of your subscribers, you also get to maximize revenue.

[Movable Ink](#) reports that 73% of online shoppers prefer to do business with brands that make their shopping more relevant and 45% are more likely to shop on a website that gives customers personal recommendations. If that’s not enough to get you thinking about email personalization, you should know that 91% of marketers are either already personalizing content, or plan to within the next year. Put in the effort today and focus on personalization this holiday period.

Personalizing your Email Marketing Campaigns

If you're just beginning to dip your toes in the personalization waters, you need to remember that any personalization is better than nothing.

Personalized emails receive [2.5X higher click-through rates and 6X more sales](#) than those without. Let's say that during the months leading up to Christmas your company traditionally sells \$200,000 worth of products through email marketing. If we were to extrapolate the above stats, personalizing your emails could help you turn \$200,000 into \$1.2 million. Your mileage may vary, true, but personalization is one of the best ways to optimize your email program.

If you're worried about obtaining enough relevant information to start your personalization efforts, don't be. You actually need very little information to get started. Details such as name, gender, location, and shopping history is often available in your CRM or ESP.

Personalization Strategies

Creating a personalized subject line is one of the first things marketers implement, mainly due to the ease of obtaining a subscriber's first name, and the significant impact it can have on email open rates. A study performed by Experian found that a personalized subject line increased open rates by 29.3% across all industries. During the holidays, when email frequency is increased and shoppers are looking for sales and promotions, an extra 29% of opened emails can be a game changer. And this is just the beginning!

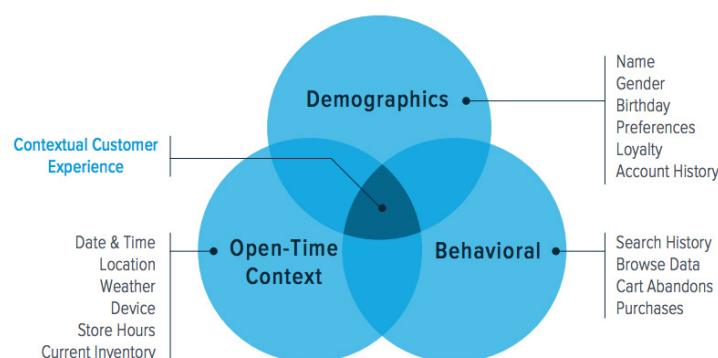
While adding your subscriber's first name can have a significant impact, email personalization [needs to go much further than this](#).

Most online shoppers, even unknowingly, will give you information you can use to personalize emails. A customer's shopping behavior, such as purchasing history, products abandoned in their cart, and category searches can all be used to send relevant emails. To put it bluntly: a male customer is very unlikely to purchase a sporting bra—don't send him an email advertising your women's activewear sale. If you don't know someone's gender, focus on unisex products instead (e.g. running shoes) or include products for both genders.

Segmenting your subscriber by geolocation is another effective way to ensure your emails are relevant. For example, subscribers living outside of the U.S. might not be as eager to celebrate Halloween, or Thanksgiving, as U.S. subscribers.

Contextual Marketing

Within the next few years, [89% of companies will be competing mainly on customer experience](#). This is where contextual marketing comes into play. It involves using your customer's past actions and interests to send them targeted marketing.



Demographic data is often readily available. You might, for example, use gender to tailor which products to promote to whom and use each subscriber's birthday to send them happy wishes or a one-off discount on their special day. That being said, demographics data doesn't tell you about the current mission of the shopper.

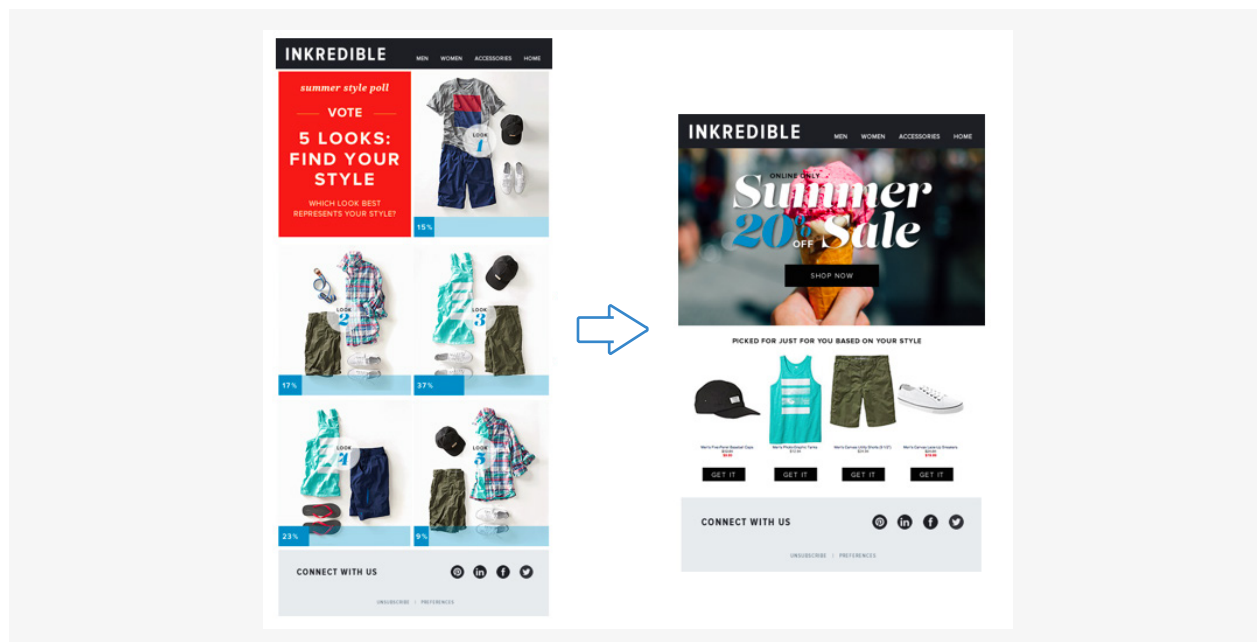
When you layer on behavioral data—such as previous purchases and search history—you can personalize emails further by targeting each customer's specific interests. Someone that recently purchased a Christmas tree from you might, for example, be interested in Christmas decorations. Behavioral data allows you to get tremendous insights on your customer's current needs—like how a good sales assistant in a store can pick up visual clues and react in real-time.

Finally, you can incorporate real-time context to make the email experience relevant at the time of open. Let's say you're promoting concert tickets, by using open-time context your email is able to only show tickets that remain available when each subscriber opens the email.

Learn Tons from Your Audience

[Progressive profiling](#) is another technique you can use to learn more about your subscribers.

It allows you to collect personal information over time, instead of asking for too much information during the signup process.



Another creative option is email polling to understand your subscribers. You can, for example, use [Movable Ink](#) to send an email asking subscribers to select which outfit best suits them. From there, all follow up emails will feature products that match that style.

Pretty neat, right?

Email personalization is crucial when it comes to increasing revenue during the holidays. Not only will you see more email engagement, but a personal and relevant email will help foster a relationship between consumers and retailers while building trust. And remember, personalization does not need to be a monumental task. Use the information you have already gathered to tailor your holiday emails. It's all about taking gradual steps in order to provide a better email experience.

Contextual Marketing eBook

Learn how to build best-in-class contextual email campaigns.

[Learn More](#)

Email Strategy For Select Q4 Holidays and Events

OCTOBER

Columbus Day
Halloween

NOVEMBER

Movember
Black Friday
Cyber Monday

DECEMBER

Free Shipping Day
Winter Solstice
Christmas
New Year

Columbus Day

43

At a Glance

THIS YEAR

October 10, 2016

LAST YEAR

October 12, 2015

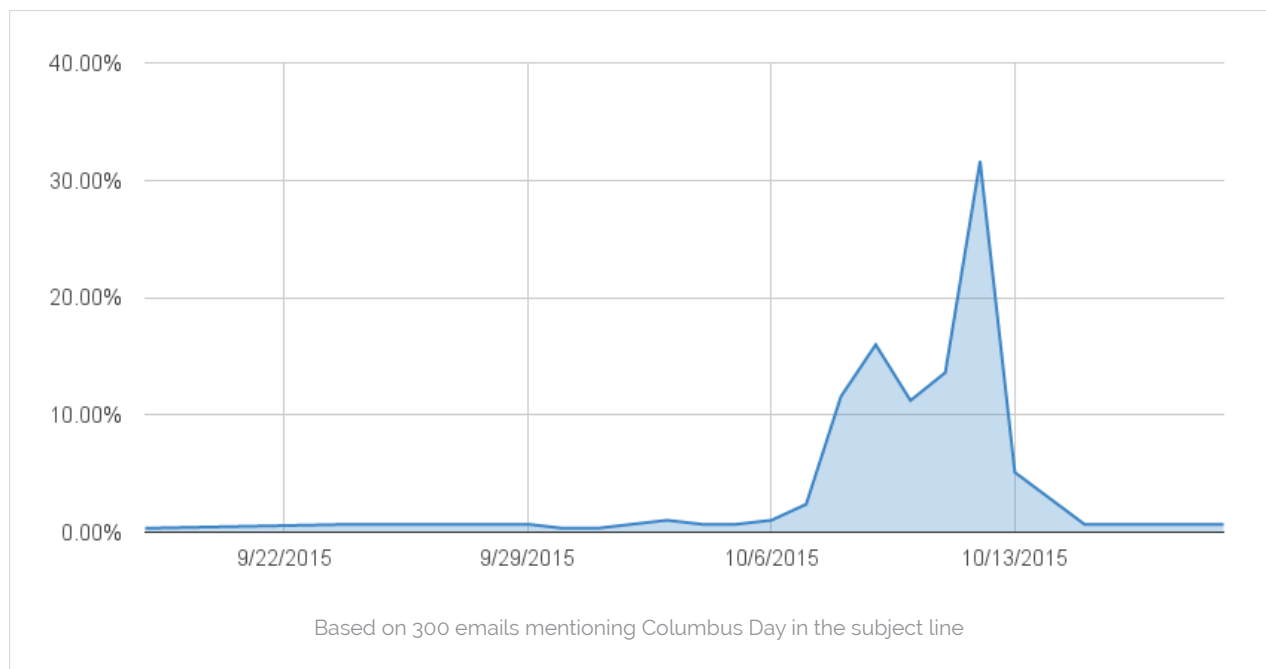
FIRST EMAIL

September 18th 2015 from

[Max Furniture](#) with the subject

[All this month: Columbus Day Sale!](#)

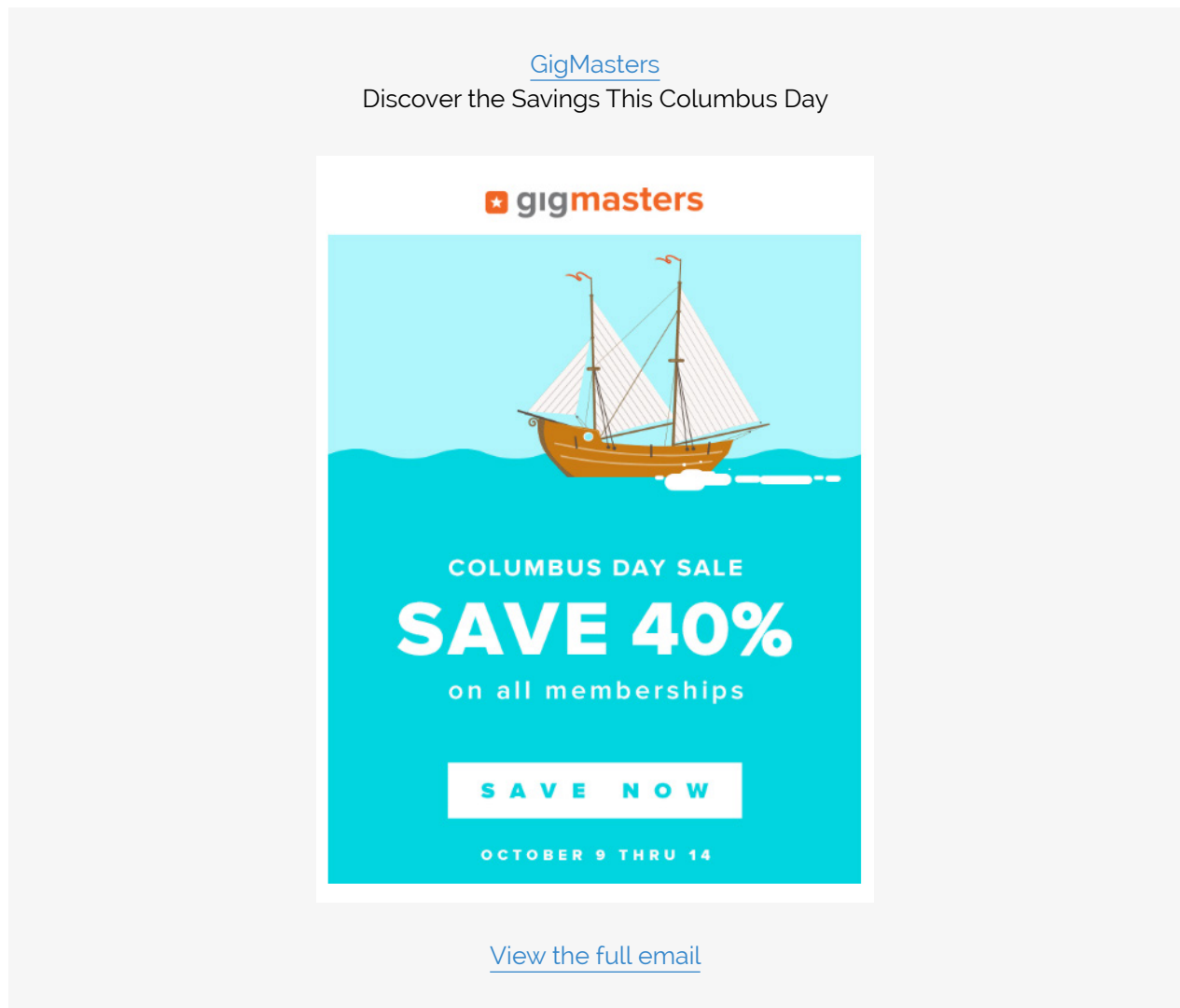
Week-over-week volume increase



Your Email Marketing Game Plan

Columbus Day is on Monday, October 10th. And, as you know, planning upcoming holiday campaigns can be a drag. Should you do the same thing as last year and call it a day or should you try something completely different?

In this chapter we take a look at three different email motifs you can use for your Columbus Day emails.



Let's begin by looking at [GigMasters 2015 Columbus Day email](#) which was simple but impactful. Rather than creating a complicated promotion for Columbus Day, the company is offering a single discount.

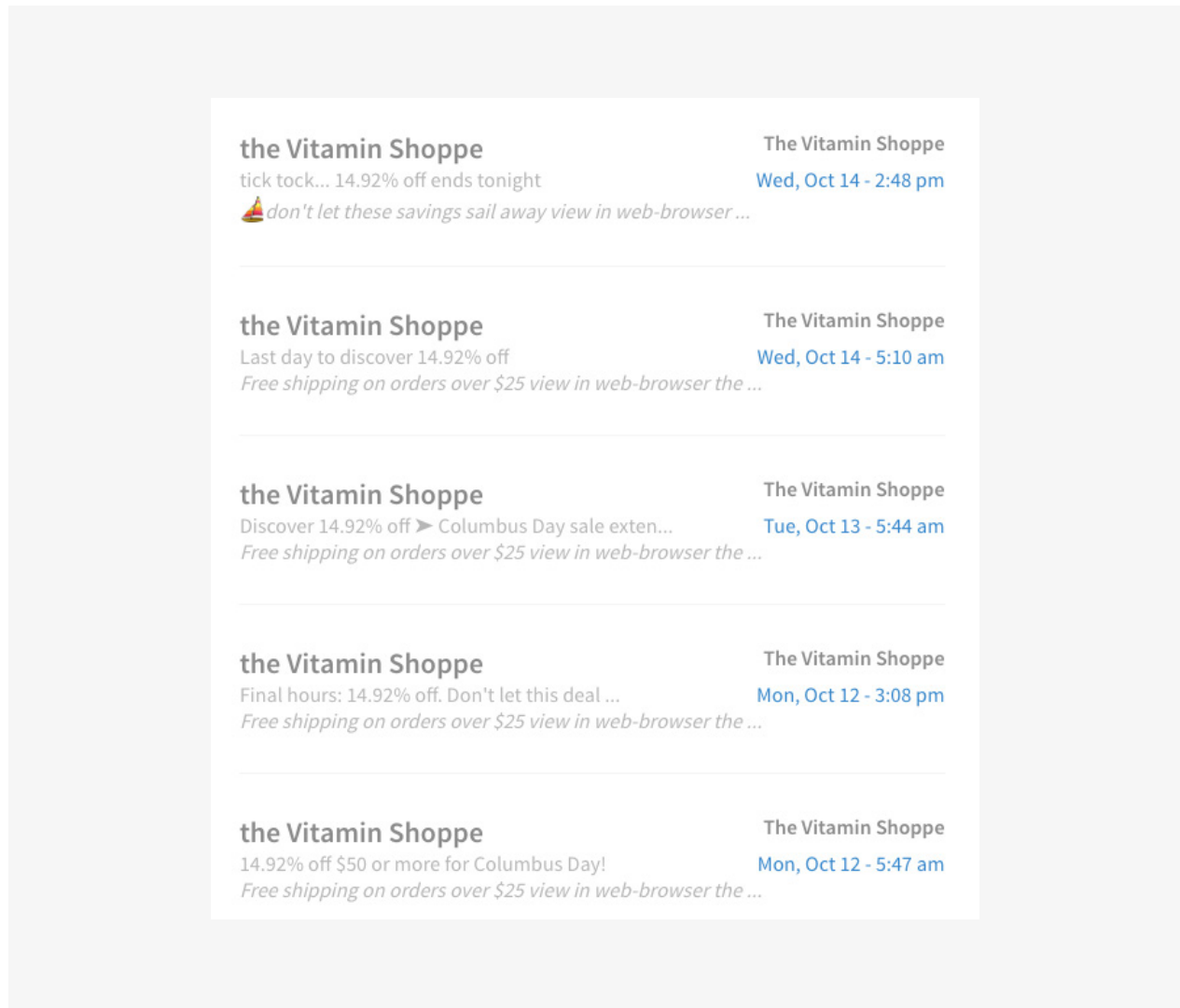
To increase urgency, GigMasters makes it clear this is the biggest deal of the entire year.

Although there's lots of Columbus Day branding (the nautical illustration and the "sail away" metaphor), this email is primarily about the deal, not the holiday. And in this case, it works well.

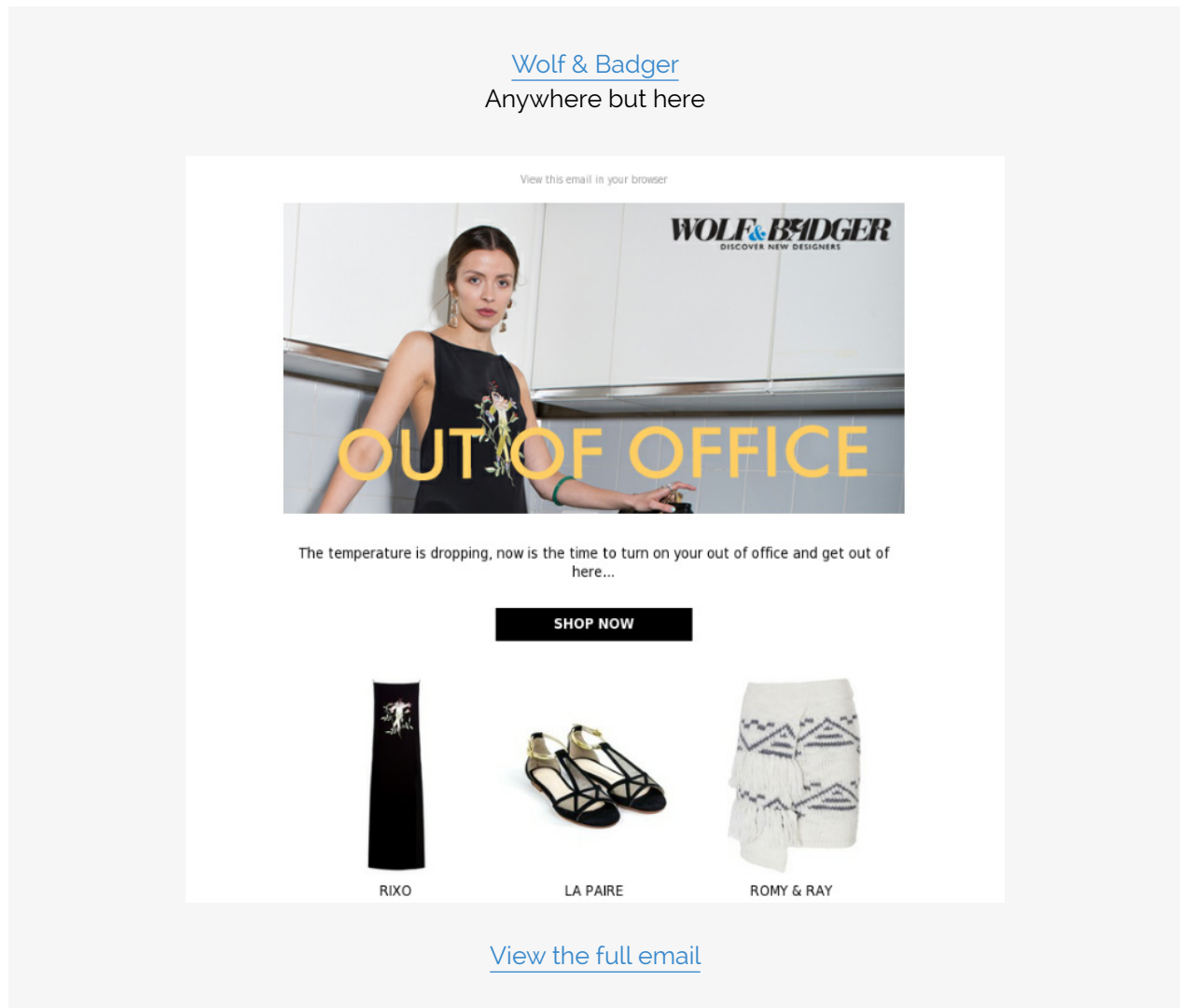
The frequency of this campaign was also well-done. Subscribers initially received the deal on October 9, a reminder on Columbus Day, and a last-chance email on October 14.



The Vitamin Shoppe [sent an email that bore close resemblance to a physical coupon](#). That was a smart move, considering [nearly every American uses coupons](#)—and roughly [6 in 10 consumers say](#) digital coupons are the most effective promotion tactic retailers can employ.



Also, notice their email plan leading up to Columbus Day—they sent a total of 5 promotional emails. Kudos to The Vitamin Shoppe on the 14.92% discount a non-standard divisible-by-5 coupon and thematic with the Columbus motif.



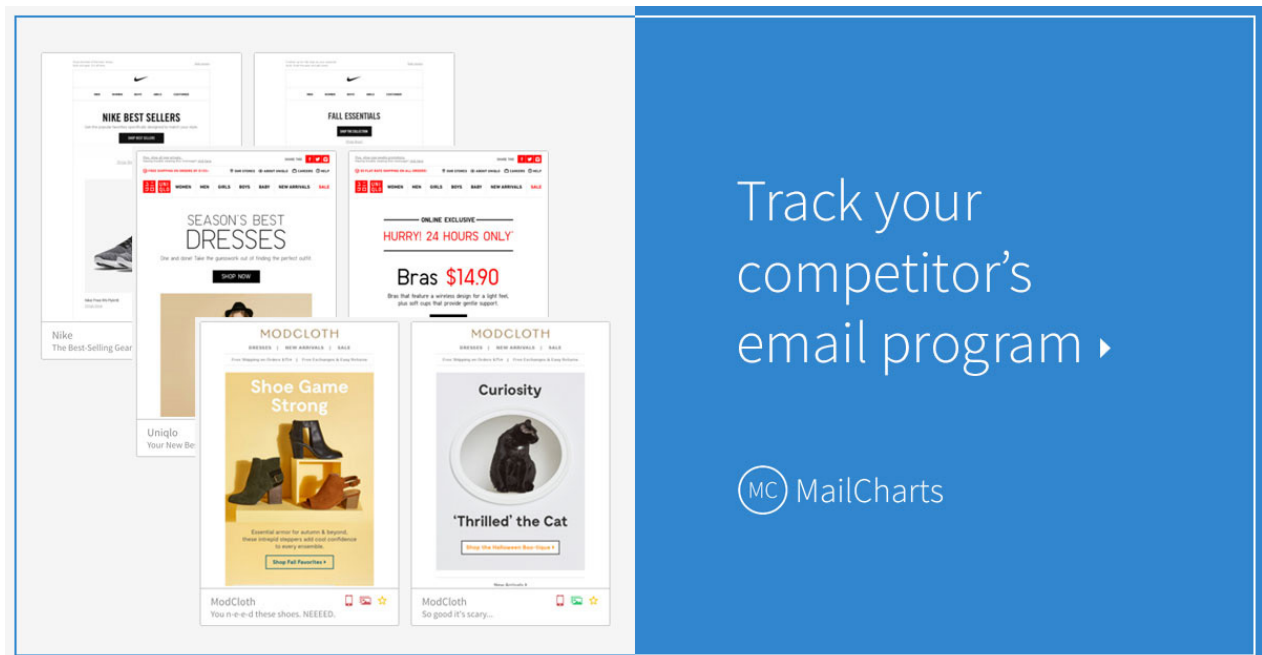
Keep in mind that some of your subscribers might [not be too happy about Columbus Day](#). As such, it can be a good idea to follow Wolf and Badger's lead and focus on the time off from work... but not the holiday itself.

[This email](#), which landed in subscriber's inboxes the day before Columbus Day, has a fairly emotional subject line. The brand was no doubt appealing to its audience's desire for a break.

Once they opened the email, the implicit holiday reference helps Wolf and Badger capitalize on the the day without ruffling any feathers.

Remember this when planning your Columbus Day campaigns:

- Employ short-term discounts. It's a simple but effective way to tie in your email to the day—plus, you'll encourage subscribers to act now.
- Have fun with your subject lines, but keep them clear. You want subscribers to know what holiday you're referring to before they open your email.



Track your competitor's email program ▶

MC MailCharts

Halloween

49

At a Glance

THIS YEAR

October 31, 2016 (Monday)

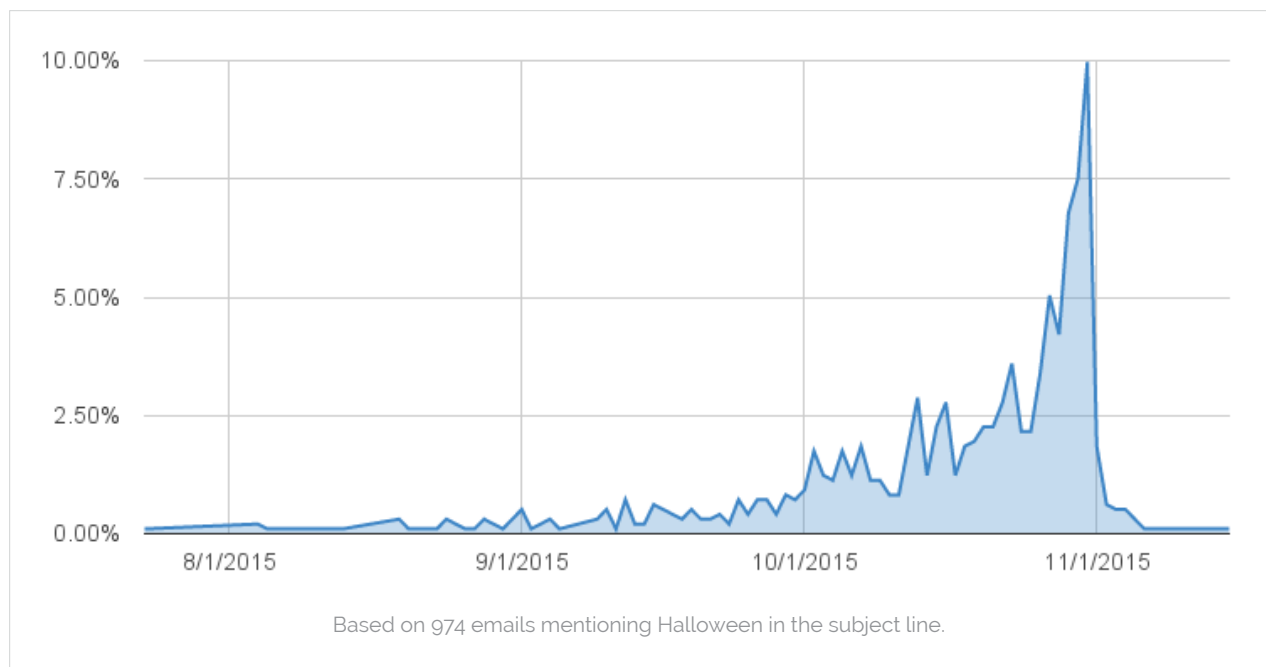
LAST YEAR

October 31, 2015 (Saturday)

FIRST EMAIL

July 23rd 2015 from [Buy Costumes](#)
with the subject [Only 100 Days to Go:
Halloween Flash Sale!](#)

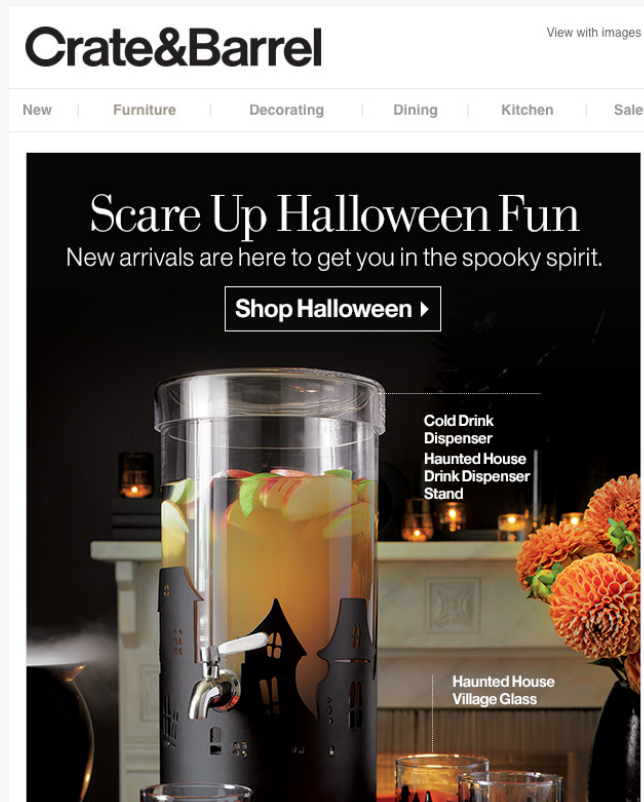
Week-over-week volume increase



Your Email Marketing Game Plan

Over [\\$7 Billion](#) was spent on Halloween in 2015 yet [94%](#) of all Halloween purchases were made in brick-and-mortar stores. As an online retailer, this should sound like an amazing opportunity! Do you have a sound plan to drive online sales this Halloween?

[Crate & Barrel](#)
All treats, no tricks.



[View the full email](#)

Take a look at [this Crate and Barrel email](#), sent out on August 3. It takes advantage of the excitement around the impending night by showcasing new arrivals. If you've got anything new in stock, consider following Crate and Barrel's lead.

The brand has also done a nice job with the subject line, tying in the Halloween motif.

[Mark and Graham](#)

{Trick} Halloween will be here spooky fast. {Treat} Peek inside!

Shop: Halloween >
VIEW IN WEB BROWSER

Mark AND Graham

GIFTS

BAGS + ACCESSORIES

JEWELRY

ENTERTAINING

A sweet treat for your
little goblins and ghouls.

SHOP NOW



[View the full email](#)

Mark & Graham, an upscale gift and accessories provider, [also nails their subject line](#). Including the ghost emoji shows its relevancy; meanwhile, the use of "[trick]" and "[treat]" adds some whimsy and entices people to open.

The streamlined layout and limited options make it easy for subscribers to click through to the site. When you're trying to drive action, simplicity is key—after all, [having too many choices can be paralyzing](#).

[The Chive](#)

Still Awake? Get 15% Off Your Order at The Chivery



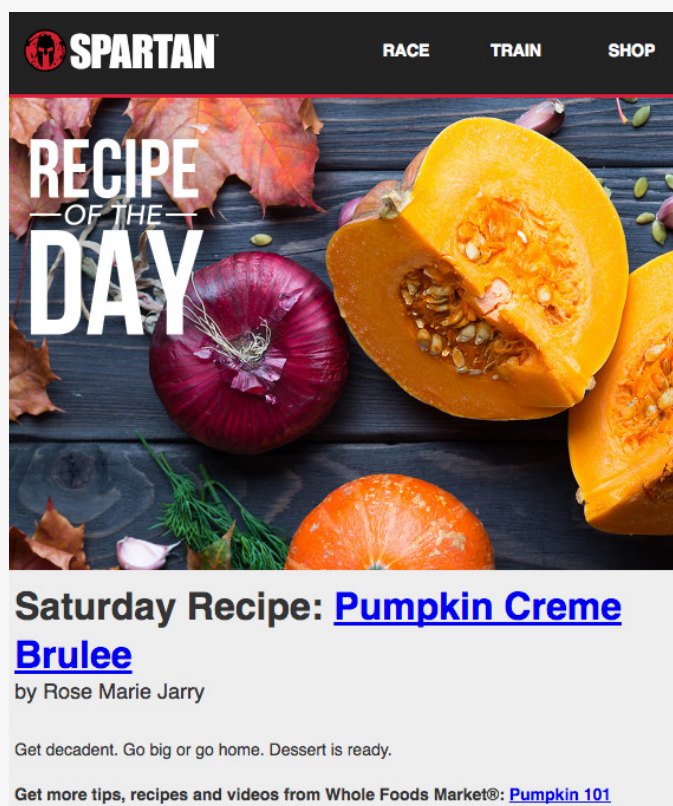
[View the full email](#)

For an example of a timely campaign, look no further than [The Chive's October 31st email](#). It went out to subscribers as the clock tolled twelve.

Cleverly, the brand introduced a short discount window: from 10 P.M. to 8 A.M. This short promotion effectively rewards consumers for being awake and checking their inbox.

But apart from the font, nothing about this email screams "Halloween." When you're leveraging a holiday, try not to drag it too far past the actual day, or you run the risk of fatiguing your subscribers.

[Spartan Race](#)
Pumpkin Creme Brulee



[View the full email](#)

Sending a fall-themed campaign is another option. Spartan Race, for instance, [sent its audience a pumpkin recipe](#) on October 31. Because Spartan Race is a fairly health-conscious brand, autumn is far more likely to resonate with its followers than the hordes of candy associated with Halloween.

You don't need to stick to food. Between the changing leaves, return to school, chillier temperatures, and associations with harvest, there are plenty of motifs to pick up on if you don't want to go full on fright-fest.

Not only will autumnal themes help you appeal to an older audience, but they'll also make your email stand out from the hordes of Halloween campaigns.

Movember

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At a Glance

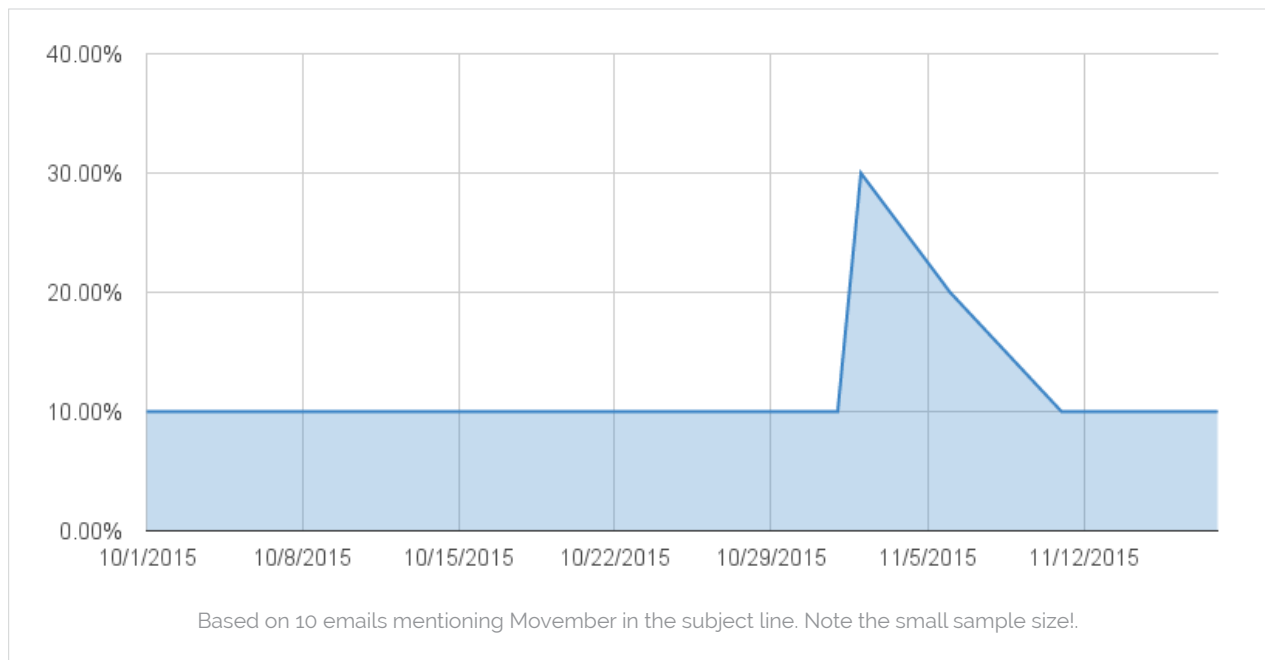
TAKES PLACE

During the month of November

FIRST EMAIL

October 1st 2015 from [Toms](#) with the subject [Support Movember with limited edition shoes and shades](#)

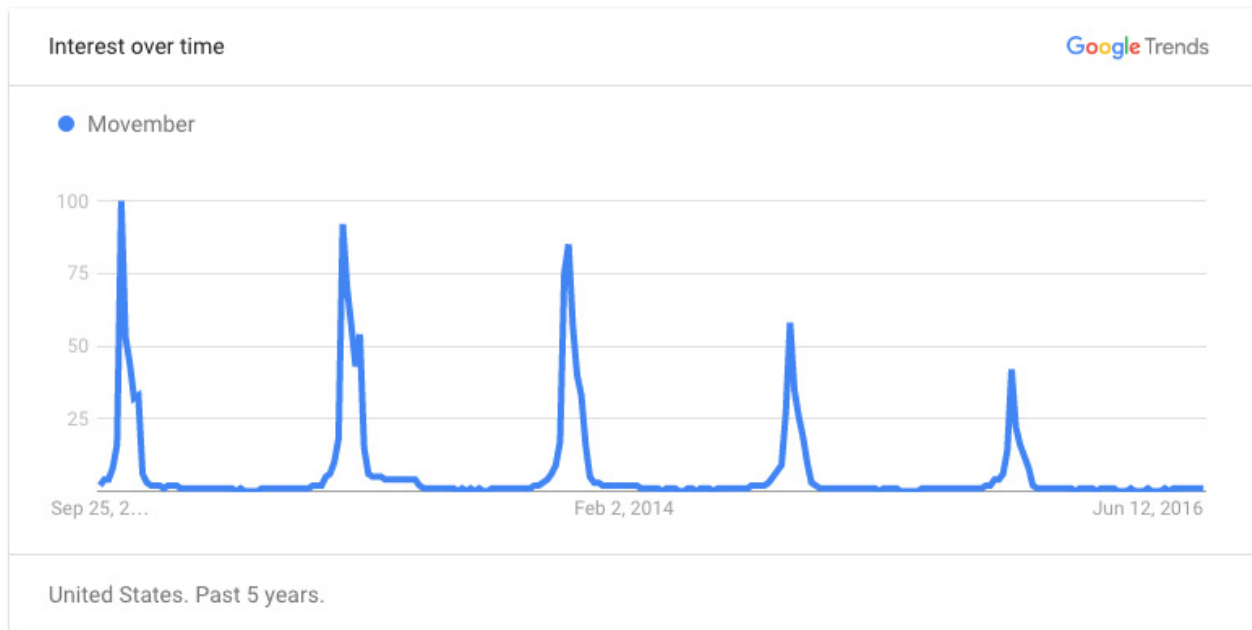
Week-over-week volume increase



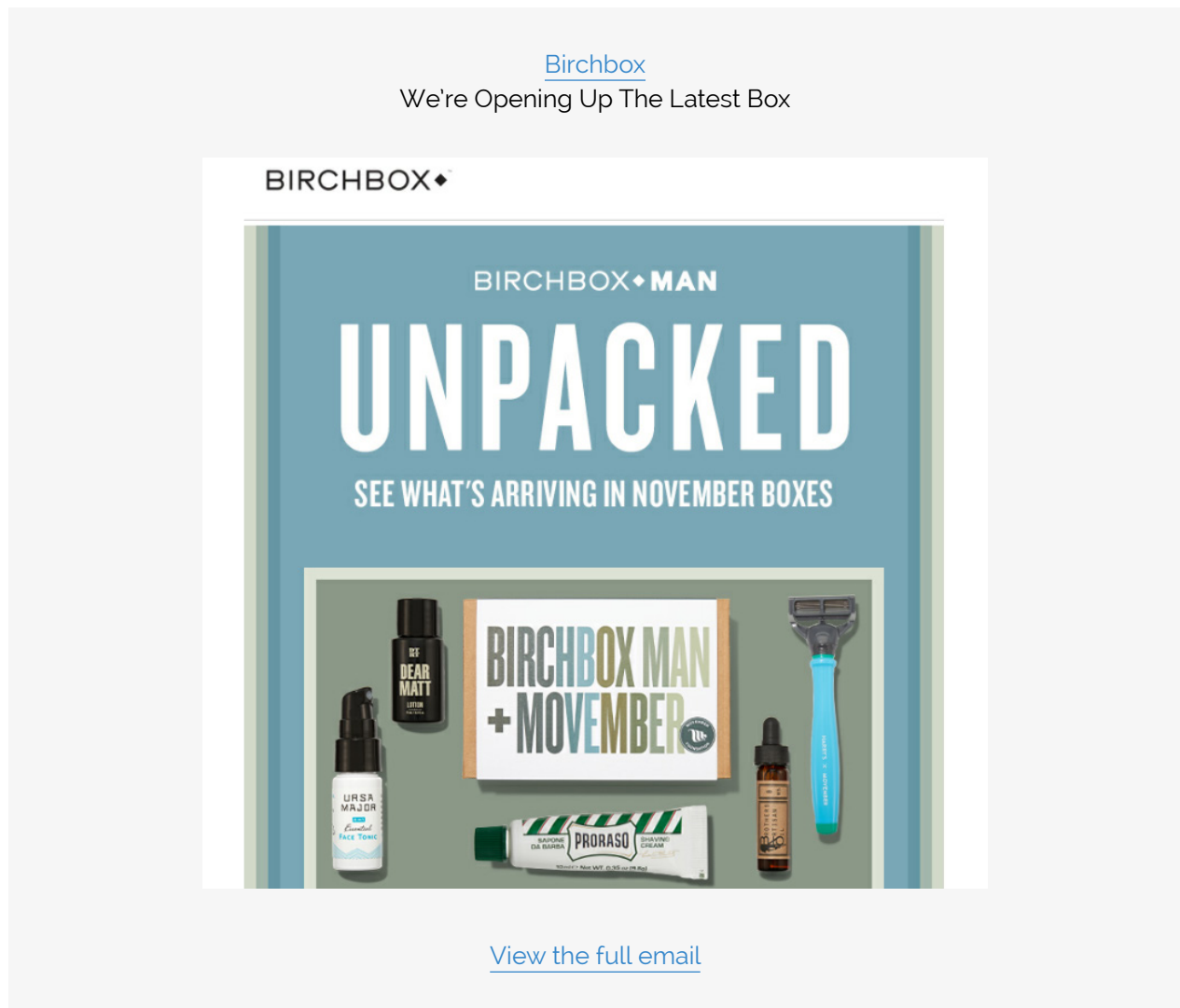
Your Email Marketing Game Plan

Movember is an annual event where men grow their mustaches during the month of November to raise awareness of various cancers, such as prostate cancer.

While this is not your typical holiday, Movember was quite popular during its 2011 height. But, as you can see from the Google Trend graph below, Movember's popularity (as measured by search volume) has been steadily decreasing over time.



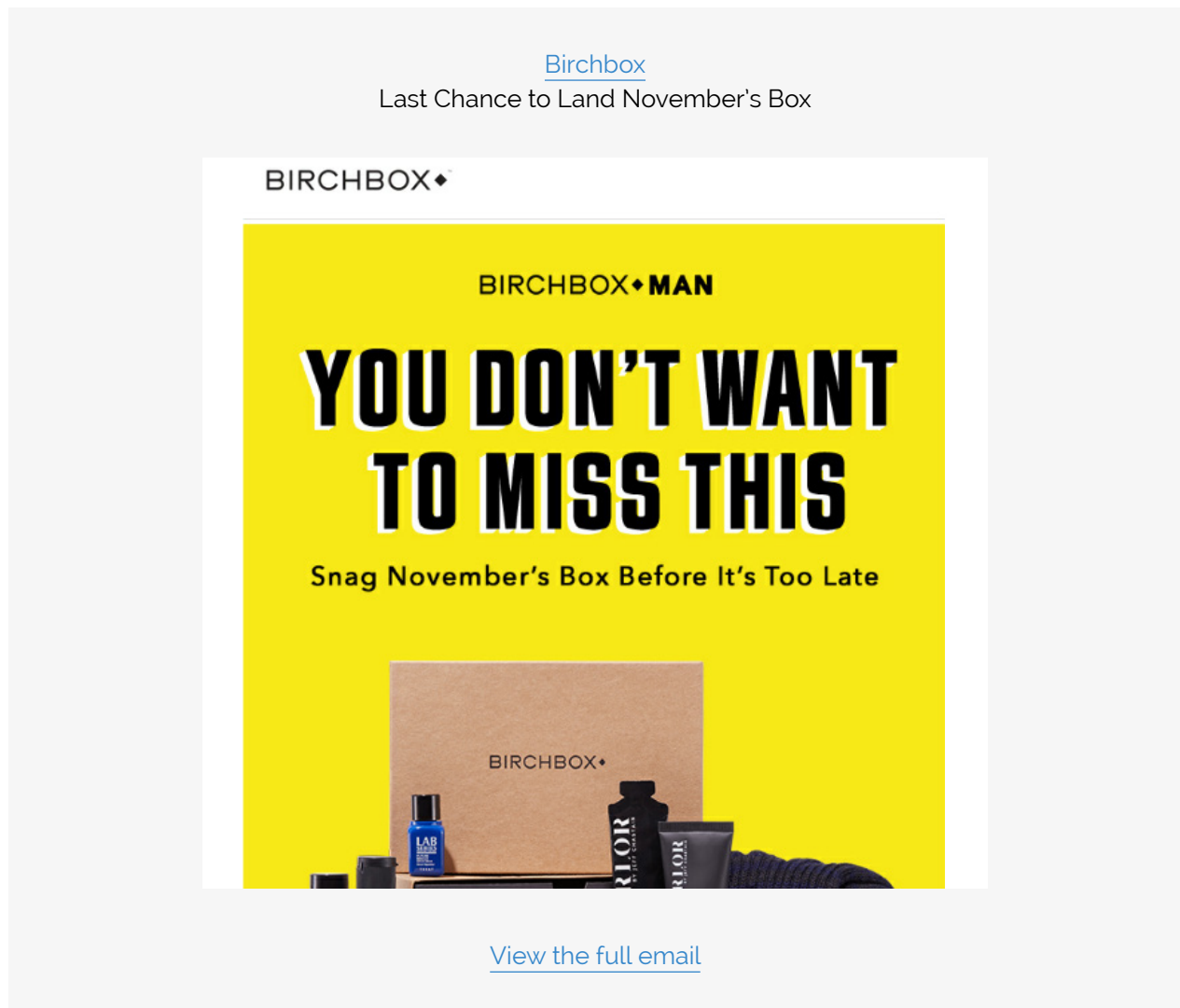
Movember is not quite as popular as it once was, but remains a great opportunity to connect with male subscribers. Let's analyze what Birchbox and Chubbies did last year and gather inspiration for your own campaigns.



Birchbox's Movember Email Plan

Giving subscribers a sense of anticipation is a great way to drive open rates. [This email from Birchbox Man](#) executes this strategy perfectly, from the headline "We're Opening Up the Latest Box" and the actionable copy "See What's Arriving in the Latest Box" to the strong call-to-action.

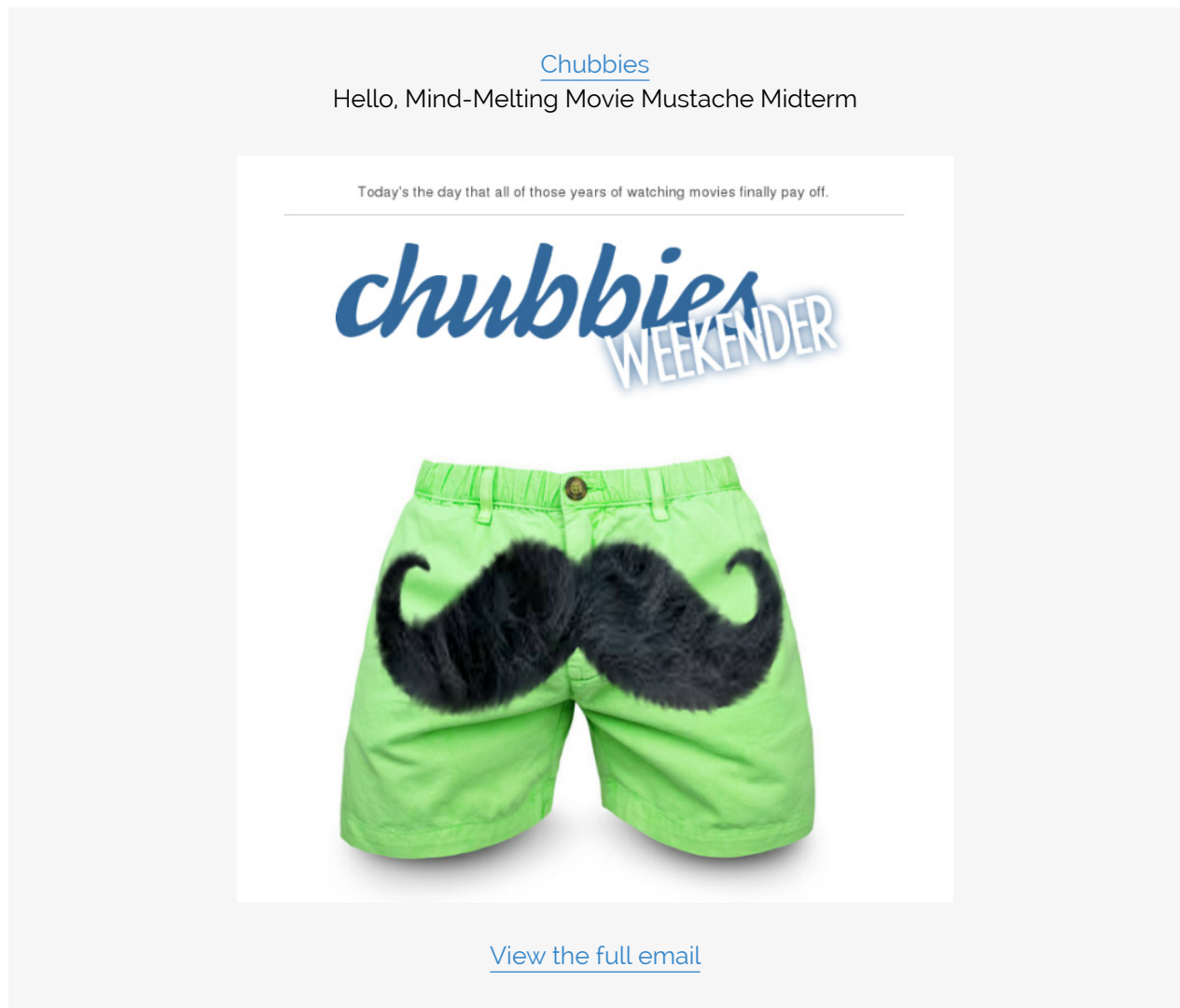
Including a November 10th deadline makes it even more likely people will be compelled to click.



Eight days later, on October 21, Birchbox sent a [follow-up email](#) reminding subscribers about the Movember box. On November 9, the company sent one last ["last chance" email](#).

[Sending multiple emails around a single, limited-time offer](#) typically encourages engagement, as long as they're reasonably spread out.

The takeaway? Don't limit yourself to a single Movember-themed email.



Chubbies' Movember Email Plan

This [email from Chubbies Shorts](#) looks slightly less stylized than traditional newsletters, reinforcing the brand's laid-back, easygoing, informal personality. Chubbies has clearly taken a humorous approach to Movember. The email includes a "midterm", an opportunity to have a thank-you card mailed to your mom, and a music playlist.

Pay attention to Chubbies lack of CTA, which makes it clear Chubbies isn't using this email to promote any product. They're instead focusing on audience engagement. If you're looking for inspiration on how to use Movember to connect with your subscribers, consider Chubbies' approach.

Black Friday

59

At a Glance

THIS YEAR

November 25, 2016

LAST YEAR

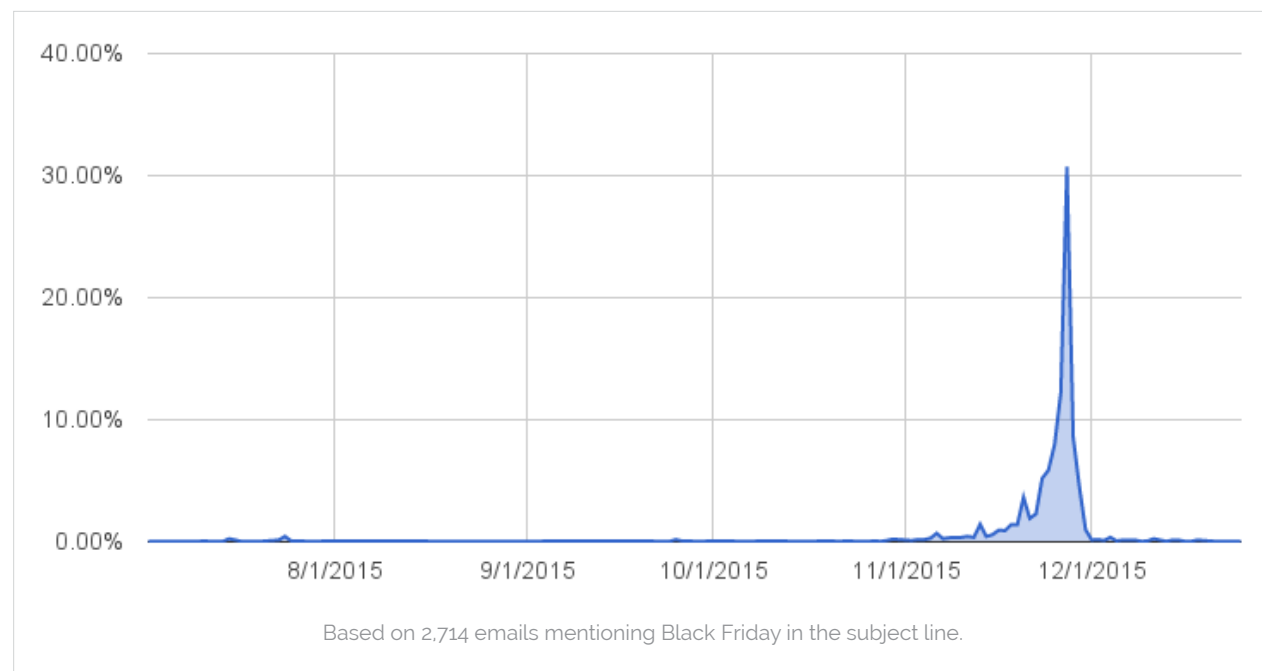
November 27, 2015

FIRST EMAIL

Determining when the first Black Friday email was sent is challenging since many companies promote "Black Friday in July"—

and other months of the year. The phrase "Black Friday" is often used when offering steep discounts. An example of this would be Target's email from July 11 2015 with the subject ["Black Friday in July Home Sale ends today"](#). Another example would be TigerDirect's email from September 25, 2015 with the subject ["September Black Friday - 48 Hour Deal Event!"](#).

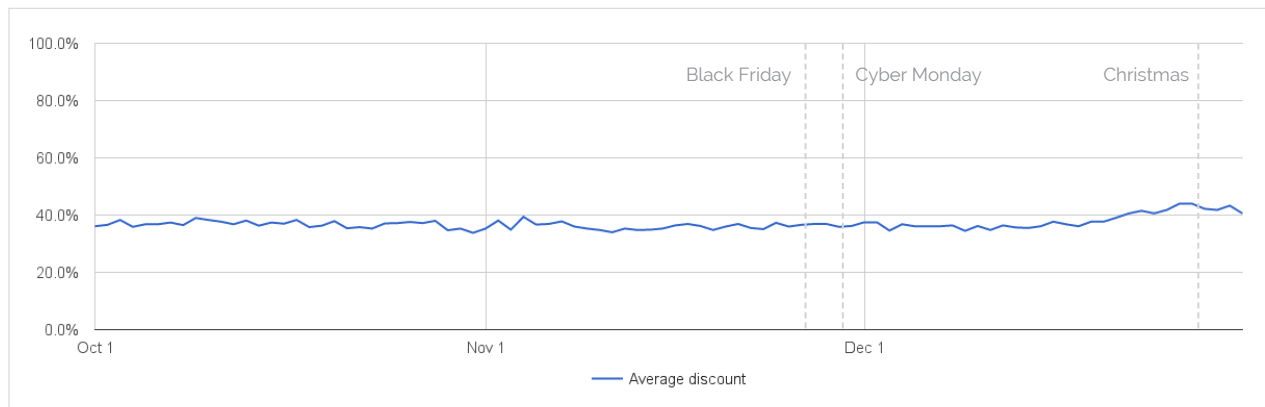
Week-over-week volume increase



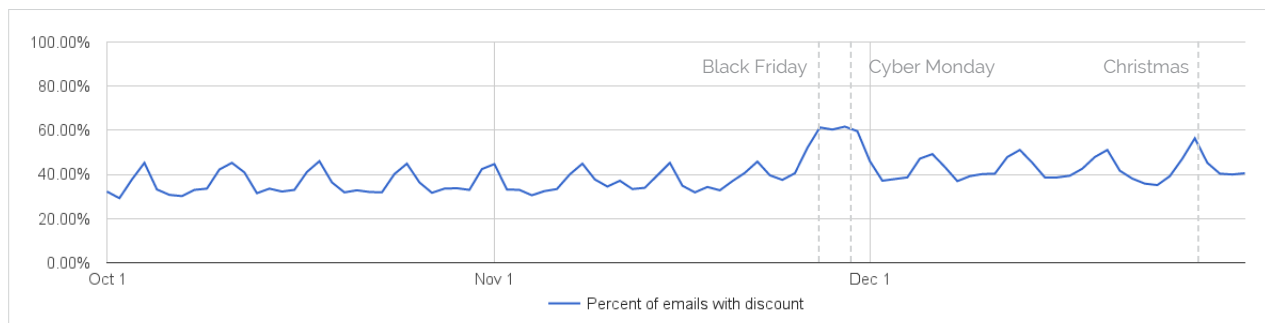
Black Friday Must-Know

- 30% of Black Friday emails are sent on Black Friday.
- 16% are sent after Black Friday.

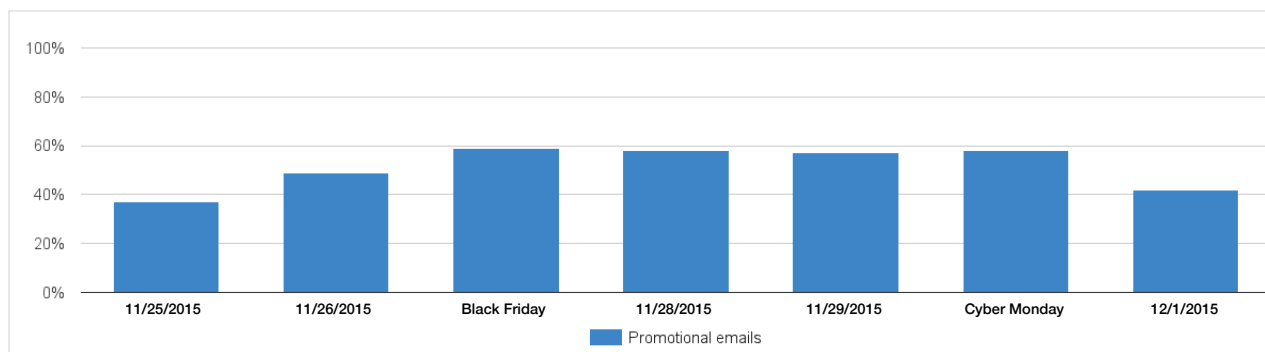
Black Friday is not the most heavily discounted time of the year. While many companies do offer high discounts on specific items for Black Friday, the most heavily discounted period (as measured by average percentage off) begins on December 21st.



~60% of emails sent between Black Friday and Cyber Monday are promotional—that's the most promotional time of the year.



The ratio of promotional-to-non-promotional emails is constant from Black Friday to Cyber Monday, suggesting many marketers treat Cyber Monday as an extension of Black Friday. Consider this as a part of your late-November strategy as promotions really start warming up.



Your Email Marketing Game Plan

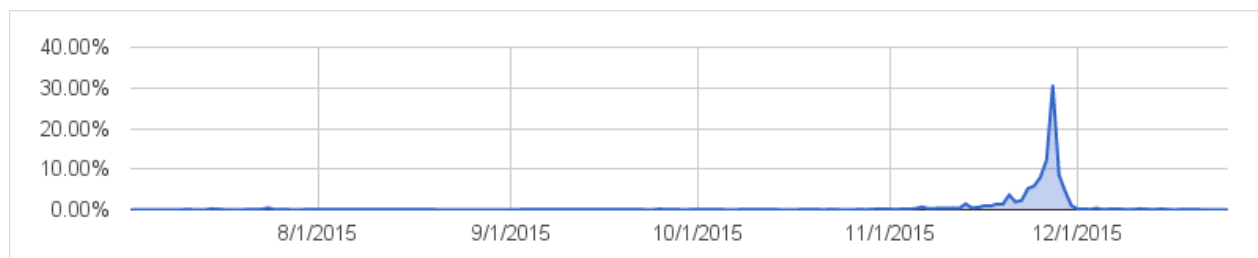
Black Friday is the busiest retail day of the year.

In 2015, Black Friday sales totaled [\\$13 billion](#). Online sales totaled \$2.7 billion, representing a 14% increase in online sales compared to 2014. Email contributed to 25% of only Black Friday sales—followed by organic search at [21%](#) and paid search at 16%. (Social media only accounted for 1.7% of online sales.)

The first thing you should know about Black Friday is that companies often use “Black Friday” and “steep discounts” synonymously. We’ve started to see “Black Friday in July” campaigns, like [this one from Sonic](#). If you don’t want to lose Black Friday credibility, don’t let your audience think that when you mention “Black Friday” it’s just another run-of-the-mill promotion. Second, Black Friday may be losing some of its impact. Approximately [56% of consumers had already started their holiday shopping](#) by the day after Thanksgiving, compared to 54% in 2014 and 49% in 2008.

When to Send Black Friday Emails

According to our review, some retailers send their first Black Friday-themed campaigns in mid-November. The volume of Black Friday emails grows steadily before peaking on the day itself. Surprisingly, these “day-of” emails account for 30% of the total email volume.




With this in mind, consider sending at least one email in advance. Not only do you want consumers to associate your store with the holiday, but they’ll be mapping out their shopping strategy ahead of time.

Let shoppers know if you’ll be open (if you have physical stores), what your hours will be, and what deals they should expect. Many department and general stores, like Target, Walmart, and Kohl’s, send out virtual catalogs with their most compelling discounts.

16% of Black Friday emails are sent after the holiday, meaning there’s an additional opportunity to create revenue. To see examples of pre-, traditional, and post-Black Friday campaigns, read on.

[Sur La Table](#)
Hurry! Black Friday Specials are going fast | Up to 75% off

The graphic is a promotional email for Sur La Table's Black Friday sale. It features a white background with a large red rectangular area in the center. At the top, in red, it says 'SHOP all BLACK FRIDAY SPECIALS »' and 'SAVE up to 75%'. Below this, a dark red banner with white text says 'ENDS TOMORROW'. Inside the red area, white text reads '* TAKE AN EXTRA 20% OFF CLEARANCE *' with snowflake icons. Below that, it says 'with code SAVEBIG'. Further down, it says '* You'll find an even bigger selection of top brands on sale in stores. *' with a snowflake icon. At the bottom of the red area is a dark red button with white text that says 'SHOP NOW »'. Below the button, in small red text, it says 'Some exclusions apply. Offer ends 11/30/2015.'

[View the full email](#)

Sur La Table's Black Friday email works well on multiple levels. From the subject line to the copy, the brand incites a desire to move fast: Nothing is more powerful than the idea of losing out on a great deal because someone else snapped it up first.

Notice how Sur La Table incentivizes people to visit their brick-and-mortar locations by saying there are even more in-store deals.

[Jomashop](#)

Final Hours for Black Friday Savings - Here are our Bestsellers!



The banner features the Jomashop logo at the top center, with a navigation bar below it listing categories: LUXURY WATCHES, SPORT WATCHES, FASHION WATCHES, PENS, CRYSTALS, HANDBAGS & ACCESSORIES, and JEWELRY. On the left, it says 'Free Domestic Shipping w/ code "FASTSHIP"'. On the right, it says 'Call Toll Free (877) 834-1434'. The main headline reads 'Here's what's selling BLACK FRIDAY TOPSELLERS' in a mix of gold and white fonts, with 'UP TO 80% OFF' below it. At the bottom, three Citizen watches are displayed with circular callouts indicating savings: 'save 52%' for the Eco Drive, 'save 54%' for the Eco-Drive Perpetual, and 'save 52%' for the Navihawk UTC.

Free Domestic Shipping
w/ code "FASTSHIP"

JOMASHOP

Call Toll Free (877) 834-1434

LUXURY WATCHES | SPORT WATCHES | FASHION WATCHES | PENS | CRYSTALS | HANDBAGS & ACCESSORIES | JEWELRY

Here's what's selling
BLACK FRIDAY TOPSELLERS
UP TO 80% OFF

save 52%
CITIZEN Eco Drive

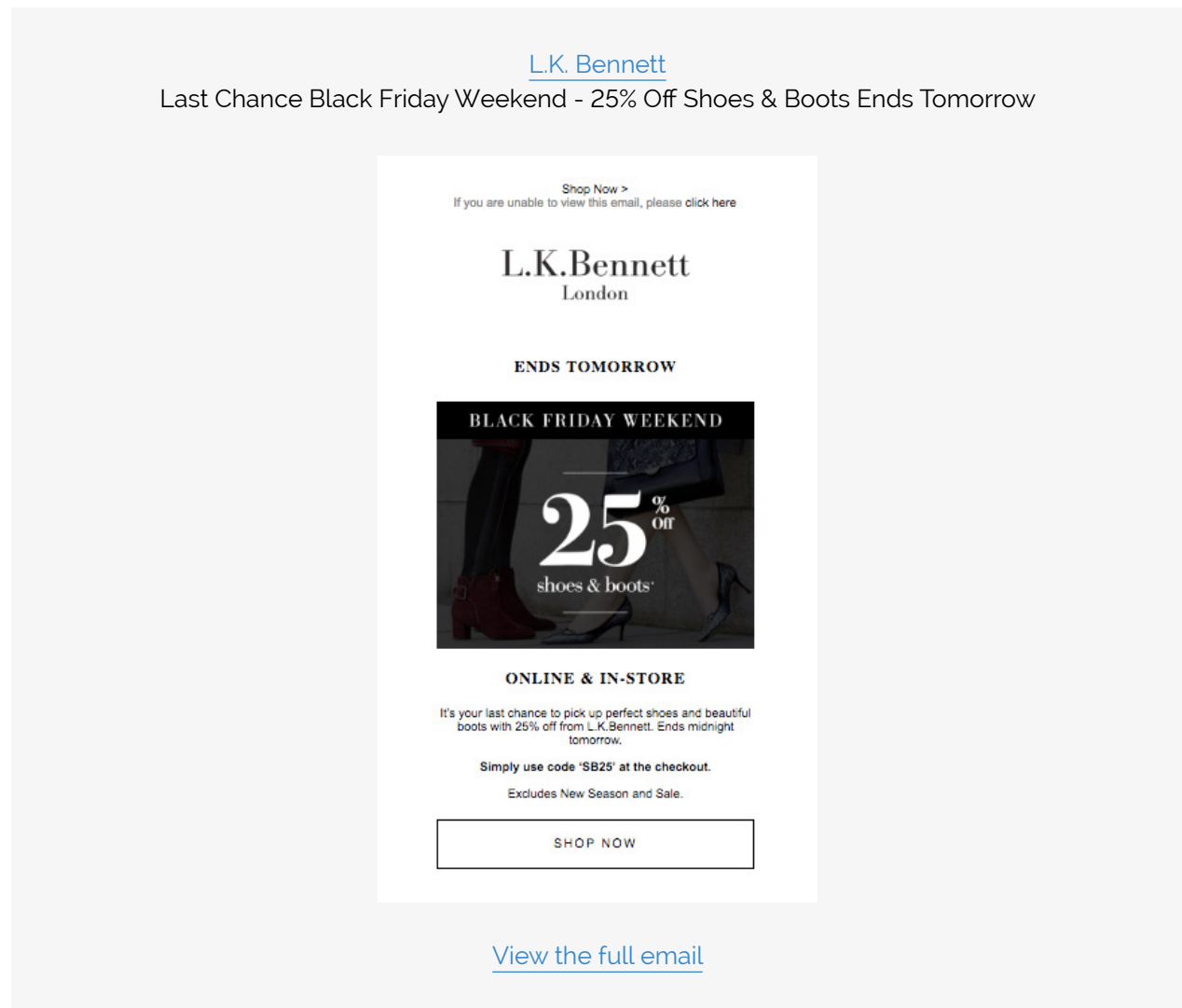
save 54%
CITIZEN Eco-Drive Perpetual

save 52%
CITIZEN Navihawk UTC

[View the full email](#)

Notice how Jomashop not only talks about best-sellers, they also include a 50% discount. This is a very powerful combination.

It's often a good idea to leverage social proof when you want to create brand trust and encourage purchases. Showcasing your best-selling products is often a great way to drive sales.



Many retailers—like L.K. Bennett—extend their Black Friday campaign over the entire weekend. This can backfire on you if you're not careful though—[according to an Ibotta survey](#), 65% of consumers believe the best Black Friday deals occur after the day itself.

L.K. Bennett used an interesting strategy (and one you might think about borrowing). The retailer created a single discount for Black Friday weekend and Cyber Monday: 25% off. On Monday at midnight, this deal expired.

If you're worried about bankrupting your audience's trust with a constant stream of promotions, L.K. Bennett's approach is worth implementing.

How to Optimize Your Black Friday Email Campaign

Here's a bird's eye view of the strategies we just covered:

- To create anticipation and help your customers plan their spending, send at least one email before Black Friday highlighting your best deals
- Distinguish between in-store and online deals
- Leverage social proof to make products feel more desirable and create FOMO ("fear of missing out")
- Remember that your audience's trust is the ultimate currency. If you're running an exclusive, limited-time offer for Black Friday, your Cyber Monday promotion should be different. Alternatively, run a joint Black Friday and Cyber Monday campaign.

Cyber Monday

66

At a Glance

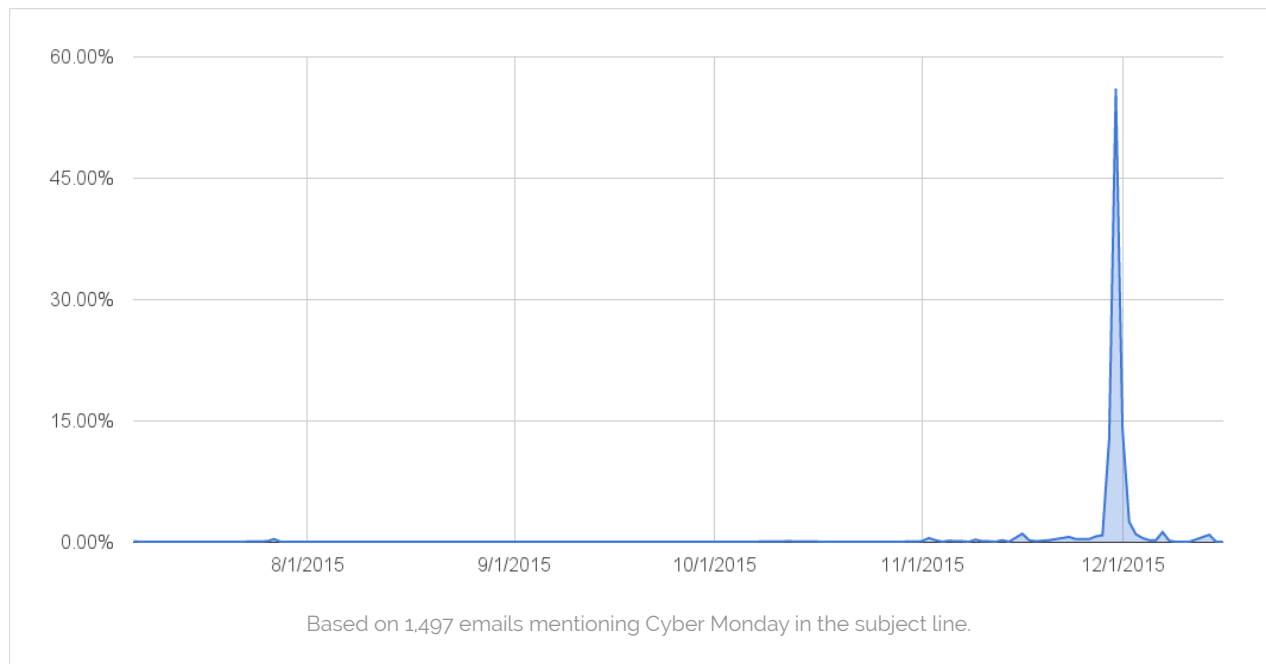
THIS YEAR

November 28, 2016

LAST YEAR

November 30, 2015

Week-over-week volume increase



Cyber Monday Must-Know

- Notice how quickly email volume spikes (v.s. Black Friday, for example)—meaning companies don't mention Cyber Monday until the day of. This is a great opportunity for you to build anticipation leading up to the holiday—while your subscribers inboxes are not as crowded.
- The ratio of promotional-to-non-promotional emails is constant from Black Friday to Cyber Monday. Consider that many marketers treat Cyber Monday as an extension of Black Friday.
- Less than 17% of emails go out the week leading to the holiday.
- 56% of Cyber Monday emails are sent on Cyber Monday.

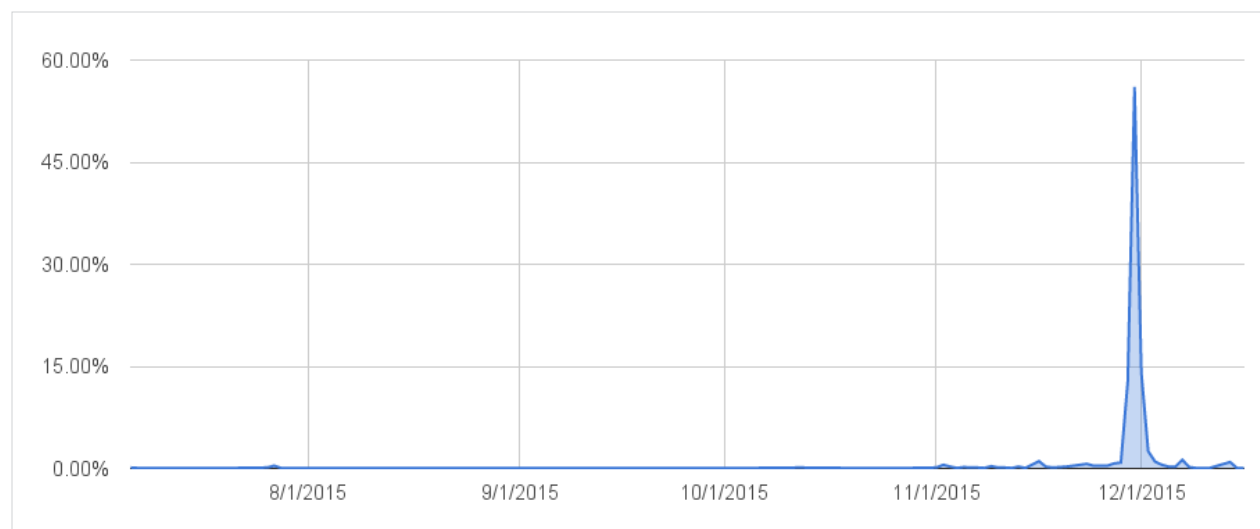
- 14% of Cyber Monday emails are sent after Cyber Monday—as a “last chance” reminder.
- Email volume is higher on Cyber Monday than on Black Friday. This is likely because companies send emails leading up to Black Friday (as seen in the Black Friday volume graph) but not as much leading up to Cyber Monday (as seen above, with the abrupt spike in volume).
- Since inboxes are crowded on Cyber Monday, we recommend building an email sequence that leads up to the “big day”. Example: send a sneak peek 10 days before Cyber Monday and a reminder a few days before. It’s easier for you to stand out when email volume is lower.

Your Email Marketing Game Plan

Most Cyber Monday sales took place online, accounting for a total of [\\$3 billion](#)—including \$799 million in mobile sales. Sales in 2015 increased by [16%](#) compared to 2014.

78% of mobile sales were placed via an Apple device on Cyber Monday in 2015.

Unsurprisingly, retailers rely heavily on Cyber Monday emails to drive online sales. But our data shows a staggering 70% of emails are sent on or after Cyber Monday. Just 13% of emails go out beforehand.



To build anticipation and make your company the one subscribers associate with the holiday, we suggest bucking the trend and crafting a pre-Cyber Monday campaign.

That's exactly what Motorola did in 2015, for example.

[Motorola](#)

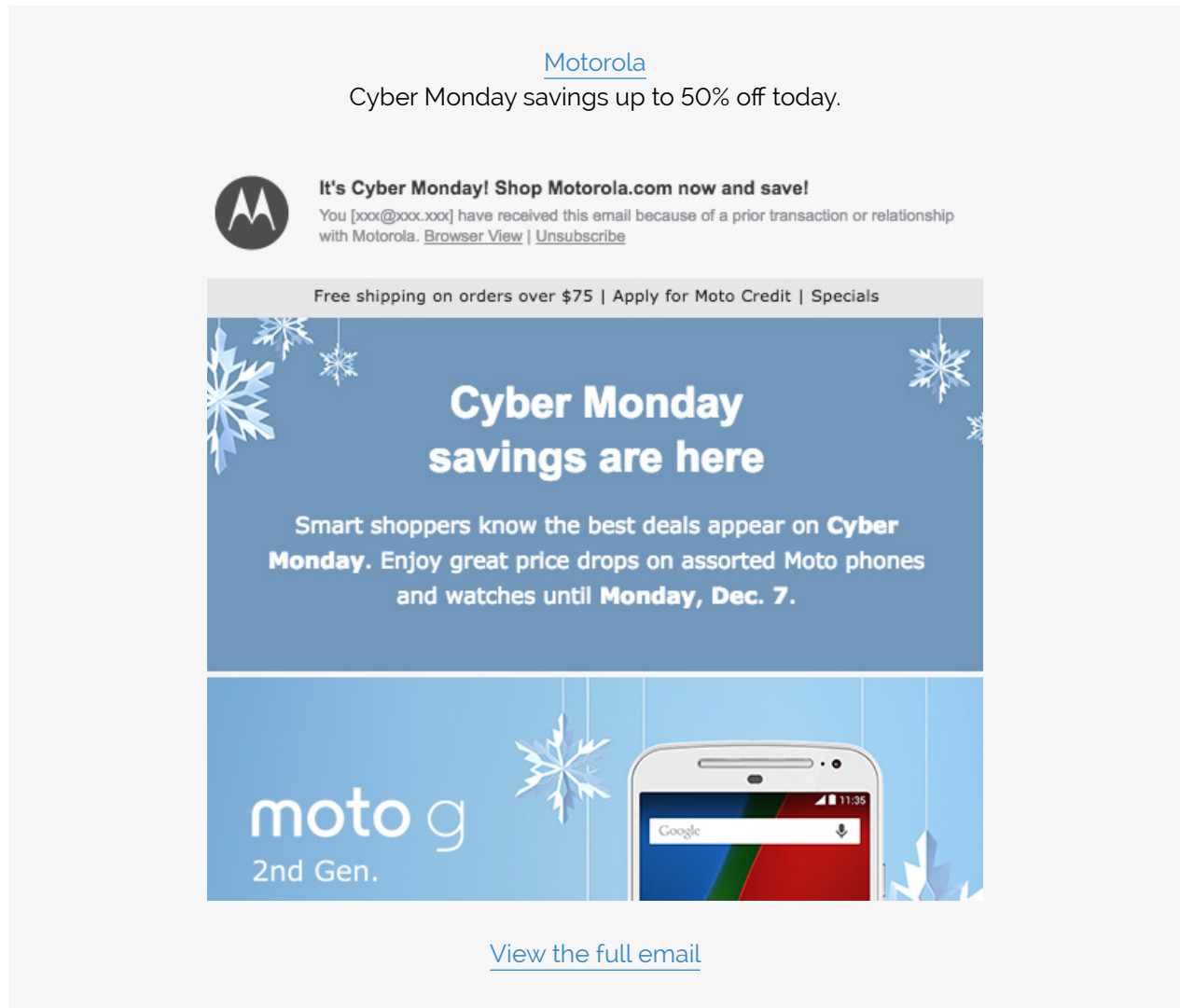
Preview Cyber Monday now!

**Get ready for Cyber Monday! Beginning Monday, November 30.**You [xxx@xxx.xxx] have received this email because of a prior transaction or relationship with Motorola. [Browser View](#) | [Unsubscribe](#)Free shipping on orders over \$75 | [Apply for Moto Credit](#) | [Specials](#)

Cyber Monday savings are coming

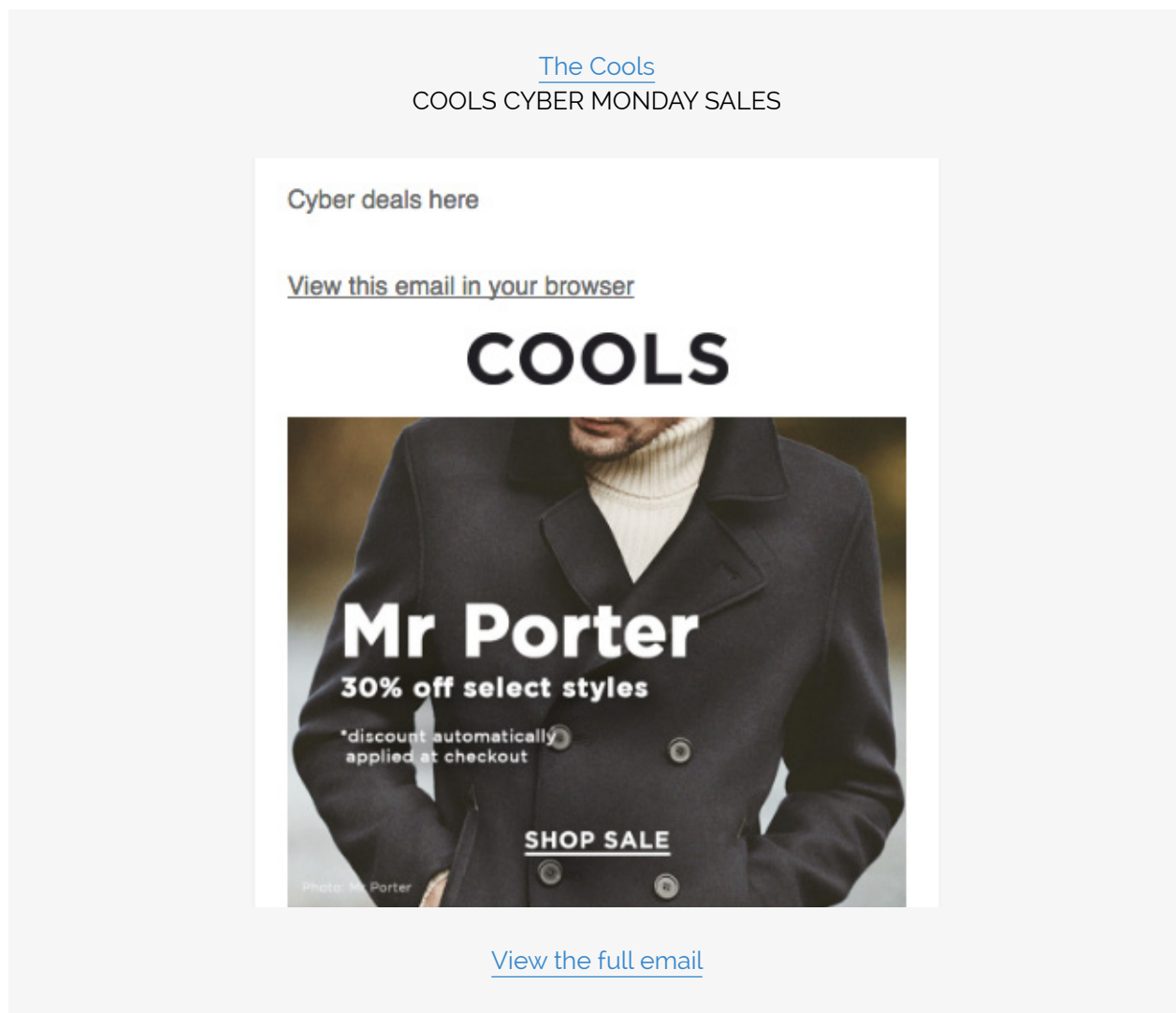
Starting **Monday, November 30 at 11:00 a.m.**
CT, take advantage of big price drops on select Moto
phones and watches.

[Learn more](#)[View the full email](#)



Motorola's two-part approach to Cyber Monday lets them capitalize on the thrill of a major discount not once, but twice.

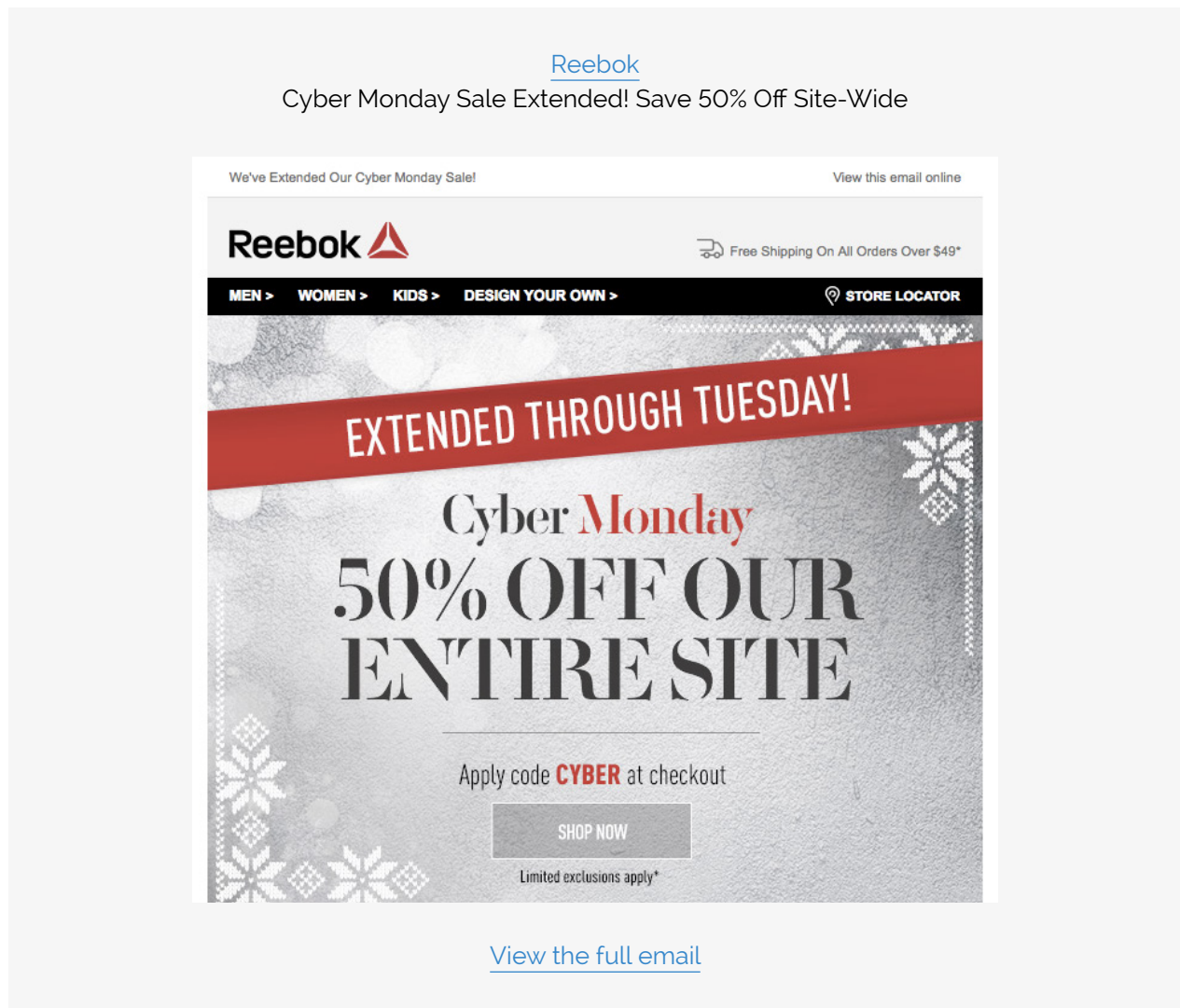
Note: Like Motorola, space out your promotions to avoid consumer fatigue.



Sometimes less is more. Most retailers use punchy language, bright graphics and color schemes, and high-emotion CTAs to advertise Cyber Monday; however, this email from COOLS clearly uses a more toned-down style. The messaging and design speak to COOLS's brand persona: a young, urban professional who'd probably be turned off by anything more aggressive.

The takeaway? Make sure your campaign stays true to your brand. It's easy to get caught up in email trends—you don't want to sacrifice long-term brand loyalty for a short-term boost in profits.

Notice how their subject is all-caps (likely because their name is always displayed in all caps). All-caps subject lines are [number five on Mailchimp's list of top 10 spam triggers](#). Use them with caution!



Reebok chose an effective subject line for its Cyber Monday extension announcement. It's descriptive, specific, and most importantly, attention-grabbing.

The campaign's well-crafted title is matched with a strong design and compelling CTA. The banner across the top immediately catches the reader's eyes (especially because it's red). The email doesn't tell them anything new—all the necessary information is in the title—so they can immediately click "SHOP NOW" to be taken to Reebok's site. Extending your Cyber Monday sale for 24 hours helps capture all the customers who waited too long the previous day to make a decision. It's also a chance to stand out now that email volume is lower and the other deals are over.

[Tough Mudder](#)

It's your last chance to save 20% for Cyber Monday.



[View the full email](#)

Notice how Tough Mudder's subject includes "last chance". Once the email is opened, the sense of urgency is heightened by the header announcing "The countdown is on," the directions to "beat the clock" and "act now".

Mentioning "Friendsgiving" is a nice touch. Not only is Tough Mudder borrowing lingo from its customers, but the brand simultaneously appeals its community.

How to Optimize Your Cyber Monday Email Campaigns

Here are the essential takeaways:

- Stand out from other retailers by sending a pre-Cyber Monday campaign
- Don't compromise your brand's aesthetic or personality for the sake a temporary conversion boost
- Try "giving away" your promotion in your subject line
- Tie your call-to-action to consumers' emotions
- As always, make your email timely so people don't wait to act

It's not easy to drive traffic and sales so soon after a major retail event like Black Friday. But, with this game plan, you should have no problem reaching your consumers—virtually, that is.

Free Shipping Day

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At a Glance

THIS YEAR

December 18th, 2016

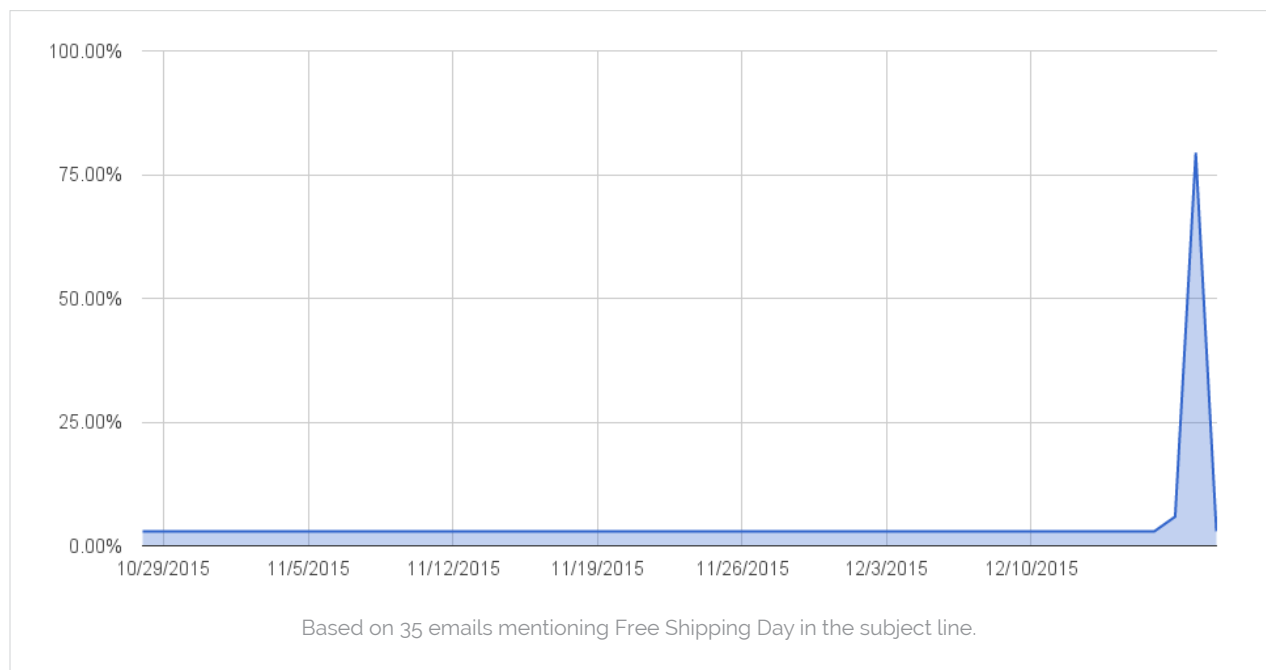
LAST YEAR

December 17, 2015

FIRST EMAIL

December 17, 2015 from [My M&Ms](#) with the subject [Celebrate Free Shipping Day Early!](#)

Week-over-week volume increase



Free Shipping Day Must-Know

- 80% of emails go out on the day of the holiday.
- While Free Shipping Day contributed over [\\$1 billion](#) in online sales, few companies take advantage of this holiday. This is a huge opportunity for online retailers.

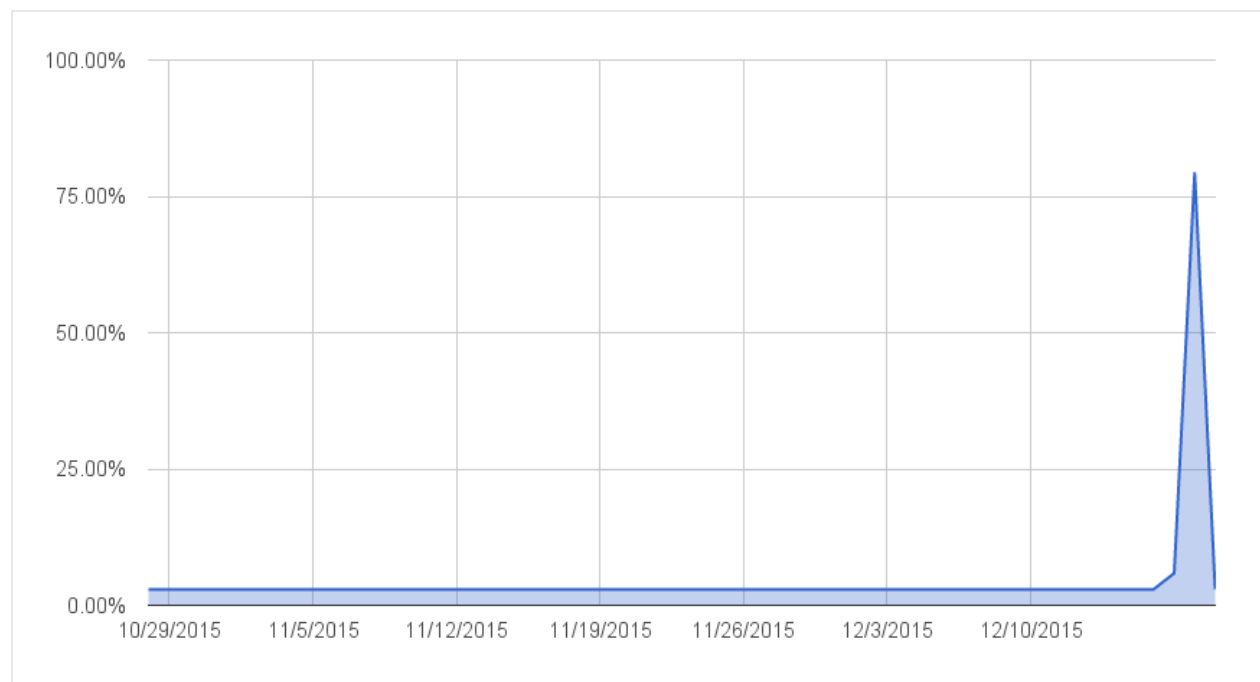
Your Email Marketing Game Plan

Free Shipping Day, which takes place on December 18, is exactly what it sounds like: a day on which thousands of retailers offer guaranteed no-cost delivery by Christmas Eve. In 2015, Free Shipping Day contributed over [\\$1 billion](#) in online sales. This opportunity couldn't be better-suited to consumer preferences. To put it simply, people love free shipping.

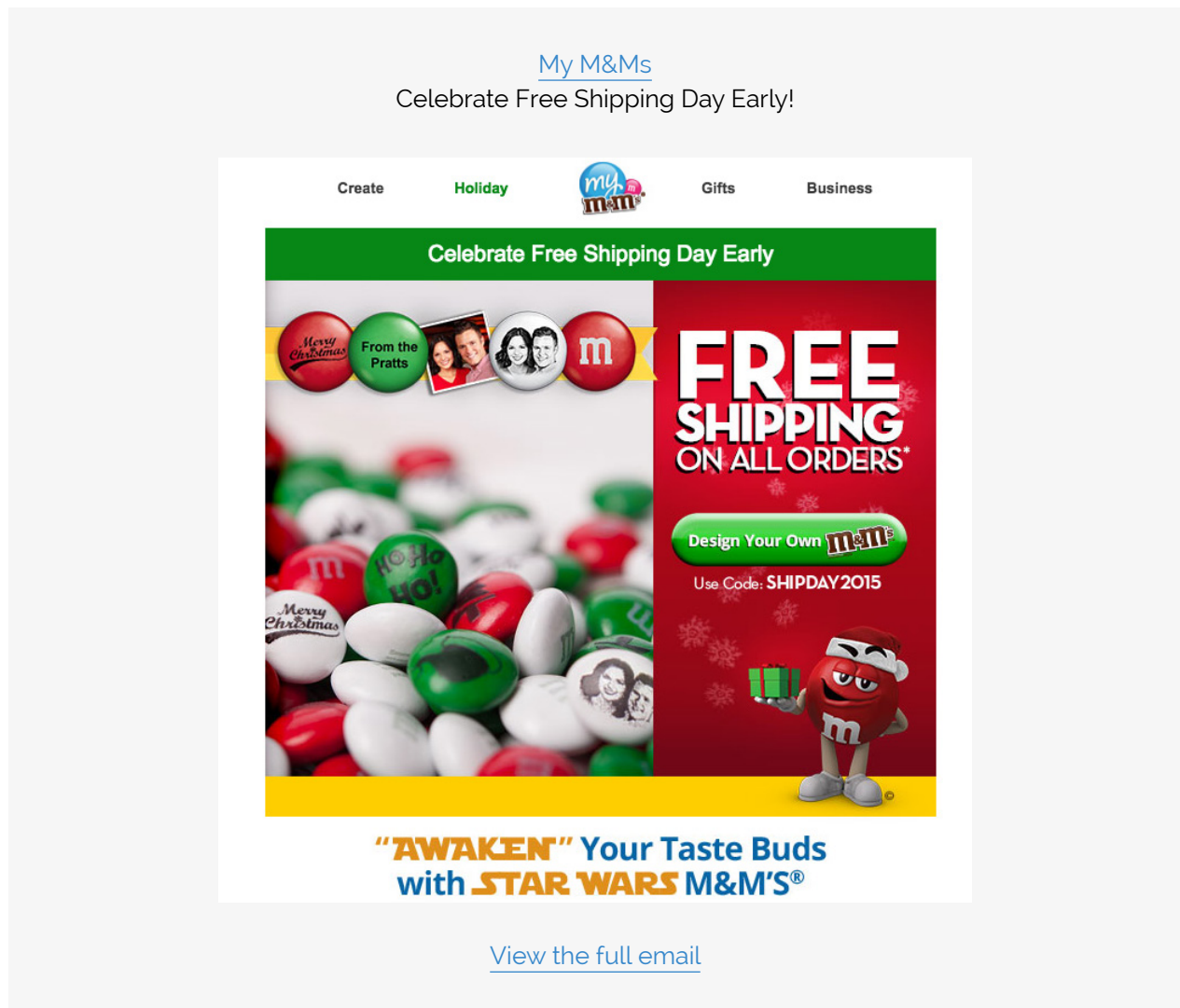
[According to customer engagement company Accent](#), 88% of people are more likely to buy something online if shipping and packaging costs are waived. However, 3-in-10 businesses never offer free shipping. Roughly 6-in-10 offer free shipping based on a threshold—usually a minimum purchase amount.

Thanks to Free Shipping Day, you can tap into your audience's enthusiasm for free shipping.

If you look at the below graph, it's obvious most brands chose to send their campaigns on Free Shipping Day itself. But, Interestingly enough, our data shows this holiday isn't being used to its full potential—we only found 35 emails that used "free shipping day" in their subject lines.

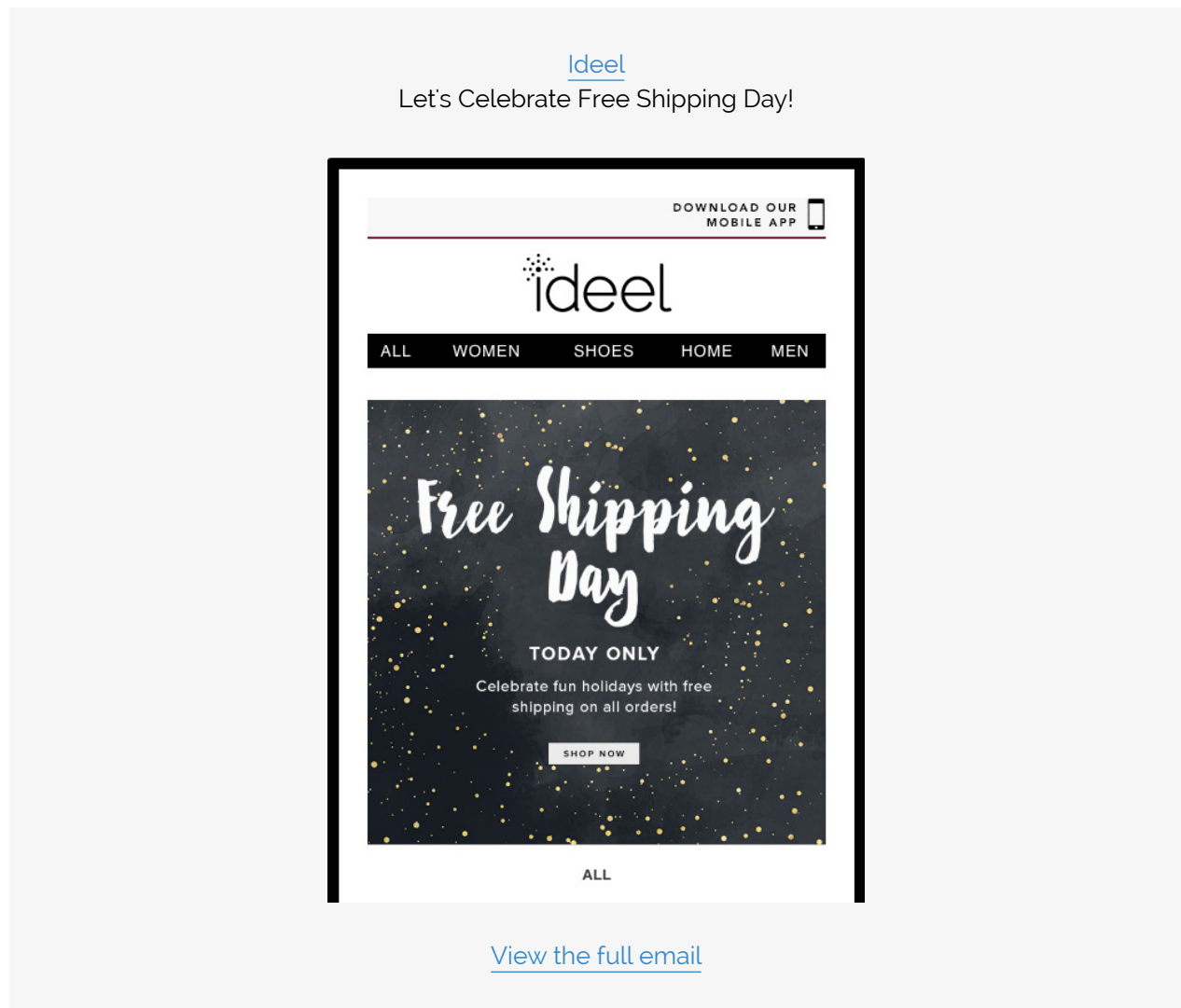


Since Free Shipping Day isn't very popular (yet), this could be a fantastic opportunity for you to differentiate yourself from other companies!



Take [My M&M's](#), for example. On December 17, 2015, they were the first retailer to promote Free Shipping Day. The subject line was "[Celebrate Free Shipping Day Early!](#)"

This is a nice, simple, email that does the job. Let's look at a few more examples from 2015.



Like 80% of the Free Shipping Day emails we analyzed, Ideel's email was sent on the day of the holiday. Both the design and the concept are extremely simple. There isn't a complicated promotion structure or an overwhelming amount of visuals, allowing subscribers to immediately hone in on the call-to-action.

[Olympus](#)
Free 2-Day Shipping on These Favorites & More



The image shows a promotional email header for Olympus. At the top, the Olympus logo is on the left, and on the right, it says 'Earn 50 Points towards Your Next Purchase' with a link 'Sign Up for Rewards'. Below this is a navigation bar with 'CAMERAS', 'ACCESSORIES', and 'WEEKLY DEALS'. The main visual is a gift box with a red tag that says 'FREE 2-DAY SHIPPING'. Below the gift box, the text reads 'NEED IT FAST? GET FREE 2-DAY SHIPPING ON ALL ORDERS \$50+ THROUGH SUNDAY!'. Underneath this is a countdown timer with four circles: '2 DAYS', '11 HOURS', '55 MINUTES', and '52 SECONDS'. At the bottom, it says 'NOT SURE WHAT YOU WANT? CHECK OUT THESE TOP SEASONAL SELLERS'. A link 'View the full email' is at the very bottom.

[View the full email](#)

This newsletter from Olympus uses a different strategy. Notice how their email header mentions a \$50 minimum in order to qualify for free shipping. In their case, this is acceptable since most of their products start at around \$500. If you're a higher-priced brand, you could consider using an order minimum as well in order to participate in Free Shipping Day.

Notice how Olympus tries to drive action with its headline reminding subscribers that the clock is ticking—a message that's reinforced by the count-down timer underneath. This is a classic technique for creating urgency. Even if you offer free shipping year-round you can borrow from Olympus' campaign. You could, for example, offer expedited (two-day) free shipping instead of standard shipping times.

[Belk](#)

1 Day Only! Free Shipping + Up to 70% Off

A promotional email graphic for Belk. At the top is the Belk logo and navigation links: shop, coupons, stores, and clearance. Below this is a red banner that reads "FREE SHIPPING TODAY, 12/18 NO MINIMUM PURCHASE". The main image shows a woman wearing a grey sweater and a pink quilted vest. To the right of the woman, the text reads "BIGGEST SALE OF THE season" in large, bold letters. Below this, it says "BONUS BUYS" and "50-60% OFF" in large, bold letters. Underneath, it says "DESIGNER FASHION FEATURING CROWN & IVY™". At the bottom of the main image area is a "SHOP NOW" button. Below the main image area, there is a small icon of a hand pointing to the text "BIGGEST SALE OF THE SEASON | Ends Saturday, 12/19". At the very bottom, there are three discount offers: "\$10 OFF \$50", "\$20 OFF \$100", and "\$30 OFF \$150".

belk

shop coupons stores clearance

FREE SHIPPING TODAY, 12/18 NO MINIMUM PURCHASE

BIGGEST SALE OF THE season

BONUS BUYS

50-60% OFF

DESIGNER FASHION FEATURING CROWN & IVY™

SHOP NOW

BIGGEST SALE OF THE SEASON | Ends Saturday, 12/19

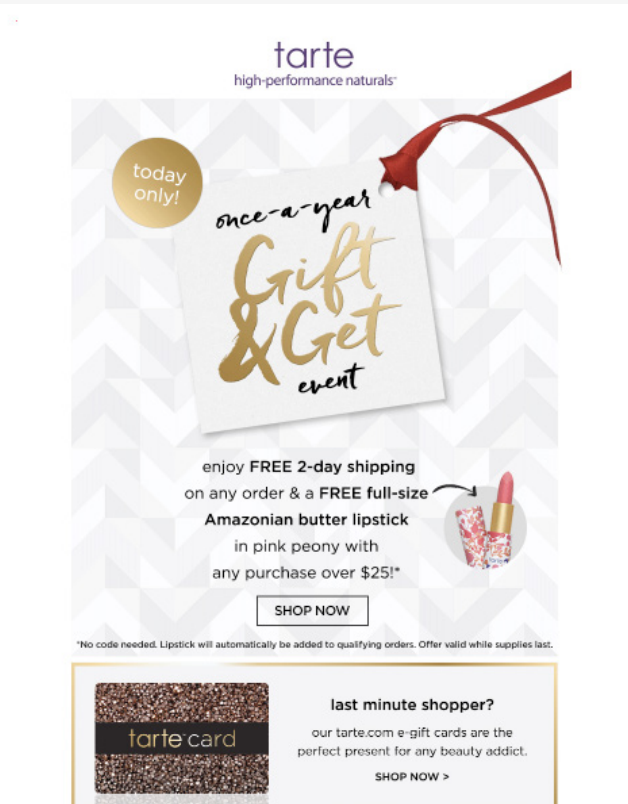
\$10 OFF \$50 \$20 OFF \$100 \$30 OFF \$150

[View the full email](#)

Belk really took things to the next level for Free Shipping Day. Complimentary shipping is barely emphasized—most of the attention is given to the "biggest sale of the season," with 60 to 70% discounts, and a separate tiered discount offer.

While we love how appealing this offer is, there's a lot for the reader to digest. If you can, simplify your promotions which makes it easy for subscribers to say yay or nay.

[Tarte Cosmetics](#)
Free 2 Day Shipping + Lipstick? Yes, Please.



The graphic is a promotional email for Tarte Cosmetics. At the top, it says 'Tarte Cosmetics' with a link and 'Free 2 Day Shipping + Lipstick? Yes, Please.' Below this is a large white box with a geometric pattern. Inside the box, the Tarte logo is at the top, followed by 'high-performance naturals™'. A gold circle on the left says 'today only!'. In the center, a white tag with a red ribbon says 'once-a-year Gift & Get event'. Below the tag, it says 'enjoy FREE 2-day shipping on any order & a FREE full-size Amazonian butter lipstick in pink peony with any purchase over \$25!*'. A small image of a lipstick is shown. A 'SHOP NOW' button is below the text. At the bottom of the box, there is a section for 'tarte card' with a 'last minute shopper?' heading and a 'SHOP NOW >' link.

[View the full email](#)

Tarte also did something out-of-the-box for December 18. Along with free two-day shipping, the cosmetics brand threw in a free, full-size, product.

Giving customers freebies is an excellent way to make your offer feel special and exclusive. Plus, if you offer free shipping frequently, this will tell your subscribers you're not just trotting out the same tired promotion.

How to Optimize Your Free Shipping Day Email Campaign

Take advantage of this under-utilized holiday: Do something for Free Shipping Day! Here's everything else you should know:

- Use a straightforward, comprehensible, email to advertise a simple promotion. More complex promotions (with multiple ways to save) warrant more "flashy" emails which take more time to produce on your end and is harder for subscriber to understand
- Align your "free shipping" offer with your average product's price point
- If you already offer free shipping, consider providing free two-day shipping or waiving the minimum order threshold
- Combine free shipping with a complimentary gift to make your campaign feel like a special event

Will you be one of the retailers helping people buy their gifts in time for the holidays? We hope so; after all, it's good for business and it's good for your customers.

Winter Solstice

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At a Glance

THIS YEAR

December 21, 2016

LAST YEAR

December 22, 2015

FIRST EMAIL

November 23, 2015 from [Gig Salad](#) with the subject 🍂 [This sale will end quicker than the Winter solstice!](#)

Winter Solstice Must-Know

- Very few companies leveraged Winter Solstice last year. This is a great opportunity for you to talk about this holiday and promote your best-selling items.

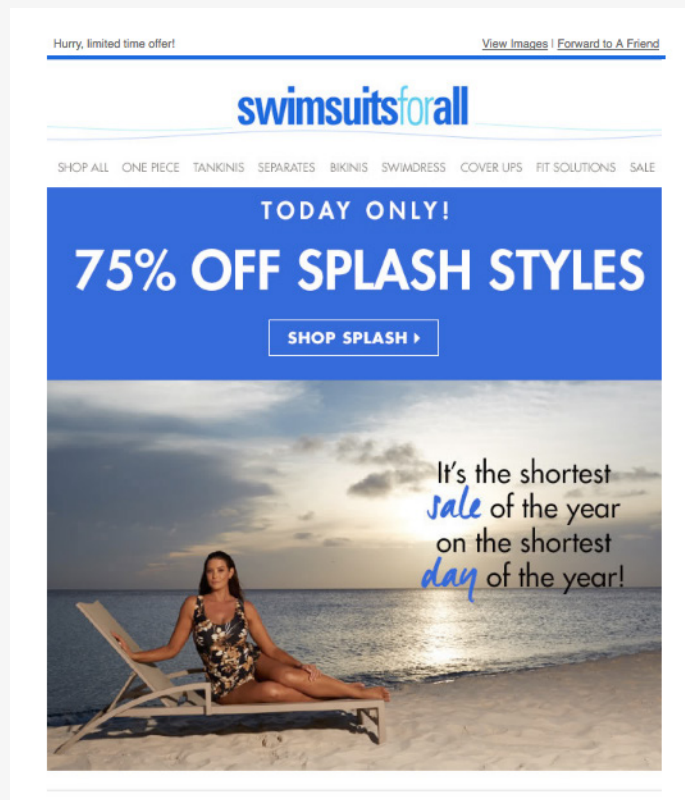
Your Email Marketing Game Plan

As promotions go, the Winter Solstice isn't the most popular. In fact, when MailCharts analyzed the campaigns sent in 2015, we found less than 10 emails mentioning "Winter Solstice" or "first day of winter".

That means the first day of winter—which is December 22 this year—is a fantastic opportunity for to connect with your subscribers. With the close proximity to Christmas Day, Winter Solstice is also a strong candidate for promotion for service-based offerings that do not need ship goods by a specific date.

Let's take a look at some of the Winter Solstice emails sent in 2015.

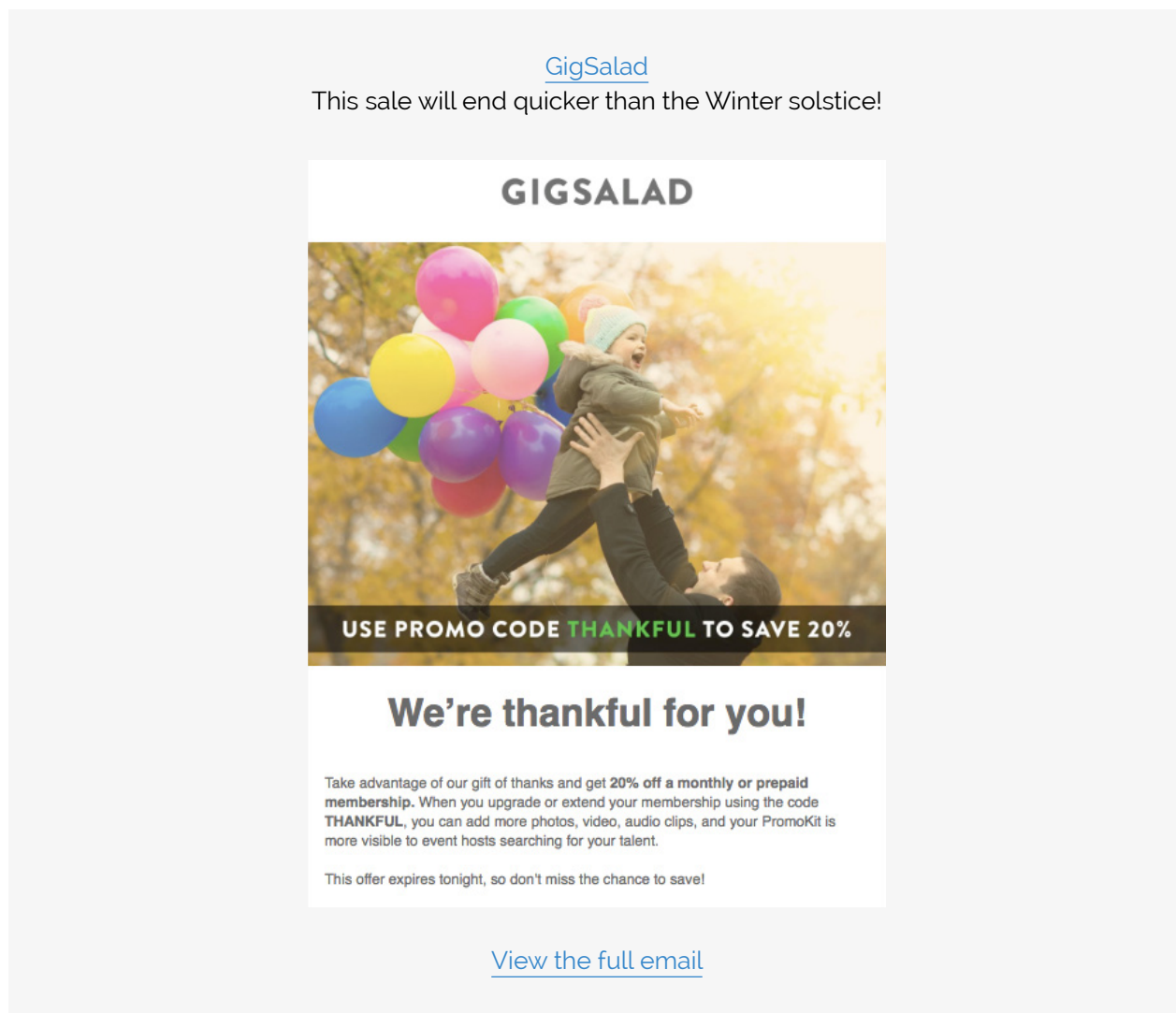
[Swimsuits For All](#)
Winter Solstice Savings - 75% OFF



[View the full email](#)

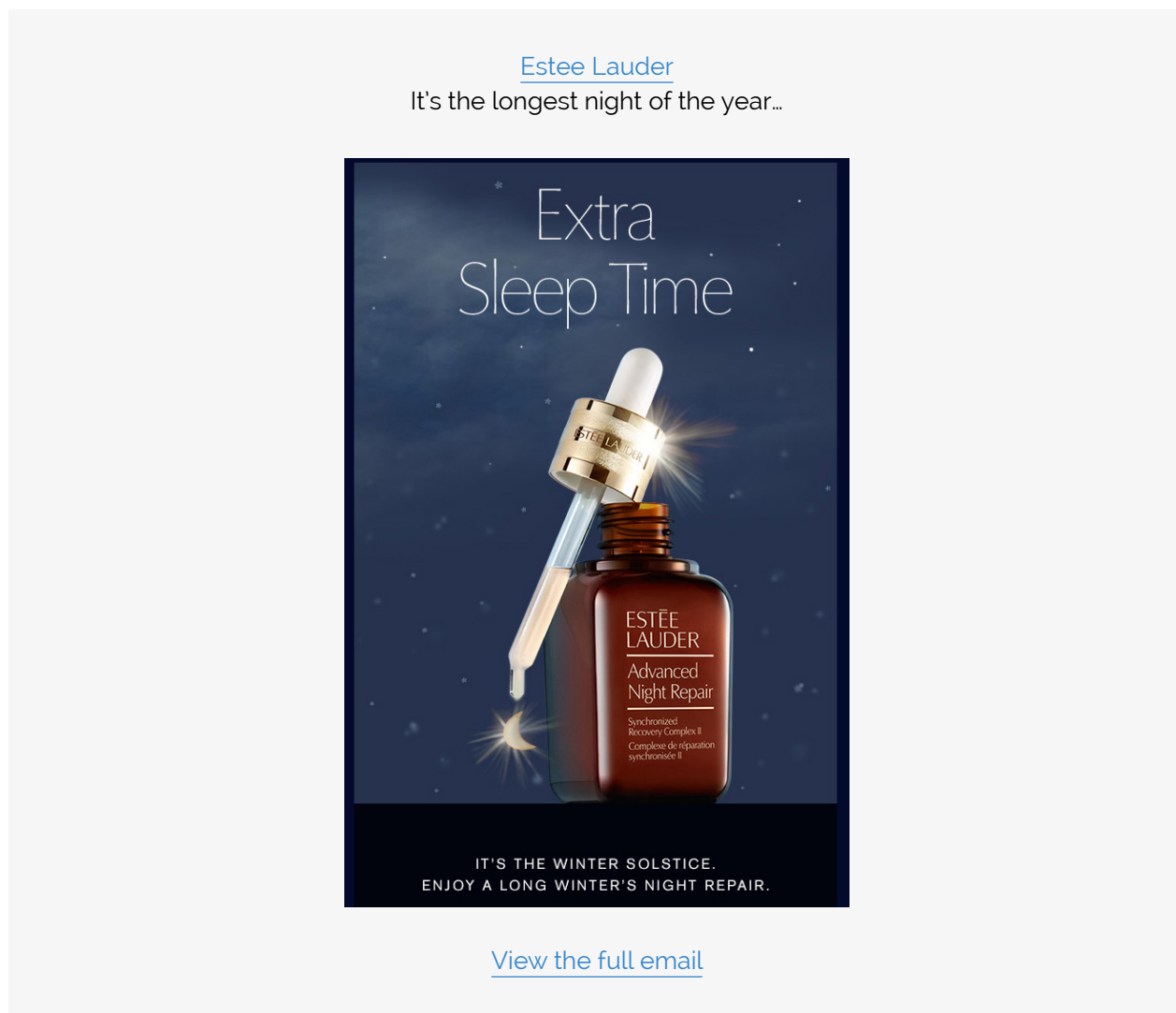
[Swimsuits](#) for all rolled out a [one-day sale](#) that actually [lasted two days](#).

Although December isn't typically a huge month for swimsuit shopping, the brand manages to create a timely reason to shop. Reminding subscribers that the holiday and the offer are both quickly expiring helps create a sense of urgency. The imagery used makes you crave a warm day on the beach.



On November 23, 2015, [Gig Salad](#) sent a Thanksgiving-themed email with "Winter Solstice" in the subject line. Interestingly, this offer is entirely tied to Thanksgiving, not the Winter Solstice. If you look at the timestamp, it was sent one day before Thanksgiving.

Gig Salad likely used a Winter Solstice reference to make its email stand out. As Mailchart data reveals, many retailers email their audience on Thanksgiving, but their themes and subject lines tend to be fairly consistent. They did a great job zagging while everyone else is zigging.



Lastly, Estee Lauder did a phenomenal job tying the holiday to one of their products. In their email titled "[It's the longest night of the year...](#)" they promote their "Advanced Night Repair" serum.

How to Optimize Your Winter Solstice Campaign

Simply sending a Winter Solstice campaign will set you apart

- Use the fact that it's the shortest day of the year to your advantage. That can mean creating a short promotion or simply promoting a product customers use at night
- If you want to stand out, mention "Winter Solstice" in your subject

Christmas

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At a Glance

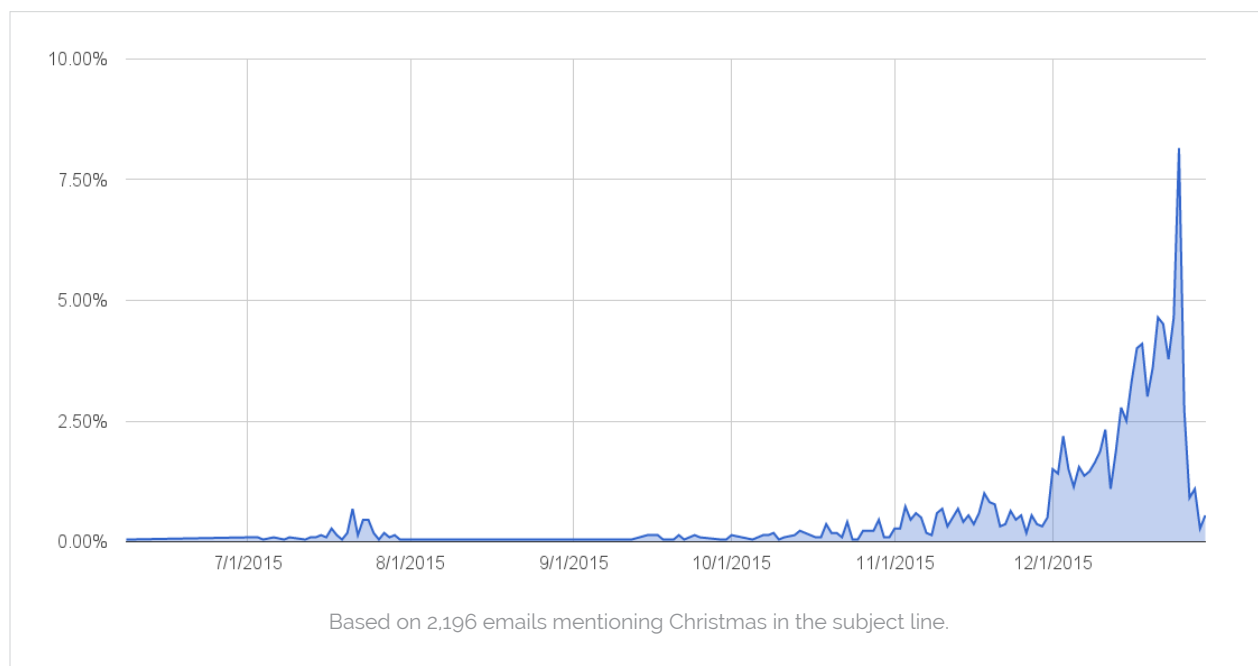
TAKES PLACE

December 25

FIRST EMAIL

Similar to Black Friday and Cyber Monday, many companies promote "Christmas in July" (and August, September, etc). Here's an example from Crate and Barrel sent on September 21, 2015 with the subject ["Thanksgiving and Christmas arrivals are here."](#)

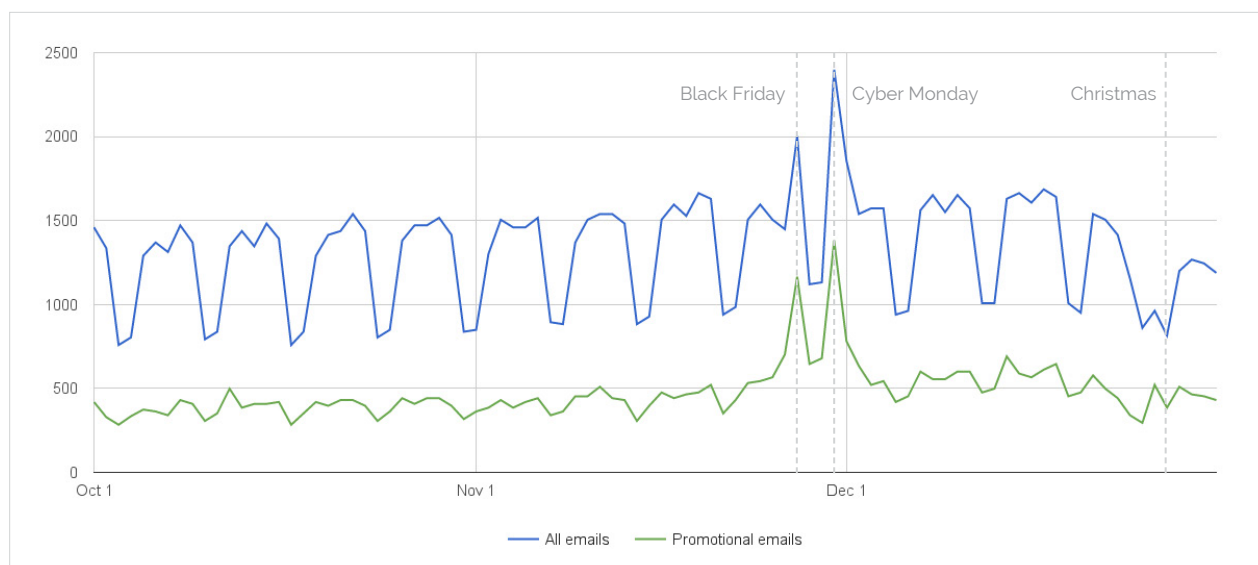
Week-over-week volume increase



Christmas Must-Know

- 8.15% of emails are sent on Christmas
- 5% of emails are sent after Christmas
- 28% of emails are sent in the 7 days leading up to Christmas (12/18 through 12/24)

- Gift cards have been the [most requested gift](#) for 9 years in a row! Yet, surprisingly, email volume drops on Christmas and the following days. This is your chance to stand out.
 - Your subscribers might have received gift cards (e.g. Visa, Amex) they can use to purchase your products.
 - With Christmas gifts now unwrapped, it's very possible that subscribers didn't receive that one item of yours they badly want. Now's the time to email them!



Your Email Marketing Game Plan

Christmas may only come around once a year, but retailers reference it all year round.



As you can see from the above graph, there's a bump in Christmas-related emails around July. Christmas in July promotions (like [this example from Bluefly](#)) can be effective.

Research shows that (unsurprisingly) most people strongly identify the holiday with gift giving, community, and feelings of plenty—in other words, when your subscribers see "Christmas" in the subject line of an email they automatically get a rush of positive emotions.

That being said, be careful not to pull the "Christmas card" too close to December 25. Starting in September, all of your Christmas-themed campaigns should focus on the holiday itself. If you offer a "Christmas in September!" campaign, your audience probably won't be as excited when you start running your real Christmas campaigns mere weeks later.



Our analysis shows 1000bulbs.com was the first brand to roll out a 2015 Christmas promotion. On September 15, its subscribers received the below message. The subject line is straightforward and concise. [According to Mailchimp](#), simple subject lines like this one typically generate a much higher open rate than "salesy" subject lines. (Such as "Get Your Hands On These Lights ASAP!", for example.)

Notice how 1000bulbs.com creates FOMO ("fear of missing out") by alluding that if you don't buy your lights quickly enough all the best-selling ones will be gone! Consider borrowing this "best-seller" strategy. It's worth pointing out that people hang their lights several weeks before Christmas. So, giving consumers a nudge to purchase lights in mid-September makes sense. If you sell any Christmas-related products that purchasers will need in advance, think about highlighting them in your campaigns early.

[Cath Kidston](#)
Christmas made easy

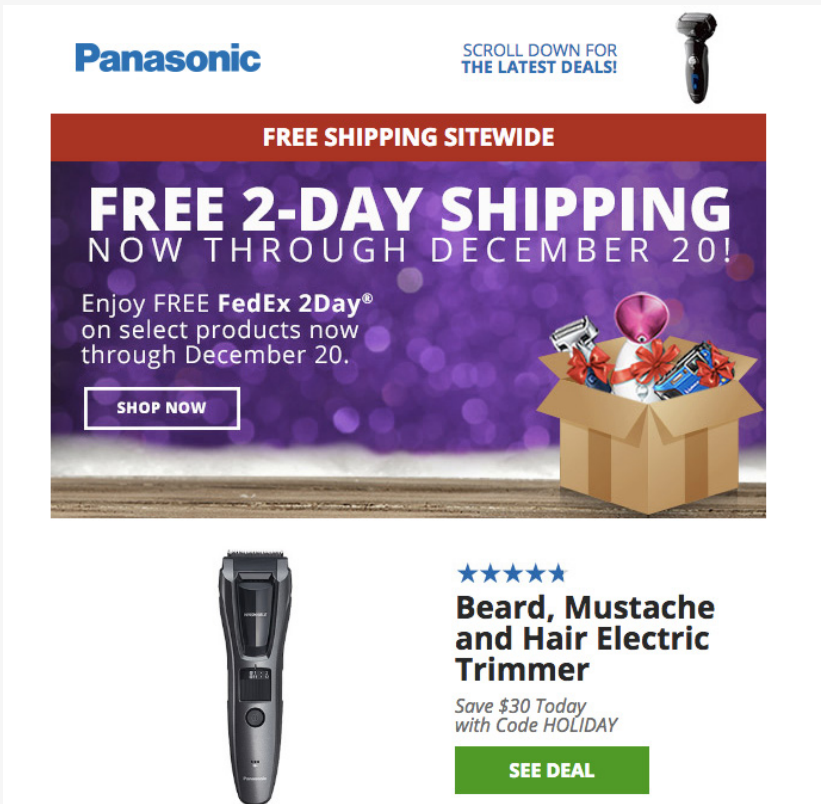


[View the full email](#)

In the weeks leading up to Christmas, make it as easy as possible for subscribers to check off their shopping list. Lifestyle brand Cath Kidston did a great job curating potential gifts in their November 17 campaign below.

This fun, festive campaign goes beyond the typical one. It doesn't just hawk Cath Kidston products: It provides value to customers by giving them ideas for presents and holiday outfits. Any retailer who wants to connect with subscribers should follow suit with a similar campaign. The casual, informal subject line is also worth imitating. Messages that look like they're coming from a friend are more inviting. As Christmas draws closer, incentivize your audience by offering free shipping—[78% of retailers offer free](#) shipping between November 1 and December 31.

[Panasonic](#)
Hurry! Get Your Order Before Christmas



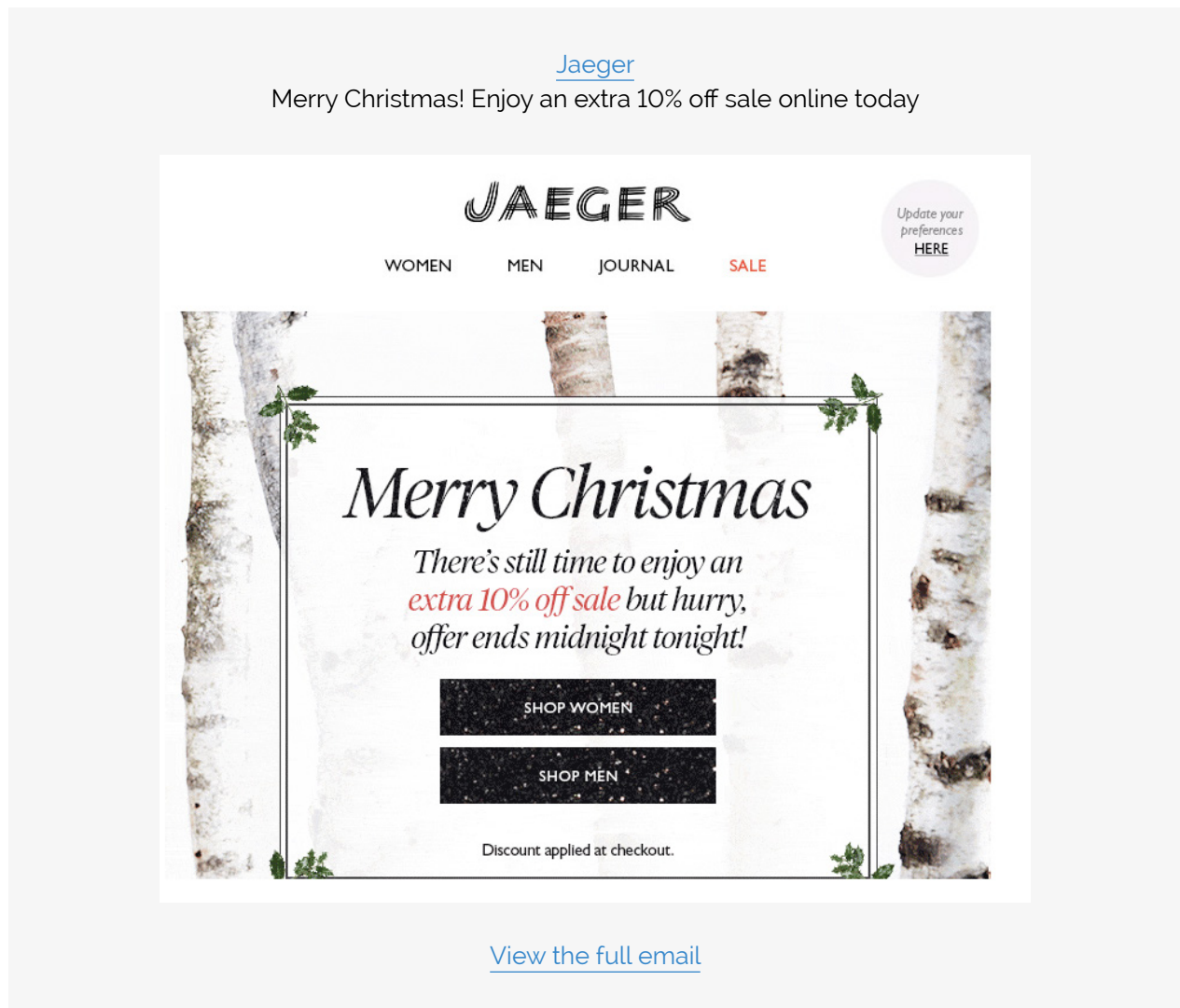
The banner features the Panasonic logo at the top left. To its right, the text 'Hurry! Get Your Order Before Christmas' is displayed. Further right, a small image of a beard trimmer is shown next to the text 'SCROLL DOWN FOR THE LATEST DEALS!'. Below this, a red bar contains the text 'FREE SHIPPING SITEWIDE'. The main section has a purple background with the text 'FREE 2-DAY SHIPPING NOW THROUGH DECEMBER 20!'. Below this, it says 'Enjoy FREE FedEx 2Day® on select products now through December 20.' and includes a 'SHOP NOW' button. To the right of the text is an image of an open cardboard box filled with various items, including a pink balloon and a blue box. Below the main section, there is a large image of a Panasonic beard trimmer. To its right, the text '★★★★★ Beard, Mustache and Hair Electric Trimmer' is displayed, followed by 'Save \$30 Today with Code HOLIDAY' and a green 'SEE DEAL' button.

[View the full email](#)

Panasonic sent this email on December 15 last year. Note that the offer expires on December 20, which is the [peak free shipping day of the holiday season](#)—and just a few days after Free Shipping Day. Approximately 3 in 4 orders ship for free on this date.

Note: It's a good idea to let shoppers know by when they need to place their orders for them to receive the package in time for Christmas.

While your pre-Christmas email plan is important, you also have the opportunity to email subscribers the day of. [Many consumers shop online on December 25](#). After they've opened presents, they know which items on their wishlist weren't purchased for them.



Also, since gift card are the [most requested gift](#), they've likely received money they'd want to spend on your store. You can even sweeten the pot with a one-day promotion, as Jaeger did.

Engage each subscriber with dynamic clickable content based on each individual subscriber's most recent behavior. It's all about the most recent purchase intent of each prospect.

Robert Massa

Head of Partnerships,
[Bounce Exchange](#)
[Only Influencers](#) member

How to Optimize Your Christmas Campaign

Here's what to keep in mind when designing your Christmas campaigns:

- If your product is relevant to the holiday itself, start sending emails in early November to encourage your audience to buy early
- Curate a gift guide to encourage recipients to shop gifts they'll love giving
- Remind customers the final deadlines for getting their packages in time.
- Offer free shipping!
- Send out a product-focused campaign on Christmas Day

New Year

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At a Glance

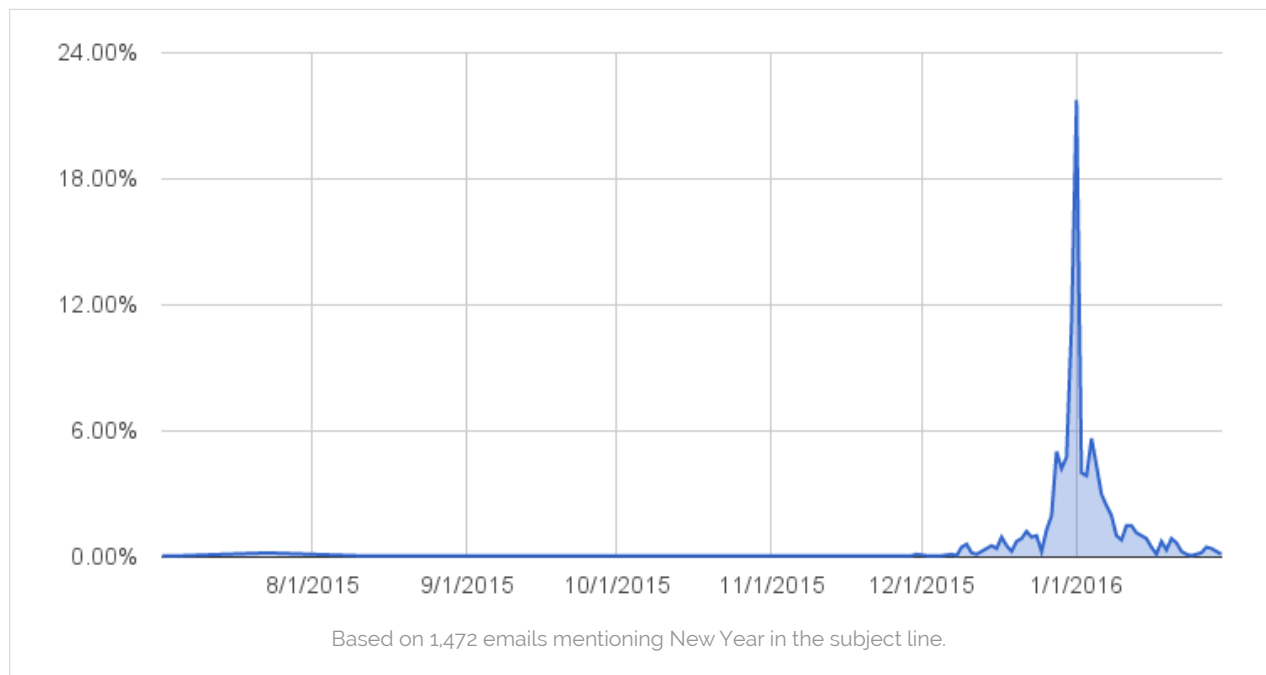
TAKES PLACE

January 1st

FIRST EMAIL

One of the earliest New Year's emails we received was from HostelWorld which was sent on November 4, 2015 with the subject ["Stressing over where to spend New Year's?"](#). Another early email was from Rent the Runway sent on November 5th, 2015 with the subject ["New Year's Eve: Your First Look for 2016"](#).

Week-over-week volume increase



New Year Must-Know

- 21.7% of emails were sent on 1/1
- 11% of emails were sent on 12/31
- 38% of emails were sent after 1/2

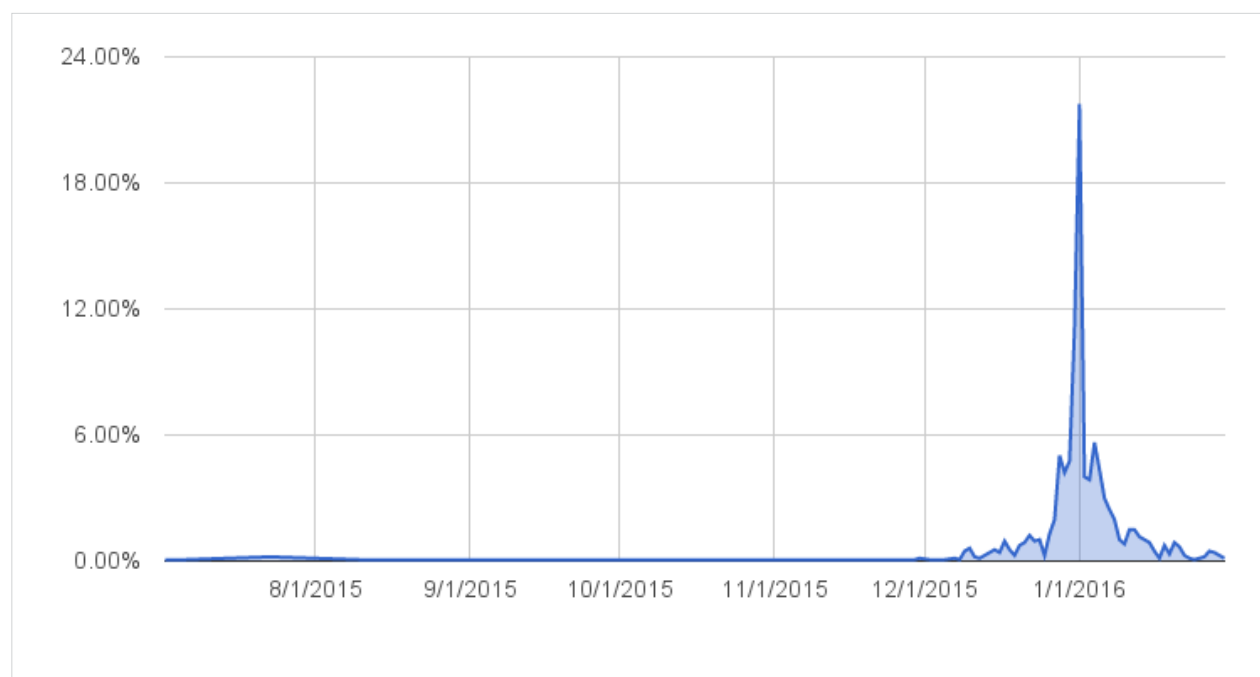
Your Email Marketing Game Plan

With the right strategy, retailers can carry the momentum they built during the holiday season into the New Year.

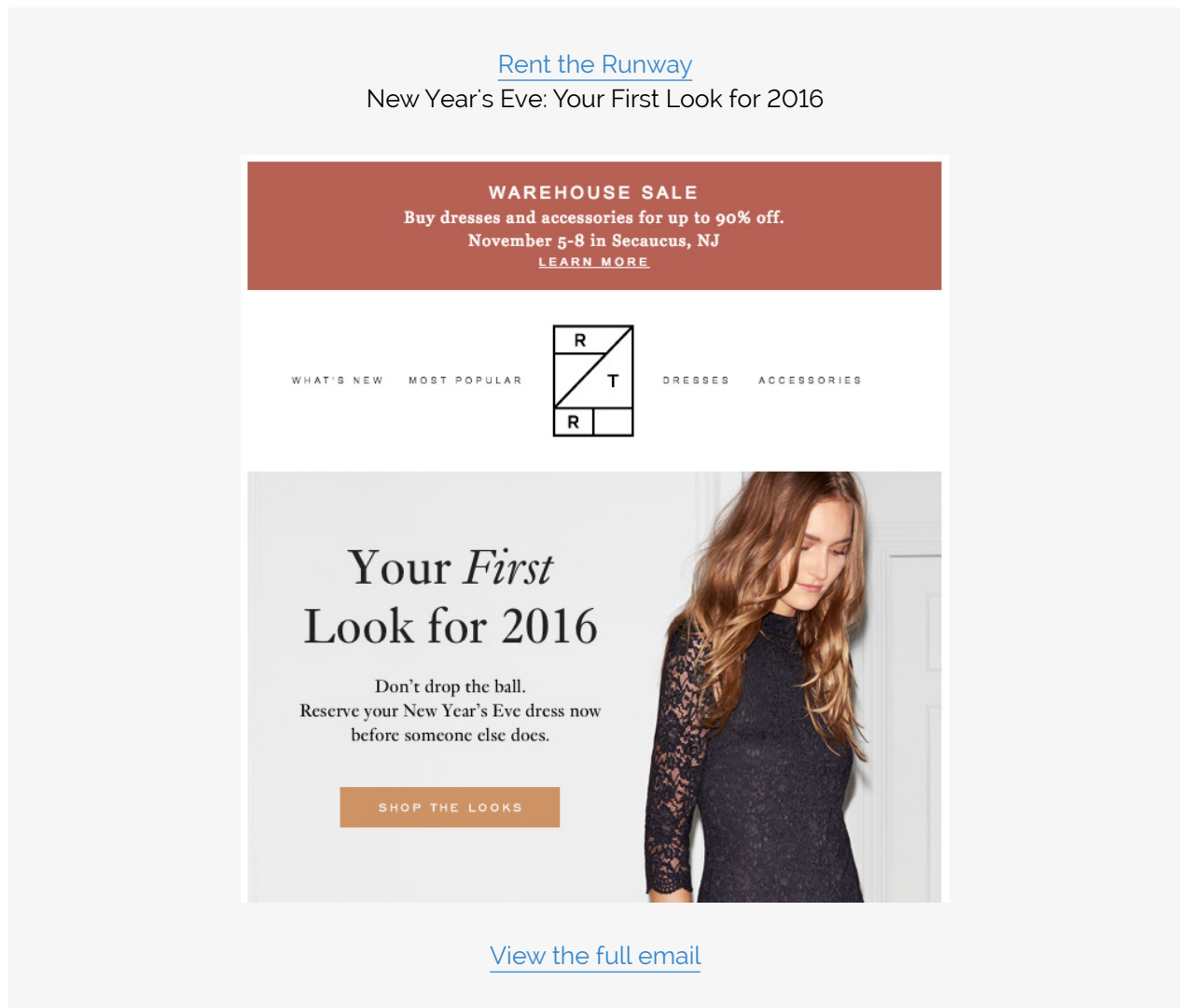
[According to the Verizon Retail Index](#), ecommerce traffic spiked dramatically over the 2016 New Year weekend. Why? retailers created a sense of urgency with timely promotions.

When to Send Your New Year's Campaigns

Some retailers begin sending New Year's-themed campaigns in the first week of November.



That might seem early—but it's just in time if your products are somehow related to January 1.



To give you an idea, [Rent the Runway](#) sent an email on November 5 [urging customers to reserve their New Year's Eve outfits](#).

The volume of New Year's emails increases steadily starting in November, rising from December 1 onwards. December 31 and January 1 were responsible for 11% and 27% of emails, respectively.

[Moda Operandi](#)

New Year, New Trends: 10 Pieces to Try in 2016

Sale Up to 75% Off + Free US Shipping & Returns







MODA OPERANDI

TRUNKSHOWS NEW CLOTHING SHOES BAGS SALE

TOP 10 PIECES TO TRY IN 2016

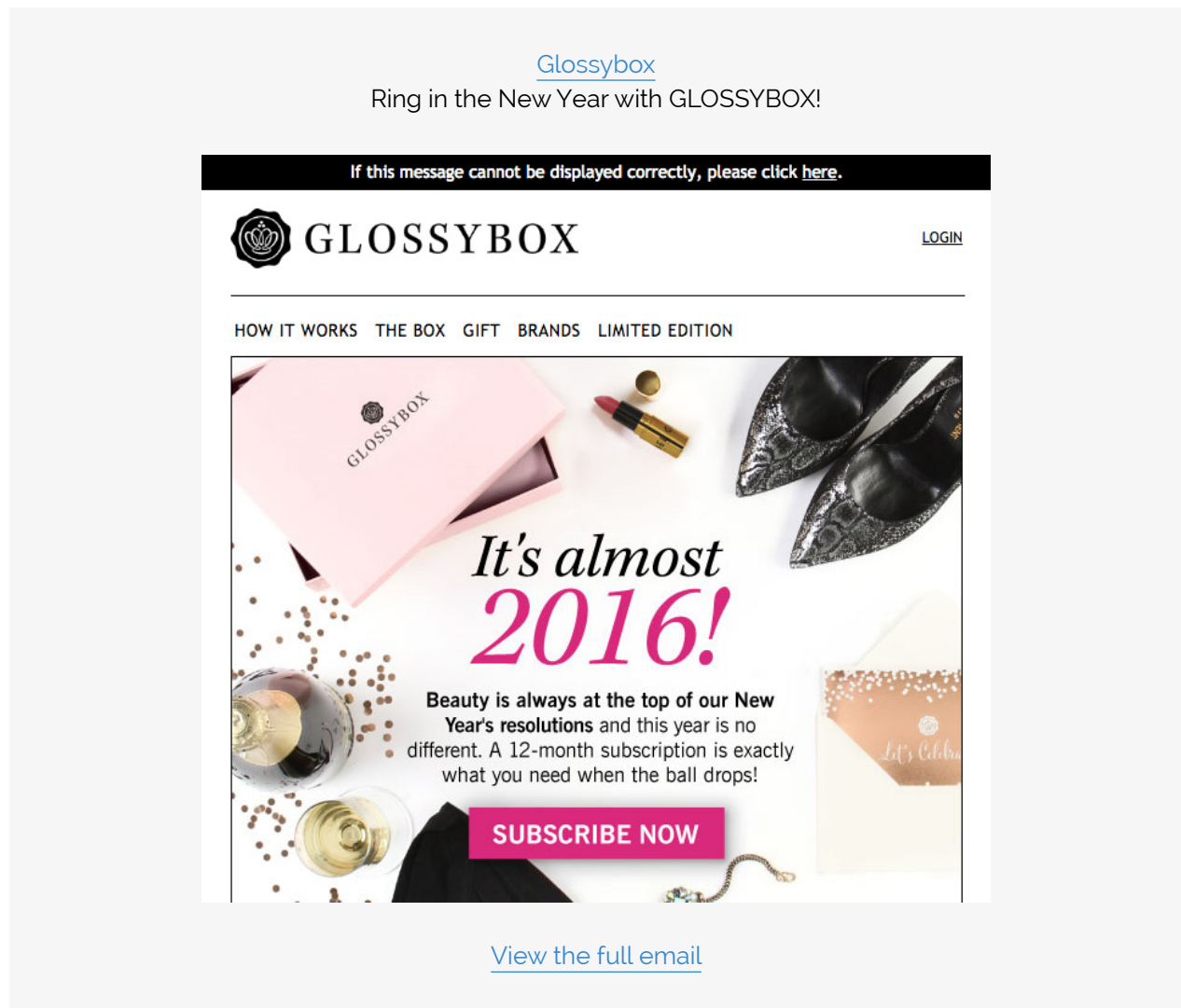
Expand your fashion repertoire and introduce your wardrobe to the season's newest trends.

SHOP THE STORY

		
THE CULOTTE	THE STATEMENT EARRING	REMIXED SHIRTING
		
THE URBAN ESPADRILLE	THE (NEW) BOYFRIEND JEAN	THE LONG-SLEEVED COCKTAIL DRESS

[View the full email](#)

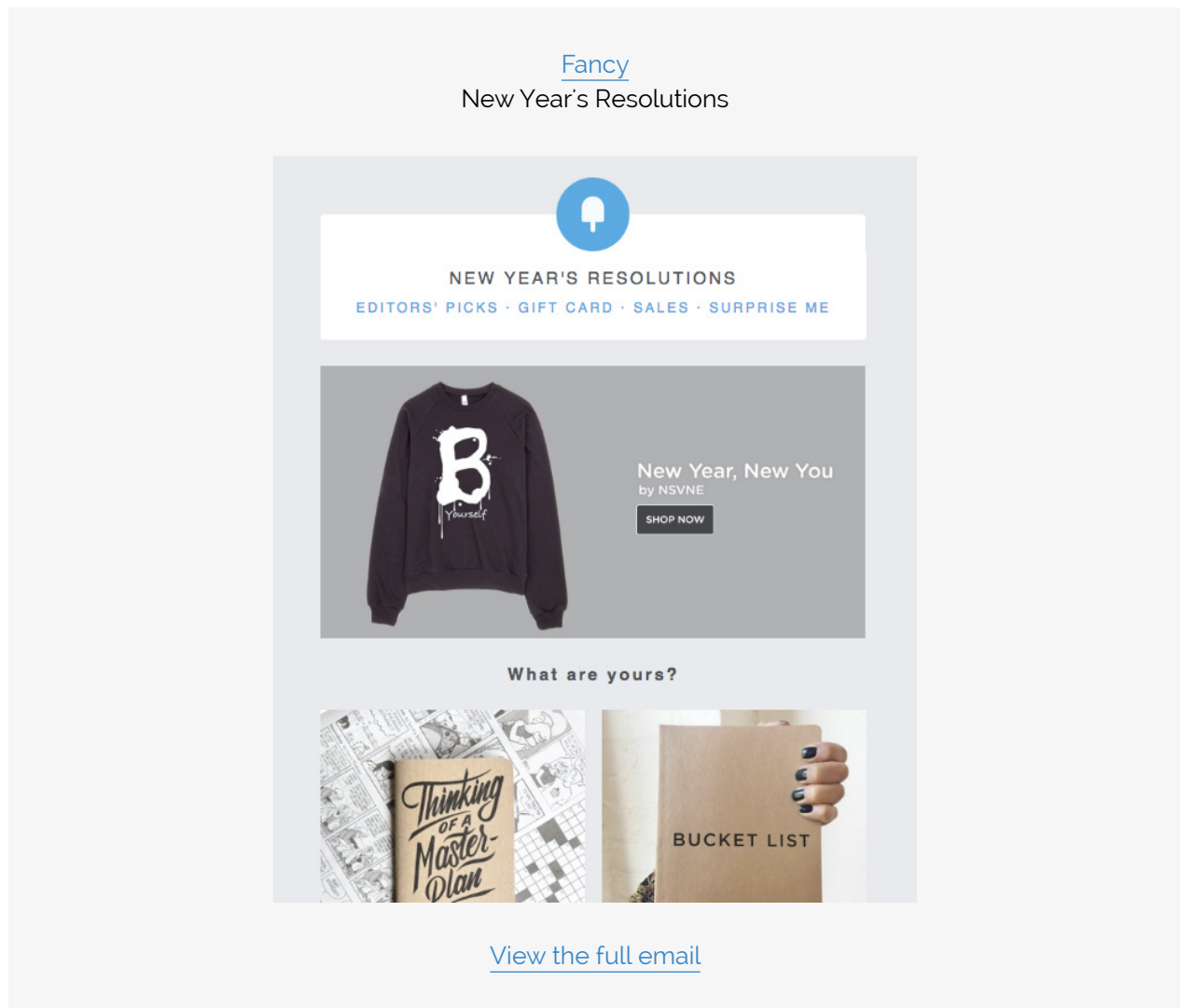
While promotions are typically an effective lever to pull, there are other strategies for driving demand. Moda Operandi does a nice job with this January 2 email, which highlights fresh new pieces for the new year.



Glossybox sent out this campaign at noon on New Year's Eve, when its recipients were probably just starting to think about the night ahead—and what they needed to do to prepare.

Note: One non-promotional approach Glossybox could have taken would have been to share outfit and makeup tips.

Your email will always make a greater splash if it's strategically timed, so think about what your audience will be doing on New Year's Eve and Day and how your products might fit in. Craft your campaign accordingly. The makeup brand also gets kudos for its main image's alt text: "Add us to your list of resolutions and start the new year off right with a 12 month subscription."



[Approximately 40% of Americans make New Year's resolutions](#) (to give you some context, ~30% of Americans watch the Super Bowl.)

The promise of a "new year, new you" is extremely powerful. [Fancy](#) cleverly leverages this in their email by promoting great clothes and inspirational notebooks. If you want to lean on your audience's desire for a fresh start, let subscribers know how your brand can help!

How to Optimize Your New Year's Campaign

Here's your key takeaways for the New Year:

- Plan for New Year's eve emails to start when your holiday ones end. Almost 50% of people say businesses could improve their email efforts by simply sending less emails. Don't constantly bombard subscribers with promotions and new arrivals.
- Retailers don't need to run a promotion around this holiday. You can instead focus on a "showcase" of your latest products, most popular items, or a combination of both.
- Use a descriptive image alt-text.
- Leverage your audience's desire for a fresh start.

Appendix

Columbus Day

Company	Subject	Preview text (50 characters)
Net-A-Porter	Have a stylish Columbus Day weekend	Fashion news, the latest trends and style tips fro
Bariatric Choice	Discover Columbus Day Savings: \$14.92 Coupon!	Take \$14.92 Off Your Order Using Coupon DISCOVERY.
Delias	Our pre-Columbus Day Sale Is Hereeee	Lucky you, that means \$40 towards your order.
Limoges Jewelry	Columbus Day savings - up to 50% off!	25% off everything on site + 50% off clearance! Vi
Jewelry.com	Columbus Day Doorbusters: Up to 92% Off	50 Deals Starting at \$17 Extra 10% Off Two or Mo
Gilt	14.92% Off For Columbus Day (Thanks, Chris)	If you are unable to see this message, click here
Adorama	Columbus Day Sale Save up to 62%	ADORAMA Shop our massive LG UltraWide Monitor Sale
AllModern.com	Up to 65% OFF! Our Columbus Day deals END Today!	Ending soon: The Columbus Day Sale! Shop now
King Size Direct	Last Chance! 50% Off for Columbus Day Weekend	Take 50% off highest of 2 items and 50% off next h
Raymour Flanigan	We're pulling the anchor on our Columbus Day Sale	The tide is turning. It's your final day to save!
The Company Store	Celebrate Columbus Day with 30% Off Comforters!	So Many Great Savings Still To Discover! Shop The
Draper s and Damon s	Final Hours! 35% Off Columbus Day Sale	Columbus Day Sale Extended. Having trouble viewing

Halloween

Company	Subject	Preview text (50 characters)
Buy Costumes	Only 100 Days to Go: Halloween Flash Sale!	ONE DAY ONLY: 30% Off! View as web page BuyCostu
Costume Express	New Costumes for Halloween 2015!	Take 15% Off! View as web page BuyCostumes.com \$
Pottery Barn Kids	What at TREAT! 20% off ALL Halloween treat bags	In stores & online: For a limited time, SAVE 20% o
RueLaLa	Halloween picks so good, it's scary.	Also on? Festive Fall Meals, Faux Florals, & Clear
Crazy 8	Deal of the Day: 50% off Halloween Styles!	Plus, Tons of Fall Favorites on SALE! Shop now vie
<u>Liquor.com</u>	What If You Were A Halloween Cocktail?	These questions will tell you if you like the trea
Costume Craze	Save 50% Storewide - Halloween is Coming Soon!	Women Men Girls Boys Babies Pets Clear
Rent The Runway	New arrivals! Plus, 20% off for Halloween.	Get excited. Reminder: 20% Off for Halloween Choos
GigMasters	Lorem, are you booked on Halloween?	If you're not, you could be! Upgrade and start get
Epicurious	The Cutest Treat to Make for Halloween	Warming noodle soups, bold bar cookies, and more.
Cotton on Australia	31% Off Halloween Sitewide Flash Sale: 1 Day Only	Online exclusive - Get 31% off full price items, e

Halloween

Company	Subject	Preview text (50 characters)
Buy Costumes	Halloween is Tomorrow: \$15 Saturday Shipping	20% Off Everything + \$15 Saturday Shipping! View
Spiegel	Happy Halloween - Extra 40% Off Sitewide!	Happy Halloween A leading women's fashion brand si
Yoox	Halloween's over...but our OFFER isn't!	yoox.com is the world's leading online lifestyle s

November

Company	Subject	Preview text (50 characters)
Toms	Support Movember with limited edition shoes and shades	The TOMS for Movember collection is here Can't s
Birchbox	Your Movember Survival Kit Is Here	Lorem, stay tidy all month with this exclusive sha
Luxola	Movember: Get your "stache" on!	Color Show Gift - Shop Now View this email in brow
Cheat Sheet	Movember	View Online Manage Subscription Facebook LIKE Tw
Hawes & Curtis	Discover our exclusive Movember products online & instore	Hawes & Curtis supports the Movember Foundation If

Black Friday

Company	Subject	Preview text (50 characters)
US-Mattress.com	Black Friday Is Here! Save 100s On Top Brands	This message contains graphics. If you do not see
Ashford.com	IT'S ON: Black Friday Sneak Peek	Ashford Check Back Every Day for New Selections Ad
The Limited	Beat the Black Friday Rush! (bonus offer inside)	The Limited Online Only: \$25 Sweater If you are ha
SuperBiiz	Pre-Black Friday Announcement: Save the Date	Can't see any images? Click here to view. To ensur
Carters	50% off. Black Friday. \$5 Doorbusters. GO.	PLUS BLACK FRIDAY DOORBUSTERS! View this message i
Sur La Table	Our Biggest Black Friday EVER starts now!	Sur La Table View in web browser SHOP COOKING CL
Target	Black Friday doorbusters start online NOW.	Ready? Set. Shop! (in your PJs.) Target Ready? Set
Old Navy Canada	50% OFF = your Black Friday jump start	50% OFF entire store + 50% OFF sitewide. This is t
Shop4tech.com	33% Off Black Friday & Cyber Monday Sale	View Online > > Forward To A Friend > > 33% Off BL
Golfsmith International	Final Hours! Black Friday is on the Back Nine!	Garmin S3 \$129.98 40% Off Polos If you are unabl
Zappos	Black Friday: Gifts for every budget!	These prices mean you can splurge on yourself too.

Black Friday

Company	Subject	Preview text (50 characters)
Doheny's	\$10 Off - Black Friday through Cyber Monday!	Black Friday + Cyber Monday Sale â€¢ \$10 Off order
Wedding Paper Divas	Black Friday Savings: Up to 50% + Free Shipping	Everything's on sale + today only: 50% off thank y
Carters	Black Friday Exclusives + 60% off EVERYTHING!	FREE SHIPPING ALL ORDERS! View this message in you
Hourglass Angel	Hey - 35% Off Black Friday Ends Tonite!	Avoid the Malls. Save up to 35% on the World's Bes
Garden Fun	20% Black Friday Coupon Expires at Midnight!	Save 20% w/Coupon Black20 Read Online BF2015-Heade
Brookstone	Black Friday deals extended for CYBER MONDAY!	Brookstone It's the gift that keeps on giving...
Delias	You've Got VIP Access To Our Black Friday Offer!	Use Offer Code SWAG4U To Save 40% dELiA's Shop Sho
Old Navy	50% OFF Black Friday starts now, in-stores	40% OFF EVERYTHING, email exclusive. View in web b
Under Armour	This Is How We Do Black Friday...	LIMITED TIME: Free Shipping + Free Returns Plus \$2
Birchbox	Black Friday = Our Best Beauty Offer of the Year!	Save 25% on everything in the Birchbox Shopâ€"incl
Bgr	Why Stop at Friday? Hello, Black Saturday	Get Gifts For Everyone On Your List, Including You

Cyber Monday

Company	Subject	Preview text (50 characters)
Tractor Supply Company	Missed Black Friday? Shop Cyber Monday today	Cyber Savings; online only deals - Free UPS shippi
Hayneedle Furniture	Oops! Spoiler alert: 15% off starts NOW. Cyber Monday sneak ...	Christmas Trees Play Kitchens Dollhouses Opt
Jimmy Jazz	Cyber Monday Deals To Break The Internet! Save \$50 on Your Order	The More You Buy, The More You Save! JIMMY JAZZ *
Nasty Gal	Let's Cyber (Monday)!	The only sale you really need. â€¢ View this email
Sur La Table	Hours left for Cyber Monday specials + New deal just added	Free Shipping on Orders Over \$59 Sur La Table View
Original Juan	Hey! It's Cyber Monday! Take 60% OFF	Cyber Monday Sale: Take 60% OFF BOGO Sitewide â€¢
Nordstrom	Cyber Monday: The North Face, Timberland and more	Smart Santas know how to work a sale. Shop sale cl
GNC	Cyber Monday Sale! 40% Off Everything	Lorem, Plus, Buy 2, Get 1 FREE Wellness & Training
HM	30% off entire purchase! Shop our Cyber Monday deals	Plus, save an extra 40% off already reduced items!
Wine Chateau	92 Point Napa from Stags Leap is back on Cyber Monday	If you are having trouble reading this email, you
Lowes	One Day. Online Only. Cyber Monday DEALS.	Plus, FREE shipping on all orders for one day only

Cyber Monday

Company	Subject	Preview text (50 characters)
Justice & Brothers	3...2...1...Happy Cyber Monday!	Shop now for 50% off everything + free shipping
Steve Madden	Oh yes we did... Cyber Monday extended!	35% off plus free shipping Trouble reading this em
Rugs Direct	One More Day of Discounts - Cyber Monday Extended	The Rugs Direct Cyber Monday Sale has been extende

Free Shipping Day

Company	Subject	Preview text (50 characters)
My M&Ms	Celebrate Free Shipping Day Early!	Still Time for Holiday Gifts and Favors! To view
Nebraska Furniture Mart	Free Shipping Day! Plus, \$10 Coupon Inside	\$10 Off Electronics Purchase \$49 Or More Please ad
Tipsy Elves	Happy National FREE Shipping Day.	Order today and get it before Christmas! shop mens
Maurices	Free Shipping Day! All orders. No minimum.	50% off sweaters, sweatshirts, boots - more! View
Toys R Us	Celebrate Free Shipping Day with Us!	Shop online. Spend \$19 or more. Get FREE Standard
Coffee For Less	Free Shipping Day! Your Coffee Ships Free Today at CoffeeForLess.com	Free Shipping Day at CoffeeForLess! No minimum pur
Walmart	FREE SHIPPING DAY extended!	ONLINE SPECIALS just keep coming. Don't miss out!

Winter Solstice

Company	Subject	Preview text (50 characters)
swimsuitsforall	Winter Solstice Savings - 75% OFF	Hurry, limited time offer! View Images Forward
Gig Salad	This sale will end quicker than the Winter solstice!	Save 20% when you use code THANKFUL. use promo cod

Christmas

Company	Subject	Preview text (50 characters)
1-800-Flowers	You ALMOST Missed Our Christmas Spectacular Sale!	5 Great Deals, Non-Stop Holiday Smiles! View as we
RitzCamera	12 Days Of Christmas - Day 4	FOURTH DAY SAVINGS! Visit Us at RitzPix.com FREE S
Lowes	Christmas Savings: 30% OFF All Ornaments	Deal of the Day: Save \$15 on this Dremel 6-Piece M
Bgr	Free Shipping on EVERYTHING + Guaranteed Arrival By Christmas!	Gifts that ship before Christmas The Easiest Way t
All Recipes	Classic Christmas Cookies	Leaving some cookies for Santa on Christmas Eve? L
<u>Kogan.com</u>	Popular Christmas Gifts Under \$20!	Awesome gift ideas that won't break the bank! 8 De
Farmdrop	A Christmas gift for you	Have a fizzy Christmas, on us! View in your browse
Next UK	Don't forget about our Christmas Delivery Guarantee...	Our Christmas Guarantee VIEW/ ONLINE VERSION Next C
Picaboo	Only 2 Days Left to get it by Christmas + Up to 50% Off Ends Tomorrow!	Ends Monday: Up to 50% off your entire order + jus
Paul Fredrick	ORDER BY 2 PM - For Christmas Eve Delivery	Extra 20% Off \$200 + Free Shipping on ANY. Shop No
Bose	Still Want it for Christmas? Come to a Store	No, you haven't missed out...yet. Visit a Bose Sto

Christmas

Company	Subject	Preview text (50 characters)
Thrillist	The Best Christmas Movies On Netflix	From \A Christmas Carol
Maurices	Merry Christmas: our gift to you	Very merry e-gift certificates View in browser mau
Jenson USA	Shop the After Christmas Sale + End of Year Deals	Keep The Pedals Spinning All Year Long - Shop Indo
Kohls	Save an extra 20% during the After Christmas Sale!	Plus, shop and save on Bonus Buys. View this ema

New Year

Company	Subject	Preview text (50 characters)
American Apparel	New Year, New Prices	Limited Time Offer. Online & In Stores. Free Shipp
Ustoy	3..2..1.. Happy New Year!	Let the Countdown Begin to 2016 with a New Year Ce
HM	Up to 50% off new year's eve looks!	Kick-off the new year in style with savings on par
<u>Ashford.com</u>	Best. New Year. Ever.	Ashford Gifts For The New Year View on a web brows
Saks Fifth Avenue	FREE Shipping In Time For New Year's Eve	Shop Evening View in a Web Browser Shop Evening
Cotton on Australia	Happy New Year: Up To 50% Off	Celebrate 2016 with up to 50% off women's and men'
Forever21	New Year, New Goodies for Your Closet	FREE SHIPPING ON ORDERS OVER \$50 NEW ARRIVALS WOME
Saks Fifth Avenue	Ring In The New Year With 70% OFF	Shop Our Sale View in a Web Browser Shop Our Sal
Michael Kors	Have A Chic New Year!	Start The Year Off On The Right FootView on a web