

Bluecore Marketing LOOKBOOK



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Welcome to the Bluecore Marketing Lookbook — a sampling of marketing campaigns launched by our retail customers that showcase the variety of ways you can engage consumers to create a truly relevant shopping experience. Enjoy!

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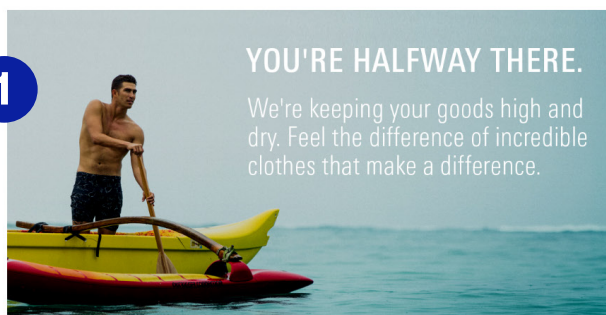
Subject Line

You Dropped Something

OUTERKNOWN

FREE WORLDWIDE SHIPPING. SEE DETAILS*

1



2



Blanket Shirt
\$145.00

3



Blanket Shirt
\$145.00

MAKE A MOVE



FREE SHIPPING & RETURNS



REACH OUT TO US

Free shipping on orders \$100+ or \$8 Standard Shipping for all US orders less than \$100. Free shipping on all international orders over \$300. Discount codes are not applicable to sale merchandise.

To unsubscribe [click here](#).

9300 Jefferson Blvd. | Culver City, CA 90232
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1

Showcases the brand mission in a hero banner

2

Resurfaces the exact products customers carted

3

Includes price details for featured products

Subject Line

Good news, we saved your cart

Oops, looks like you forgot something

1

ZWILLING J.A. HENCKELS

FREE SHIPPING ON ORDERS \$59 AND UP

CUTLERY | COOKWARE | FLATWARE | NEW | CLEARANCE

SIMMER DOWN WE SAVED YOUR CART

2

YOU LEFT THIS IN YOUR CART. STILL WANT IT?

3 You may also be interested in

Staub
Staub Cast Iron 2.75-qt Saute Pan with Domed Glass L...

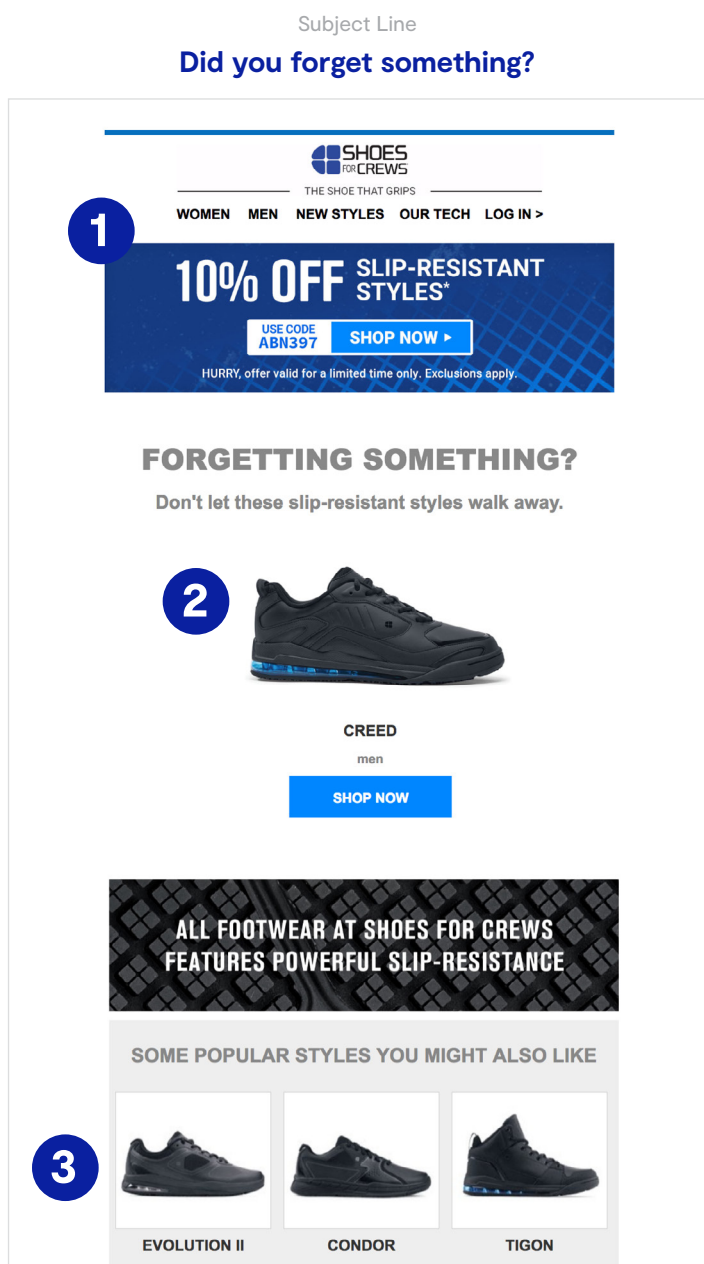
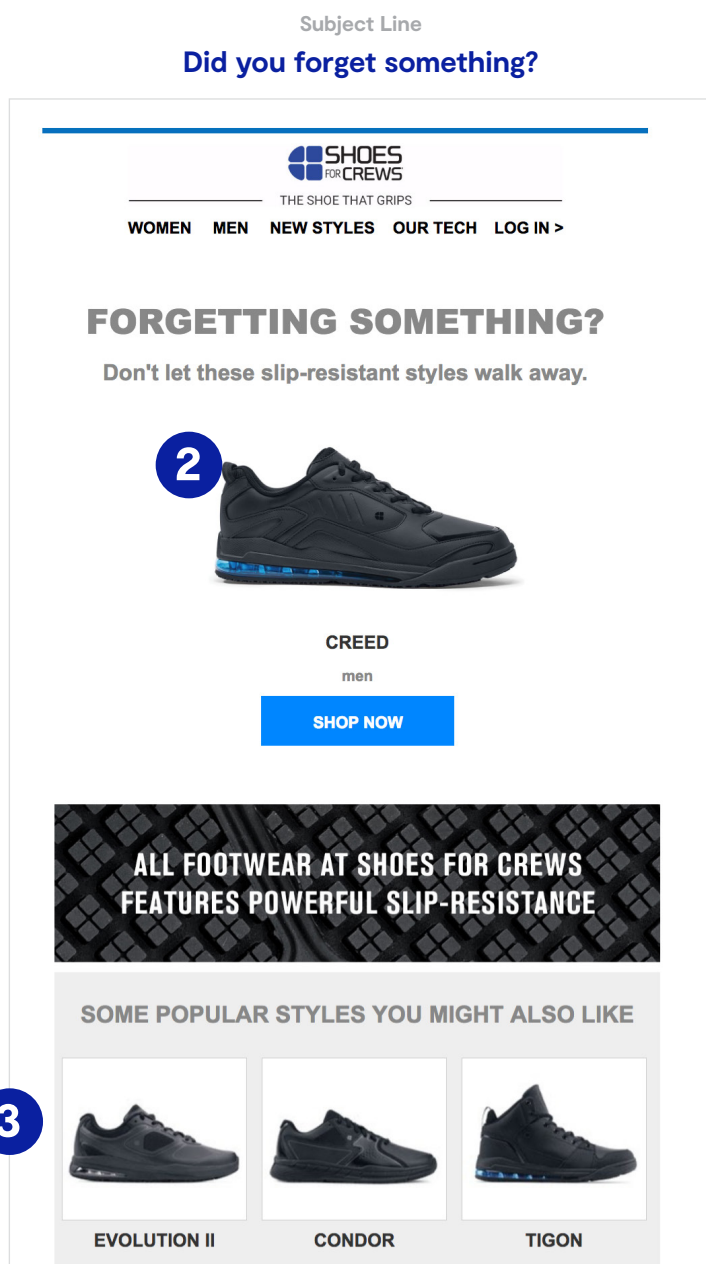
Staub
Staub Cast Iron 11" Double Handle Grill...

Staub
Staub Cast Iron 1-qt to 13.25-qt Brass...

Member Of The ZWILLING Group

Forward to a friend. Click here to [unsubscribe](#) or [manage your preferences](#).

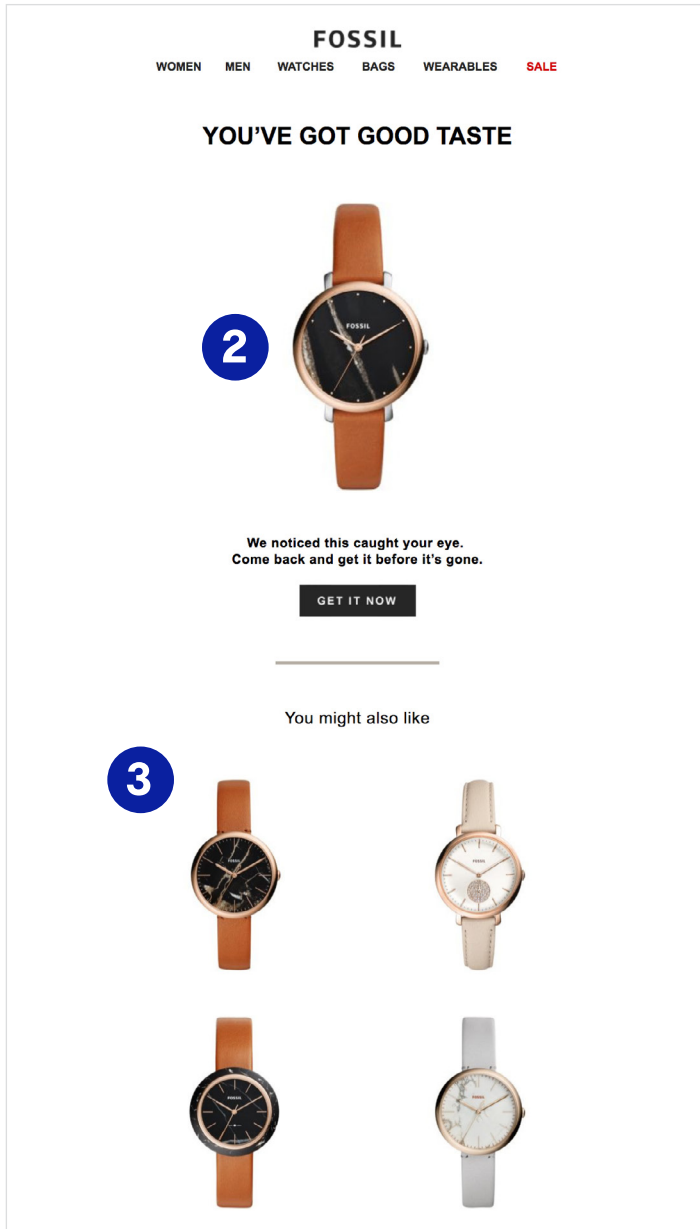
- 1 First of three cart abandonment touches
- 2 Resurfaces the exact products customers carted
- 3 Showcases three recommended items based on what customers carted



- 1 Tests engagement based on whether or not a discount is present
- 2 Resurfaces the exact products customers carted
- 3 Showcases three recommended items based on what customers carted

Subject Line

1 Jacqueline Three-Hand Luggage Leather Watch misses you



- 1 Features product name in the email subject line
- 2 Resurfaces the exact products customers browsed
- 3 Showcases four recommended items based on common co-view patterns

Subject Line

We picked this out just for you...

1

CATHERINES[™]
We Fit You Beautifully[™]

THESE WILL FIT YOU
BEAUTIFULLY



SOFT OMBRE PINK TWIST TUNIC

SUPREMA LAYERED LACE TEE

Check it out... then get to checkout!

MORE STYLES WE THINK YOU'LL LOVE:



SHOP NOW

3

#CATHERINESSTYLE

f i p t y

Text **CATCHAT** to **95400**
to receive a special offer + ongoing text alerts.

ALL ORDERS SHIP FREE TO YOUR STORE

NEW ARRIVALS

CLEARANCE

- 1 Resurfaces the exact products customers browsed
- 2 Showcases three recommended items based on common co-view patterns
- 3 Includes a hashtag and text message offer designed to get shoppers to engage on additional channels

 Bluecore

MARKETING LOOKBOOK

7

Subject Line

Buy Now. Pay Later. Get the Burton GORE-TEX Reserve Bib Pants and more.



Buy Now. Pay Later.

We've teamed up with [Blispay](#) to offer special financing. Enjoy No Payments, No Interest on all purchases over \$199 if paid in full in 6 months. Plus, you'll get 2% Cash Back!

1



Burton GORE-TEX Reserve Bib Pants



Burton Malavita Snowboard Bindings 2019

SHOP NOW

2

Buy now, pay later with 

YOU MIGHT ALSO LIKE



Volcom Roan Bib Overalls



Burton Reserve Bib Pants



Union Strata Snowboard Bindings 2019



Union Force Snowboard Bindings 2019

3

SIZE & BUYING GUIDES
WE'RE HERE TO HELP!



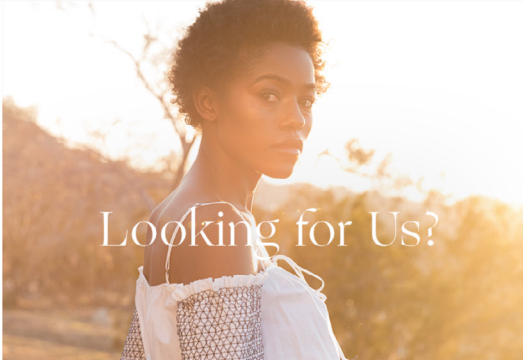
Outerwear - GORE-TEX Fabric Explained
Snowboard Bindings – How to Choose & Compatibility Guide

- 1 Resurfaces the exact products customers browsed and recommended items based on best sellers from the same category as the abandoned product(s)
- 2 Includes an offer powered by Blispay to finance higher-priced items
- 3 Features a unique size and buying guide based on the abandoned product(s)

Subject Line

Baby Come Back

REBECCA MINKOFF
TREND SHOPS CLOTHING HANDBAGS SHOES ACCESSORIES WATCHES SALE
FREE SHIPPING FOR U.S. & INTERNATIONAL ORDERS



1

We're still here!



Mini M.A.C. Crossbody
\$195
[get it now](#)



Nylon Mini M.A.C. Crossbody
\$155
[get it now](#)



M.A.C. Crossbody
\$128 ~~\$295~~
[get it now](#)

2

3

New Stuff





check out the latest

- 1 Resurfaces products that match shoppers' search activity
- 2 Includes details on any pricing changes to those products
- 3 Features recommendations for new products customers might like based on their search

Subject Line

Take Another Look & Find It - We'll Help You

1

Take Another Look!

Continue Shopping

2

Magnetic Double Ten-Frame Dry Erase Demonstration ...

Buy Now

What Is The Story Problem? Math Journals

Buy Now

Under The Sea Shell™ Word Problem Activity Set

Buy Now

Early Learning Math Dry Erase Paddles

Buy Now

I See 10!™ Game

Buy Now

Number Line 0-10 And 0-20 Dry Erase Boards

Buy Now

Why Shop With Us?

3

SATISFACTION GUARANTEE
We'll take back any product at any time and for any reason.

3-IN-1 PURCHASE PROTECTION
With our Norton Shopping guarantee, you're protected on every transaction.

EZ PAY™ PAYMENT PLAN
Three monthly installments, 0% interest.

- 1 Features an offer for free shipping and add-ons for customers who make a purchase
- 2 Resurfaces products that match shoppers' search activity
- 3 Includes details on customer guarantees offered, including shopper protection and payment plans

Subject Line

We thought you might like these

The email layout is designed to showcase a variety of Lee jeans and related apparel. It begins with a hero image of a couple in jeans, followed by a grid of six individual product images. A banner below the grid highlights shipping and return policies. The final section features a fit guide with two images of jeans and a call-to-action button.

1 Resurfaces products that match shoppers' search activity

2 Highlights the company's shipping and return policy

3 Features a fit guide to help shoppers find the perfect fit

1 Dream Soft Slim Fit Skinny Leg Jean

2 Lee Riders Cuffed Curvy Capri

3 Sculpting Slim Fit Skinny Pull-On Jean - ...

4 Lee Riders Heavenly Touch Sienna Bootcut ...

5 Sculpting Slim Fit Slim Leg Jean - Tall

6 Round Hem Sweater

ALL SIZES. ALL FITS. FREE RETURNS. FREE SHIPPING ON ORDERS \$50+

7 FIT GUIDE: FIND THE FIT THAT MOVES YOU

8 SHOP JEANS

Subject Line

New arrivals - selected just for you



MEN WOMEN KIDS SALE FIND A STORE

FREE 3 DAY SHIPPING + Free Returns*

NEW ARRIVALS TO LOVE



Men's Elements Collection "Water" 6-Inch Waterproof Boots



Men's 6-Inch Premium Waterproof Boots



Men's 6-Inch Premium Waterproof Boots

OTHER THINGS YOU MIGHT LIKE



Men's 6-Inch Premium Waterproof Boots



Men's 45th Anniversary Heritage 6-Inch Waterproof Boots



Men's 6-Inch Premium Canvas Boots



REFER A FRIEND



FIND A STORE

FOLLOW US








*Free returns are subject to certain restrictions; see website for details. Free 3-day shipping on all orders at timberland.com in the U.S. only. Free 3-day shipping not valid on orders shipping to Alaska or Hawaii. Valid on in-stock merchandise only; not valid on prior purchases. Timberland reserves the right to cancel orders arising from pricing, promotions, or other errors. Void where prohibited.

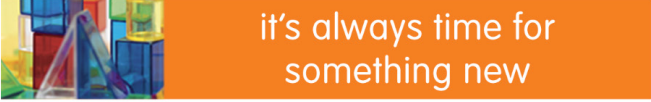
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- 1 Showcases new products from categories in which shoppers have previously demonstrated an interest
- 2 Features three related product recommendations based on common co-view patterns
- 3 Includes links to refer a friend and find a store nearby

Subject Line

It's always time for something new!







Medium Craft Pinecones 12 Pcs.

\$3.44

buy now

more new products



Colorations® Brawny Tough Machine Washable Sleeveless Child's Smock

\$7.95

buy now



Angeles Value Line™ Multi-Section Storage

\$135.35

buy now



Berries® 48" Square Activity Table, 11" - 15" Leg Height - Blue/Black

\$241.52

buy now



Berries® 48" Square Activity Table, 15" - 24" Leg Height - Maple/Black

\$241.52

buy now

free shipping on everything

use code SHIPPING expires 12/2/18

shop now



Code SHIPPING required at time of order. Not valid with any other discounts, offers or promotions. Exclusions may apply. Offer valid until 12/2/18.



Free Shipping Over \$99

Shipping is free on stock merchandise over \$99 going to one location within the 48 contiguous United States, which in most cases will deliver within three business days via UPS ground. \$99 minimum order required after discount.

Items that have a truck icon in the description cannot be used to reach the \$99 level and do not qualify for free shipping. Instead, 15% of the merchandise total will be added to the order for shipping, regardless of your order total.

For all shipments to destinations outside the 48 contiguous United States, including APOs, additional freight charges will apply. Some items cannot be delivered to those destinations. Please call (800) 627-2829 for more information.

We never sell, rent or trade email addresses. View our [Privacy Policy](#). This email was sent by:

Discount School Supply®

20 Ryan Ranch Rd

Monterey, CA, 93940 USA

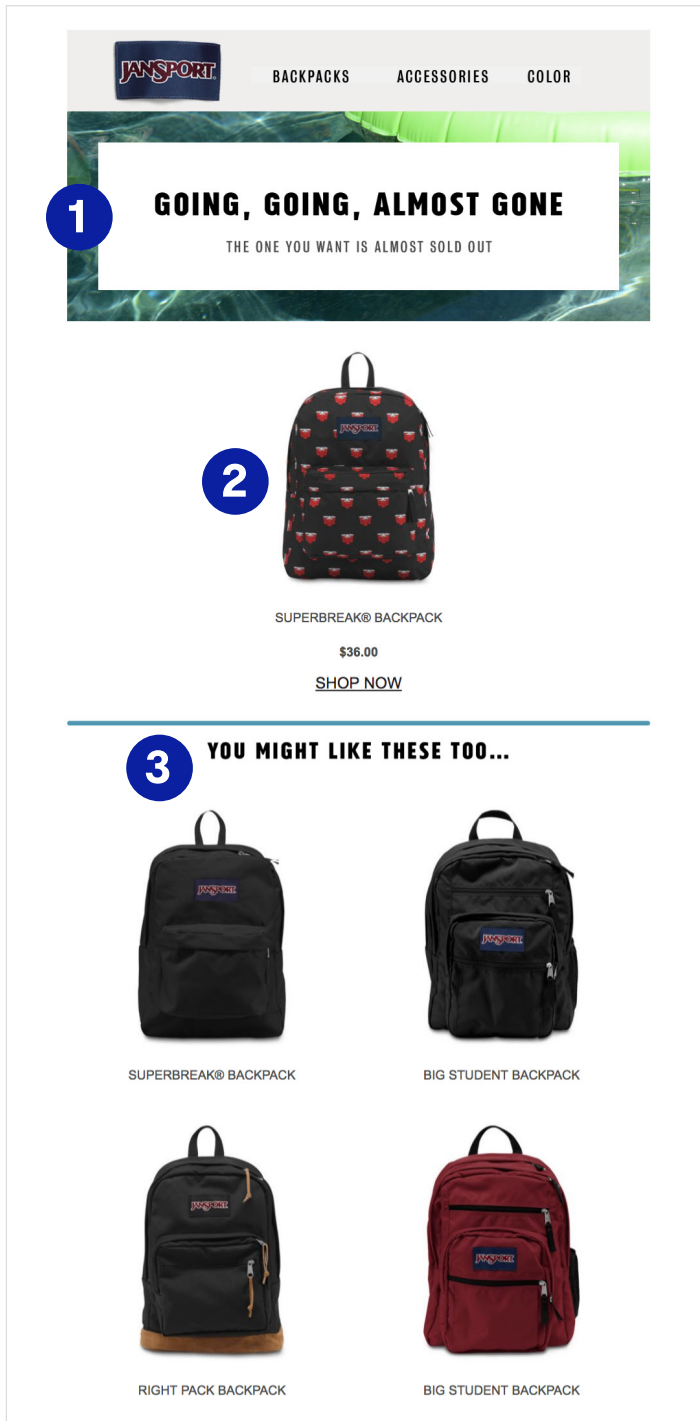
If you prefer not to receive future emails to team@gmail.com, [unsubscribe](#), call (800) 627-2829, or address a letter to the above address.

© 2018 Discount School Supply

- 1 Showcases a new product from a category in which shoppers have previously demonstrated an interest
- 2 Includes additional product recommendations based on new arrivals
- 3 Features a seasonal banner with a limited time free shipping offer to create a sense of urgency

Subject Line

Get these before they get away



- 1 Features a banner that creates a sense of urgency to buy now before items go out of stock
- 2 Resurfaces the exact items customers demonstrated an interest in that is running low on inventory and alternatives they might also like
- 3 Includes additional product recommendations based on best seller

Subject Line

Oh no! An item you love is almost out of stock.
Don't wait!



[Furniture](#)
[Decor](#)
[Food](#)
[Gifts](#)
[Sale](#)

The item you love is almost out of stock!

1



Botanical Prints Framed Linen Wall Art Set of 2
\$49.98

SHOP NOW

2 YOU MAY ALSO LIKE:



Wood and Glass Pie Sign
\$14.99



Fern Wall Art Set of 4
\$79.96



Black Botanical Linen Scroll Wall Hangings Set of 2
\$39.98

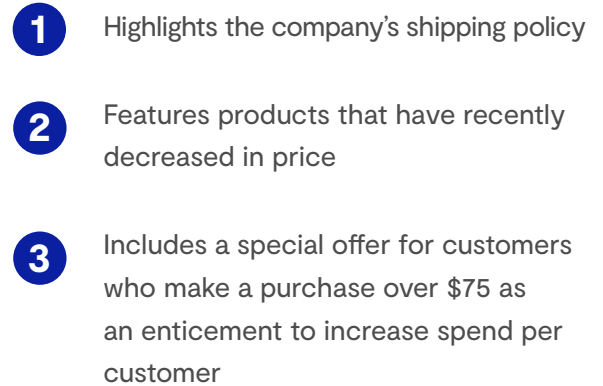
3



Valid for one-time use 11/1/18–11/25/18 in store or online. Excludes alcoholic beverages. Other exclusions apply; see below. Cannot be combined with other coupons.

- 1 Resurfaces the exact item customers demonstrated an interest in that is running low on inventory
- 2 Features alternative products they customers might also like
- 3 Includes a banner promoting a seasonal sale

New price drop alert! Act fast before it's gone!



Subject Line

Same pair. Lower price. Have another look!

- 1 Price drop alert: The MODI Sport Flip you liked has a new lower price

**YOU WINDOW-SHOPPED.
WE PRICE DROPPED.**

Why not take another look?

2

MODI Sport Flip
Was \$34.99
Now \$21.99

SHOP

HERE ARE MORE ITEMS YOU MIGHT LIKE:

Classic Clog

SHOP

Ralen Fuzz-Lined Clog

SHOP

Blitzen Luxe Convertible Clog

SHOP

UNIQUE STARTS WITH YOU

3 Tag your photos @Crocs #ComeAsYouAre

- 1 Tests engagement based on a static subject line versus one that dynamically pulls in the product name
- 2 Features a product that shoppers have engaged with or have a predicted affinity toward that has recently decreased in price
- 3 Features a hashtag and user-generated content to get customers to engage on other channels

Subject Line

This just in: That item you've been eyeing...



NEW ARRIVALS

CLOSEOUTS

BONUS BUYS

Guess Who's Back?

This product was so hot the first time, it sold out... fast!
Don't wait, don't hesitate — if it's love, don't let it go this time.

SHOP NOW



Fun Sweets Christmas-Themed Cotton ...

Minimum You Can Buy: 18
\$1 Per Unit

More Sell-Out Styles You'll Love



Charms Fluffy Stuff
Cotton Candy, 2...



Skittles Candy Filled
Plastic Candy...



Christmas House
Battery-Operated La...

NEW 2018
Holiday
Catalog

VIEW CATALOG >



- 1 Features products that shoppers engaged with or have a predicted affinity toward that were sold out and are now back in stock
- 2 Recommends other best sellers from the same category
- 3 Includes a banner promoting new products in store to get customers to visit their local store in person

Subject Line

Still want it? It's back!

Your wait is over.

1

It's back!

You saw it. You wanted it.
And now you can get it.

Free 1-2 day shipping on all orders, all season long.*

Back in stock and ready for delivery...

2

Cetaphil Gentle Skin Cleanser

Shop now

Before you go, we'd like to suggest...

3

Cetaphil Gentle Skin Cleanser, 2 OZ

Shop now

Cetaphil Daily Facial Cleanser, 16 OZ

Shop now

Cetaphil Gentle Skin Cleanser

Shop now

Subject Line

Still want it? It's back!

Your wait is over.

1

Get 15% off your order**
Use coupon code: INSTOCK15

It's back!

You saw it. You wanted it.
And now you can get it.

Free 1-2 day shipping on all orders, all season long.*

Back in stock and ready for delivery...

2

Cetaphil Gentle Skin Cleanser

Shop now

Before you go, we'd like to suggest...

3

Cetaphil Gentle Skin Cleanser, 2 OZ

Shop now

Cetaphil Daily Facial Cleanser, 16 OZ

Shop now

Cetaphil Gentle Skin Cleanser

Shop now

- 1 Includes a banner announcing the return of previously out of stock items and A/B tests the value of including a coupon code
- 2 Features products that shoppers engaged with or have a predicted affinity toward that were sold out and are now back in stock
- 3 Recommends other products based on common co-view patterns

Subject Line

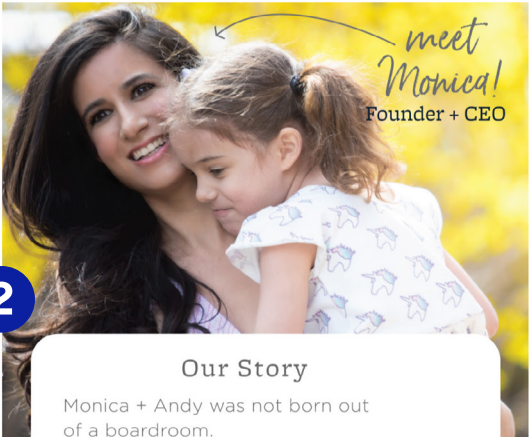
Welcome + your 10% offer inside!



welcome.
Organic essentials
from day one.

1 Get 10% off your first order.
Use **WELCOME10** at checkout.

Shop Now



meet
Monica!
Founder + CEO

2

Our Story

Monica + Andy was not born out of a boardroom.

It was born in a delivery room by a mom, who, wanted nothing more in that moment than to know with absolute confidence that **what touched her baby's skin, would be the softest and most trustworthy fabric available.**

Read More



3



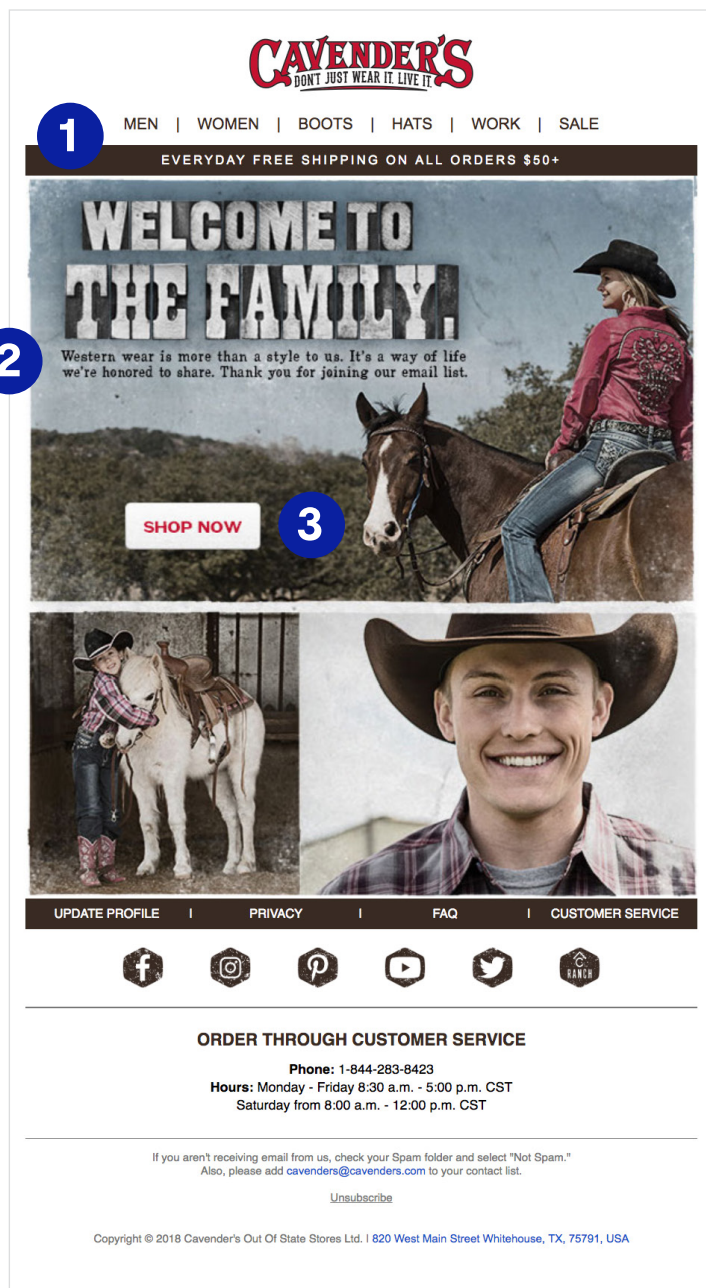
Soft + Organic
Love at first touch, GOTS
certified organic fabrics.

Shop Now

- 1 Highlights a welcome offer of 10% off customers' first purchase
- 2 Features background information about the company and its values to create a connection with the brand
- 3 Includes call outs to shop specific product lines

Subject Line

Welcome to Cavender's



- 1** Highlights the company's shipping policy
- 2** Includes a welcome message for new subscribers that features a note about brand values
- 3** Features a clear call-to-action to shop now

Subject Line

1 Best Selling Milwaukee M18 Tools Picked For You!

FREE SHIPPING on orders of \$49 or more*

CPO TOOLS BRANDS RECON DEAL ZONE

2 **Milwaukee M18**
OVER 125 TOOLS, ONE BATTERY.
SO MANY OPTIONS.
SHOP NOW >

Picked just for you!

3

Milwaukee 48-11-1850 M18 18V REDLITHIUM XC5.0 Extended Capac...
SHOP NOW >

Milwaukee 2727-21HD M18 FUEL 16 in. Chainsaw Kit
SHOP NOW >

Milwaukee 48-11-1812 M18 REDLITHIUM HIGH OUTPUT HO12.0 Batte...
SHOP NOW >

Factory Reconditioned Milwaukee 2760-80 M18 FUEL SURGE 1/4 i...
SHOP NOW >

Subject Line

1 Best Selling Milwaukee M18 Tools Picked For You!

FREE SHIPPING on orders of \$49 or more*

CPO TOOLS BRANDS RECON DEAL ZONE

2 **Milwaukee M12**
OVER 50 TOOLS, ONE BATTERY.
SO MANY OPTIONS.
SHOP NOW >

Best sellers picked for you!

3

Milwaukee 2522-20 M12 FUEL 3 in. Compact Cut Off Tool (Bare ...
SHOP NOW >

Milwaukee 2475-20 M12 Compact Inflator (Bare Tool)
SHOP NOW >

Milwaukee 2554-20 M12 FUEL Stubby 3/8 in. Impact Wrench (Bar...
SHOP NOW >

Milwaukee 48-11-2430 M12 REDLITHIUM CP3.0 Battery Pack
SHOP NOW >

- 1 Uses a targeted subject line and messaging based on customers' affinity for certain product lines
- 2 Features a banner that clearly promotes the targeted product line
- 3 Includes personalized recommendations based on best sellers in the targeted product line

Subject Line

Almost Out of Your SkinCeuticals?


FREE SHIPPING • FREE RETURNS
SHOP NOW

HOLIDAY
skin care
makeup
tools
new
SALE

Refill & Refresh

Never go a day without your skin care staples.
Re-order now before you run out of your favorites!

Sign up for Dermstore Subscriptions*

PERKS

- SAVE 15%
- Free Shipping
- Choose Cycle 30/60/90 Days
- Modify at Any Time



SkinCeuticals
C E Ferulic (1 fl oz.)

RESTOCK NOW



SkinCeuticals
Blemish + Age Defense (1 fl oz.)

RESTOCK NOW

3

YOU MAY ALSO LIKE



SkinCeuticals
A.G.E. Eye Complex (0.5 oz.)



SkinCeuticals
Hydrating B5 Gel (1 fl oz.)



SkinCeuticals
LHA Cleanser Gel (8 fl oz.)

- 1 Sends to customers at the time when they are most likely to make their next purchase based on their individual buying cadence
- 2 Features a reminder to restock on previously purchased item(s)
- 3 Includes additional recommendations based on best sellers in the same category

Subject Line

REMINDER: Time for a Refill!

BRUSHES
MAKEUP
SIGMA®
BRUSH CARE
SALE

1
RUNNING LOW ON BRUSHES?

2
It's time for your next replacement!

STOCK UP

3
CUSTOMERS ALSO BOUGHT

Dream Eye & Cheek Palette

SHOP NOW

Essential Brush Kit - Make Me Classy

SHOP NOW

E35 Tapered Blending Brush - Black/Copper

SHOP NOW

SHOP OUR SISTER BRAND, PRACTK®

*Offer not valid on Influencer-curated products and sets. Offer not valid on previous purchases. Offer not valid with additional coupon codes or vouchers. Offer not valid with Partner discounts. This email was sent to lovely68@hotmail.com because you signed up in store, online or created an account at SigmaBeauty.com. This is a promotional email. To make sure that you receive all our emails, add contact@sigmabeauty.com to your contacts, address book or safe senders.

Unsubscribe | Update Your Preferences | Contact Us | Privacy Policy

- 1 Sends to customers at the time when they are most likely to make their next purchase based on their individual buying cadence
- 2 Features a reminder to restock on previously purchased item(s)
- 3 Includes additional recommendations based on best sellers

Subject Line

What's next on your wishlist?

SPERRY

WOMEN MEN KIDS SALE CUSTOM

WHAT'S NEXT ON YOUR WISHLIST?

1

Based on your purchase we think you'll love these...

YOUR NEW FAVORITES >

2

GET THEM NOW >

GET THEM NOW >

GET THEM NOW >

3

EXPLORE OUR GIFTS

Find something for everyone on your list.

GIFTS FOR HER

GIFTS FOR HIM

GIFTS FOR KIDS

- 1 Reminds customers that they recently made a purchase
- 2 Features personalized product recommendations based on each customer's recent purchase
- 3 Includes links to curated gift guides to entice shoppers to expand their purchase behavior across categories

Subject Line

What do you think of your fab new shoes?

STUART WEITZMAN

HELP US PUT OUR BEST FOOT FORWARD

SHARE YOUR THOUGHTS AND RATE YOUR PURCHASE

1



HALFWAY

☆☆☆☆☆

TELL US WHAT YOU THINK

IT'S ON US: FREE SHIPPING. FREE RETURNS.

2





HALFWAY 5050 JULIA

3

WE'D LOVE TO SEE YOU

#INOURSHOES



SNAP, SHARE, THEN TAG US AND INCLUDE THE HASHTAG **#INOURSHOES** FOR A CHANCE TO BE FEATURED IN OUR GALLERY

NEW ARRIVALS BOOTS SHOES

You received this message because you indicated you wished to receive e-mail from us. If this email was forwarded to you and you wish to subscribe to future Stuart Weitzman emails, [click here](#).

This message may constitute an advertisement or solicitation under federal law.

You are subscribed as: sherylgrant@yahoo.com.

To discontinue receiving further messages, please visit our [opt-out page](#).

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Stuart Weitzman, 10 Hudson Yards, 18th Floor, New York, NY 10001

- 1** Asks customers to leave a review for their recent purchase and shows the exact product customers purchased
- 2** Includes recommendations for products based on common co-purchase patterns
- 3** Features a hashtag so customers can engage with the brand on social media, plus user generated content for inspiration

Subject Line

Review your purchase & enter to win

The email features the Belk logo at the top left and navigation links (shop, coupons, stores, clearance) at the top right. Below the navigation bar is a header with categories: WOMEN, MEN, SHOES, HOME, and MORE. The main content area is titled "RATINGS & REVIEWS SWEEPSTAKES" in pink. A large image of a smiling woman holding a Belk gift card is featured. To the left of the image, a blue circle with the number "1" is next to the text "DO YOU LOVE IT?" followed by "Leave us a review and you'll be entered for a chance to win a \$250 BELK GIFT CARD". Below this, it says "1 WINNER EACH MONTH" and "Enter up to 25 times per month for a chance to win!". A product image of a black Nike Therma Hoodie is shown, with a blue circle with the number "2" next to the text "Nike® Therma Hoodie" and a "REVIEW PRODUCT" link. Below this is a black bar with the text "MAY WE ALSO SUGGEST". Three product images are shown: a Columbia Steens Mountain™ Full Zip 2.0 Fleece Jacket, a Saddlebred® Long Sleeve Jersey Henley Top, and a Columbia Long Sleeve Bast Tee. Each product has a "SHOP NOW" link below it. A blue circle with the number "3" is next to the first product image.

- 1 Features a ratings & review sweepstakes to entice customers to leave a review
- 2 Asks customers to leave a review for their recent purchase and shows the exact products customers purchased
- 3 Includes personalized product recommendations based on common co-view patterns

Subject Line

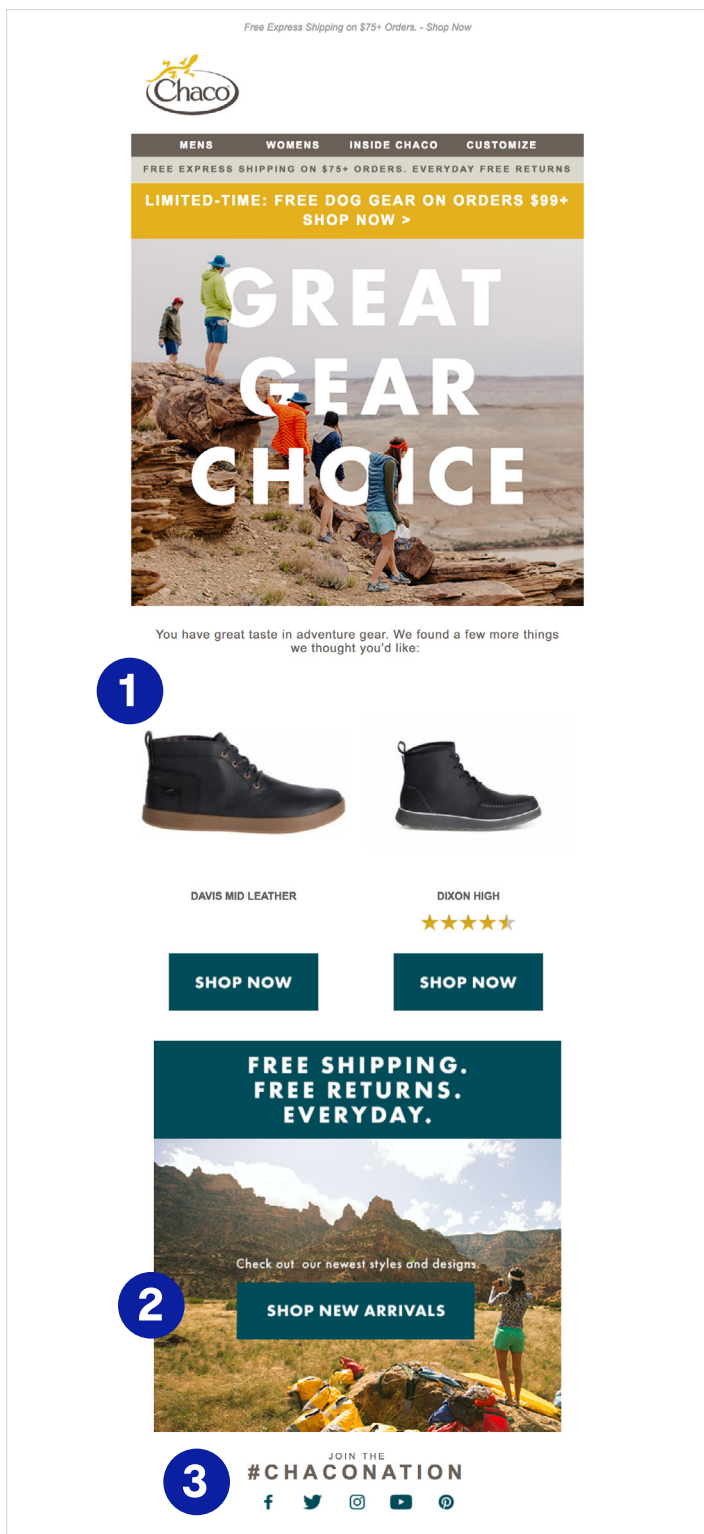
Handpicked just for you!



- 1** Features personalized product recommendations designed to get customers to shop in new categories in order to increase loyalty
- 2** Recommends additional best selling products
- 3** Includes a note about how to get the most out of the featured products

Subject Line

Check out more great gear



- 1 Features personalized product recommendations designed to get customers to shop in new categories in order to increase loyalty
- 2 Makes it easy for customers to shop new arrivals
- 3 Includes a hashtag to encourage shoppers to engage on social media

Subject Line

Thanks for your purchase!

1

Thank you for your recent purchase!

NEW YORK & COMPANY

RECOMMENDED FOR YOU

— YOU BOUGHT —



Gabrielle Union Collection - ...

2

— YOU MAY ALSO LIKE —



Gabrielle Union Collection - Pleated ...

3

SHOP BESTSELLERS



City Dolman Sweater



Soho Street - Hooded Sweater Dress



Convertible Cowl-Neck Sweater

LET'S SOCIALIZE



GET THE NEW NY&C APP!



WHY DID I RECEIVE THIS EMAIL

You've received this message because you registered to receive email from New York & Company.

• Unsubscribe

If you've received this email from a friend you can subscribe and hear it first.

THIS EMAIL ALWAYS FALLS IN MY JUNK FOLDER

To ensure delivery to your inbox (not bulk or junk folders), please add newyorkandcompany@nyandcompany.com to your address book.

ADDITIONAL INFO

• Visit nyandcompany.com for more information.

• Privacy policy

New York & Company Corporate
330 West 34th Street
New York, NY 10001

1

Thanks customers for their recent purchase

2

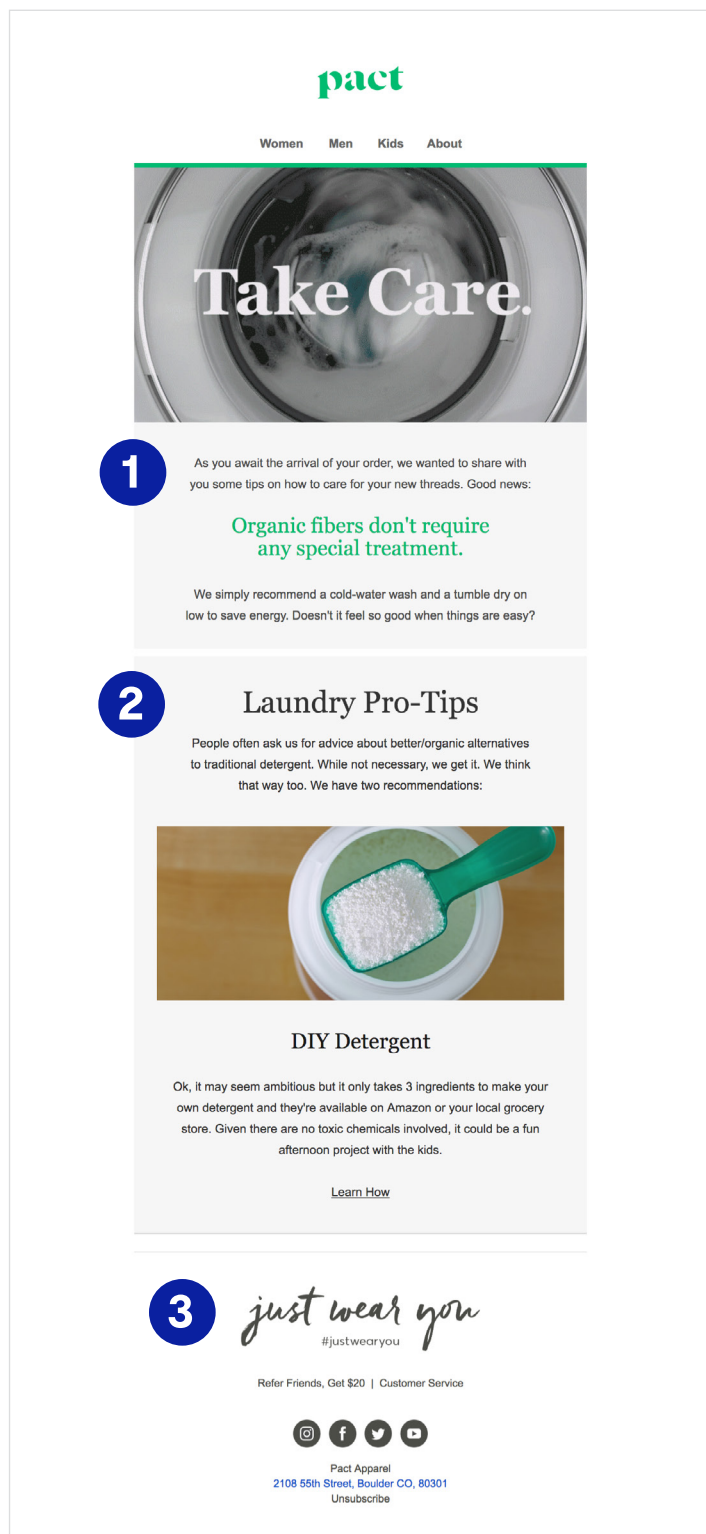
Resurfaces the exact products customers bought and recommendations for other items based on that purchase

3

Features three best sellers for additional product recommendations

Subject Line

Additional info about your order



- 1 Sends days after customers make a purchase as part of an educational post purchase series
- 2 Features tips on how to take care of Pact's organic clothing when washing items
- 3 Includes a hashtag to encourage shoppers to engage on social media

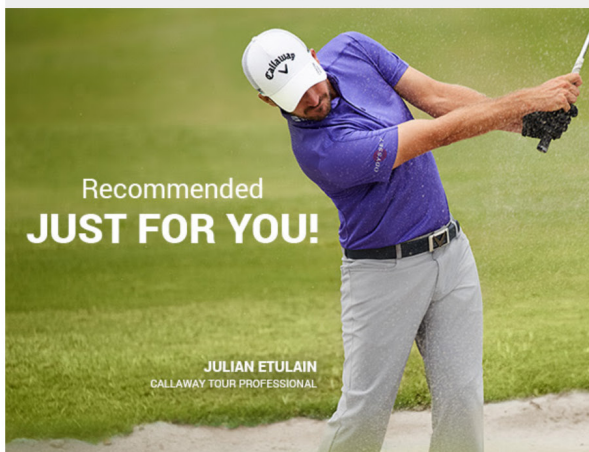
Subject Line

Championship recommendations just for you

Get the Look the Pros Wear? [Shop Now](#)



FREE SHIPPING ON U.S. ORDERS OVER \$99*



1

More apparel to go with your Men's Long Sleeved Stretch Windshirt...

2



**Youth Callaway X Solid
1/4-Zip ...**
\$70.00



**Youth Callaway
Mapped Color Block ...**
\$55.00



**Youth Callaway Micro
Hex Polo**
\$40.00

3



Complete the look!

[Shop Now](#)

FREE SHIPPING ON U.S. ORDERS OVER \$99*

***FREE SHIPPING ON U.S. ORDERS OVER \$99**

Offer valid through 11:59pm (PST) on December 31, 2018, only on www.callawayapparel.com. This free shipping with an order over \$99 offer is good for standard shipping within the continental United States to the first shipping address in your online order. If you choose rush shipping, additional charges may apply. This offer is not applicable to previous purchases. Offer is non-transferable to any other purchases. This offer is valid only for online purchases from www.callawayapparel.com. Not valid at any specialty or department stores. This offer is subject to change without notice.

If you have any questions, please call 1 (877) 496-7043 or visit our Customer Support Center online for further assistance.

[Privacy Policy](#) | [Unsubscribe](#)

This email was sent by:
Callaway Apparel
3000 NW 107 Ave
Miami, FL 33172

1

Reminds customers of the exact product they bought

2

Features personalized product recommendations to go along with each customer's recent purchase

3

Includes a hashtag to encourage shoppers to engage on social media

Subject Line

Thanks for shopping

Complete Your Look with Our Newest Arrivals

TAIL

1

COMPLETE YOUR LOOK

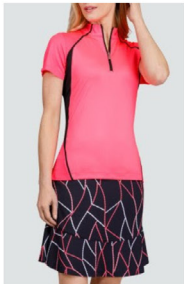
We've selected these must-have pieces with perfect support just for you!

SHOP NOW

2



SHOP NOW



SHOP NOW



SHOP NOW



SHOP NOW

3

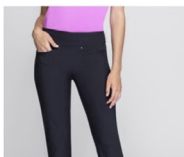
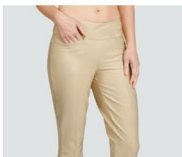
SHOP OUR
BEST SELLERS



SHOP NOW



SHOP NOW



- 1 Encourages customers to get the full look by adding on to their recent purchase
- 2 Features personalized product recommendations to go along with each customer's recent purchase
- 3 Includes additional recommendations based on best sellers

Subject Line

Save 25% on your next order

1

We miss you! How about 25% off?

horze
It's a lifestyle.

NEW HORSE RIDER DEALS

2

WE MISS YOU...

That's why we have something special, just for you...

How about 25% OFF your next purchase!

Just enter coupon code **HZCOMEBACK** at checkout.*

SHOP NOW

*Coupon code can only be used once by each customer. Offer applicable only for products from Horze, Finn-Tack, Pharmcare and B/Ventigo! This voucher cannot be combined with other sale promotions or coupons. This coupon expires in 30 days. Does not apply to excluded products (information on product page).



Horze Kilkenny Jodhpur Boots

€ 42.95

SHOP NOW



Horze Competition Socks, 2 pack

€ 9.95

SHOP NOW



Horze Blanca Women's Superlight Silicone KP Tight...

€ 27.96

SHOP NOW

3

YOU MIGHT ALSO LIKE



Horze Women's Active Silicone Grip Full Seat Breeches

€ 42.95

SHOP NOW



Women's Bonded Fleece High-Waist Silicone FS Breeches

€ 54.97

SHOP NOW



Women's High Waist Silicone FS Breeches

€ 43.98

SHOP NOW



Women's Cotton Knitted Silicone FS Breeches

€ 27.98

SHOP NOW



Women's Silicone FS Breeches

€ 44.97

SHOP NOW



Women's Silicone FS Breeches

€ 79.95

SHOP NOW

CHECK OUT OUR BESTSELLING RIDING TIGHTS



1

Sends to customers who have strayed from their individual buying cadence and are flagged as at-risk

2

Includes “we miss you” messaging and a special offer to get customers to return

3

Features personalized product recommendations based on customers’ past behaviors and demonstrated interests

Subject Line

Looking for an even sweeter deal?

1

JOE FRESH

NEW WOMEN MEN GIRLS BOYS
TODDLER GIRL TODDLER BOY BABY **SALE**

FREE SHIPPING ON ORDERS OVER \$50 + FREE RETURNS IN STORES

So Many Reasons
to Shop Again



2


Free shipping on all
orders over \$50

2


Free returns
in-store

3


Largest selection of
Joe Fresh apparel

Here's One
More Reason

15% OFF

Your next online purchase*

Use code:

Subject Line

We want to be your #1

1

JOE FRESH

NEW WOMEN MEN GIRLS BOYS
TODDLER GIRL TODDLER BOY BABY **SALE**

FREE SHIPPING ON ORDERS OVER \$50 + FREE RETURNS IN STORES

Come Back!



Take a Look at What's New
Don't miss all the fresh new styles we've
added since you last shopped with us.

2

New Picks for You


turtleneck tunic
\$29


cotton cashmere sweater
\$24

Bring Home
Something New

20% OFF

Your next online purchase*

Use code:

- 1**

Sends to customers who have strayed from their individual buying cadence and are flagged as at-risk, with one email for first-time buyers and another for repeat buyers
- 2**

Gives first-time buyers reasons to shop again by reminding them of company policies around shipping, returns and payments and offers personalized product recommendations for repeat buyers
- 3**

Features a unique coupon code to get customers to make another purchase, with a bigger discount for repeat buyers

Subject Line

An item you liked is on sale for 1 more day



Find a Studio | Shop

1 It caught your eye.
Catch it while it's on sale.

CHECKOUT NOW ►



Costura Sofa

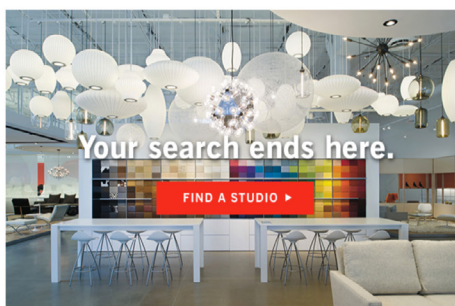
You may also like:



Costura Sectional with Chaise

Costura Armchair

Bantam 73" Sofa

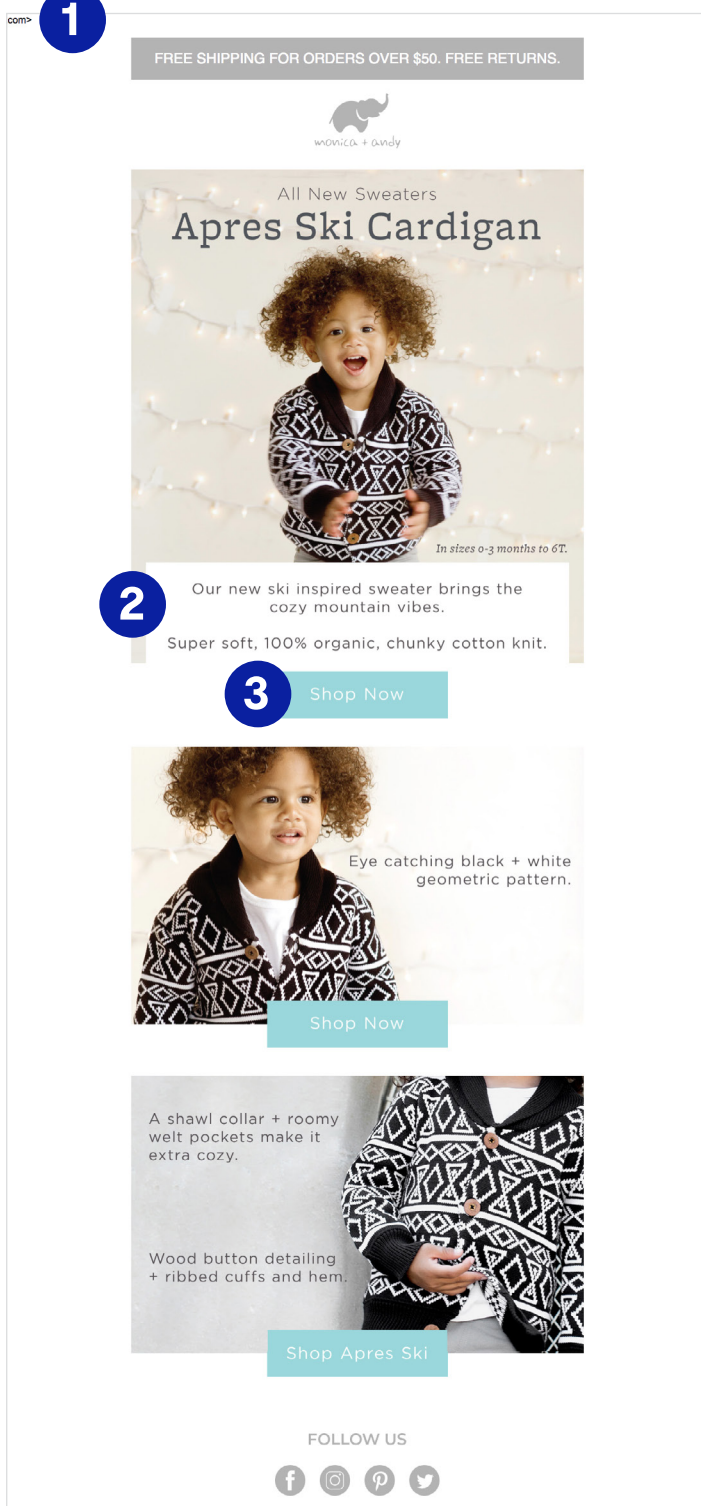


The Semiannual Sale is valid October 4–18, 2018. Save 15%–25% on specially marked products, excluding Gift Cards, taxes and shipping. This offer is nontransferable and cannot be combined with any other promotions or discounts, nor applied to any past purchases or future deliveries. At DWR Outlets, offer is valid only on regularly priced items. Sale excludes products by Heller®, Herman Miller® (except Nelson™ Bubble Lamp®), Knoll®, Modern Fan and Teema, as well as all cut yardage.

- 1** Reminds customers about an ongoing sale that is ending soon to create a sense of urgency
- 2** Features the exact sale product that customers viewed but did not purchase
- 3** Includes recommendations for additional sale products based on common co-view patterns

Subject Line

Just in! A winter-ready sweater



- 1** Sends to customers who have demonstrated an interest in the product category
- 2** Features information about the featured product, including look, feel and sizing details
- 3** Includes clear calls-to-action to shop now

Subject Line

The newest of the new

1

Check out the latest styles. View in your web browser

VANS
"OFF THE WALL"

MENS | WOMENS | KIDS | CUSTOMS

2

GET THE NEWEST.

New arrivals are here!

SHOP NOW

3

NYLON OLD SKOOL GHILLE

NYLON OLD SKOOL GHILLE

LEOPARD SLIP-ON

LEOPARD OLD SKOOL

KIDS 2-TONE LEOPARD SK8-HI ZIP

KIDS 2-TONE LEOPARD SLIP-ON

FREE SHIPPING & RETURNS ON ALL ORDERS

CONTACT US

FAQ

FIND A STORE

*FREE SHIPPING: Free Shipping for a single purchase of merchandise from www.vans.com for delivery in the USA, excluding Hawaii, Alaska, Puerto Rico, and any other US territories, and excluding delivery to PO Boxes and military addresses. Actual delivery times may vary. Offer valid on in-stock Vans brand merchandise only. Not valid on custom shoe orders. Not valid at any Vans retail or outlet stores. No price adjustments allowed on previous purchases. Not redeemable for cash. Not valid with any gift card purchases or other coupons, offers or discounts, including employee discounts. Void where prohibited, taxed or restricted. Offer subject to change at any time without notice.

**FREE RETURNS: Vans merchandise can only be returned to a Vans company owned retail store, not through other retailers such as JCPenny or Journeys.

You received this message because you previously expressed interest in news and offers from Vans.com by supplying this email address. Vans respects your privacy and does not share your personal information with third parties. To unsubscribe to future email correspondence select UNSUBSCRIBE

Vans Inc.
1588 South Coast Drive
Costa Mesa, CA, 92626

- 1 Sends to customers with a high affinity toward animal print products
- 2 Includes a banner encouraging customers to shop new arrivals
- 3 Features recommendations for animal print products

Bluecore

MARKETING LOOKBOOK

38

Subject Line

This is just what you need

1

It's On Us: Free Shipping, Free Returns. | View in browser

STUART WEITZMAN

2



MOREPEARLS



NUDISTJUNE



NUDIST



NUDISTSONG



NUNAKEDSTRAIGHT



NEARLYNUDE

3

REASONS TO LOVE STUART WEITZMAN



Customer Service
Now 24/7



Online & In-Store
Exclusives



Unrivaled
Quality



Free Shipping.
Free Returns.

NEW ARRIVALS BOOTS SHOES

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Stuart Weitzman, 10 Hudson Yards, 18th Floor, New York, NY 10001

1

Sends to customers with a high affinity toward the Nudist product line

2

Features recommendations for products from the Nudist line

3

Includes a note about brand promises around customer service, quality, shipping and returns

Subject Line

Sharon, your weekly shopping cheat sheet is here!

1

SPERRY

WOMEN MEN KIDS OUTLET CUSTOM

Your Weekly Cheat Sheet

Discover personalized picks just for you, style inspiration, and what's trending on Sperry.com!



Seaport Penny Snake Loafer

[SHOP NOW](#)



Seaport Levy Loafer

[SHOP NOW](#)

5-STAR STANDOUT



★★★★★

"Great looking loafer and very very comfortable without any breaking in time. Fit was perfect for me. Classy with comfort! Going to get another pair soon!"

[SHOP OUR MUST HAVES](#)

3

ON THE SPERRY BLOG

The History of Preppy Style



[READ THE BLOG](#)

SEE HOW OTHERS WEAR THIS STYLE





ALWAYS FREE SHIPPING

- 1** Features personalized product recommendations based on each customer's affinity toward certain categories
- 2** Pulls in product reviews and user-generated content from Instagram
- 3** Links to the Sperry blog for more style tips and inspiration

