



10% OFF
on purchase
main exclusions apply

public >> sent 4/1/14 >>
It's no joke! >> It's a
usual gag — making a funny
face — making the silly face
of a banana Republic products,
ke is very on brand. Plus,
having a sale so there's a
reason to take. It's a clean,
aware design whose
message doesn't wander off
because it's April Fools'.
— Ryan White, Lead Research
Salesforce ExactTarget
Marketing Cloud

Activate this
email address.

Noun Project >> sent 3/20/14 >>
Please verify your Noun Project
account >> This simple, responsive
email is from the Noun Project,
a company that sells vector-based
icons and symbols. Their sign-up
verification email uses a minimalist,
three-color look that's very unique
and on-brand, speaking strongly to
their audience of designers.
— Andrea Smith, Design Lead,
Content Marketing & Research,
Salesforce ExactTarget Marketing
Cloud

Knowing Your VW
Brightlight Savings Plan

Redbox >> sent 4/1/14 >> Some
very colorful news. >> Here is an
April Fools' email done right. It's
fun, but still brand-related. It makes
you start thinking about the kind of
movies you like and how your
mood might affect your choice
— which is great, because the rest
of the email presents new movies
and games I can rent right now.
— Andrea Smith, Design Lead,
Content Marketing & Research,
Salesforce ExactTarget Marketing
Cloud

Panera >> sent 3/20/14 >> Cathy,
you're one step closer! >>
Real-time integration between their
in-store POS system and email
program allowed Panera to send me
a loyalty email literally 1 second
after my purchase is ringed
up — which means I can plan my
next visit while enjoying my meal.
The email itself tells you how close
you are to your next reward and
does a great job of creating
urgency. — Cathy Kading, Global
Practice Lead, Center of
Excellence, Salesforce ExactTarget
Marketing Cloud

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

2014

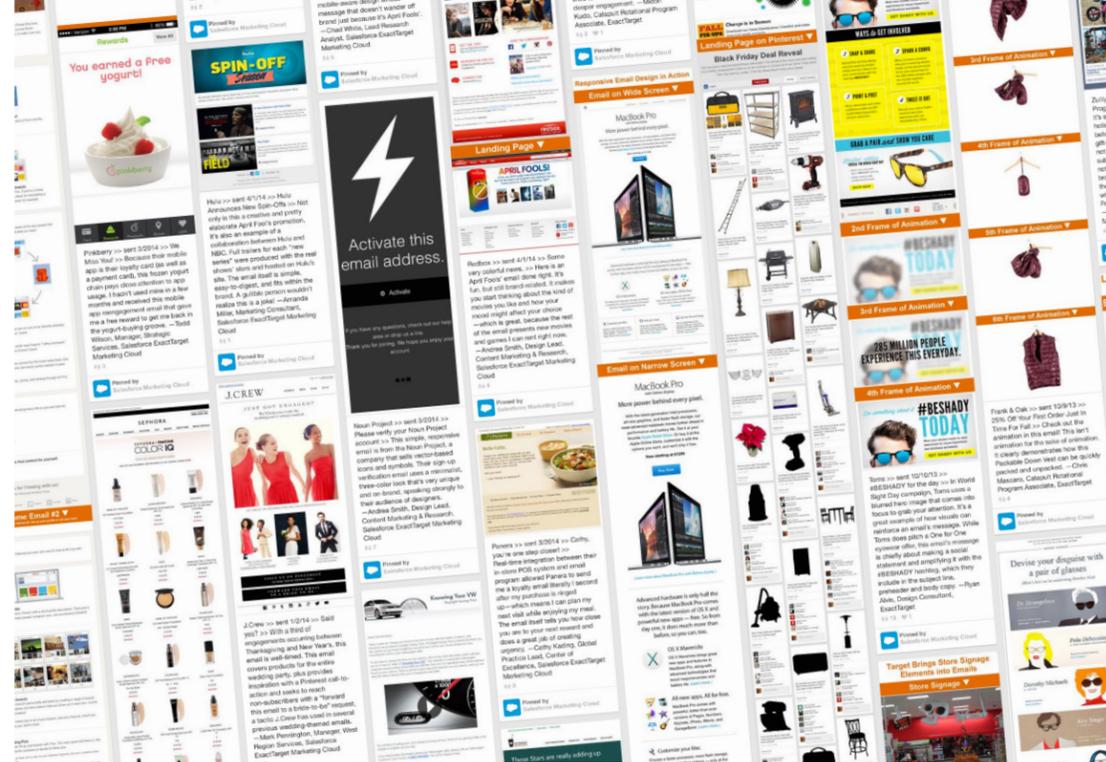
The Best of the Email Swipe File

salesforce marketing cloud

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

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

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



The Best of the Email Swipe File

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

📌 2014



Kristina Huffman

Kristina Huffman
Practice Manager, Global Creative Services
Salesforce Marketing Cloud

Five Key Email Marketing Trends

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



Advanced Personalization

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



Triggered Sophistication

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



Smart Rendering

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



Unique Voice

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



Inspired Fundamentals

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

19

Brunches, Lunches and Dinners

Your 2013 Achievements



2700

Points earned in 2013
See your current points



\$40

in Dining Cheques
Earn more



VIP

You had 12+ reservations in the last 12 months!



Traveler

You dined in more than 2 metros!

OpenTable

Hey Andrea, Here's your 2013 dining year in review. It's nostalgic time — check out all your 2013 highlights and dining statistics. Cheers to another delicious year! Get Started on 2014

This year, you enjoyed: 19 Brunches, Lunches and Dinners

Your 2013 Achievements

- 2700 Points earned in 2013. See your current points
- 12 Reservations on the go
- \$40 in Dining Cheques. Earn more
- 0 Meals reviewed. Help other diners

Your 2013 Reservations

What a great year it was. Here's a look at a few of your 2013 OpenTable reservations. Remember these? See All Your 2013 Reservations

- Truffles Cafe – Belfair**
Bluffton • American
A party of 4
December 28 at 1:45 PM
[Review it](#)
- Truffles Cafe – Belfair**
Bluffton • American
A party of 15
July 19 at 7:00 PM
[Review it](#)
- Fogo de Chao Brazilian Steakhouse – Indianapolis**
Indianapolis • Brazilian Steakhouse
A party of 7
December 12 at 12:00 PM
[Review it](#)
- Harbour Town Grill**
Hilton Head Island • Steakhouse
A party of 2
December 06 at 7:30 PM
[Review it](#)
- Truffles Cafe – Belfair**
Bluffton • American
A party of 2
November 24 at 11:45 AM
[Review it](#)
- Ozumo – San Francisco**
San Francisco • Japanese
A party of 4
November 17 at 5:30 PM
[Review it](#)
- Harry & Izzy's – Downtown**
Indianapolis • American
A party of 2
October 16 at 7:00 PM
[Review it](#)
- Buca di Beppo – Downtown Indianapolis**
Indianapolis • Italian
A party of 19
September 16 at 7:00 PM
[Review it](#)
- Zero Zero**
San Francisco • Italian
A party of 2
August 24 at 8:15 PM
[Review it](#)
- Urban Tavern**
San Francisco • Gastro Pub
A party of 2
August 23 at 6:30 PM
[Review it](#)

[Find and Book Your Next Table](#)



Advanced Personalization

OpenTable

Send Date

January 10, 2014

Subject Line

Looks like you had a delicious year, Andrea!

[View it on Pinterest](#)

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



Andrea Smith
Design Lead, Content Marketing & Research, US

Related Pins



Reliant

Maker family plan

calls, text a little, do some surfing plan.

they're making the right decision, especially when it comes to your bill. We want to make sure you're getting the most out of your plan. You can get a personal plan consultation to help you avoid future bills. We offers the fairest and most flexible rate plans, your consultant will help you find a plan that best fits your family's lifestyle.

your April 19, 2013, bill:

Category	Usage	Rate
YOU'RE IN THE SWEET SPOT	1GB data	149
YOU'RE IN THE SWEET SPOT	149 txt	

AT&T

ALMOST TRUE FACTS ABOUT THE ANIMAL KINGDOM

Your Fitbit 2013 Activity Summary

IN 2013, YOU TRAVELED 352 miles

That's more than the length of Ireland. It's also what it would take to run around a pufferfish expanded to 591597 times its normal size. Way to blow it up!

Fitbit



Advanced Personalization

Zulily

Send Date
November 13, 2013

Subject Line
Toys!

[View it on Pinterest](#)

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

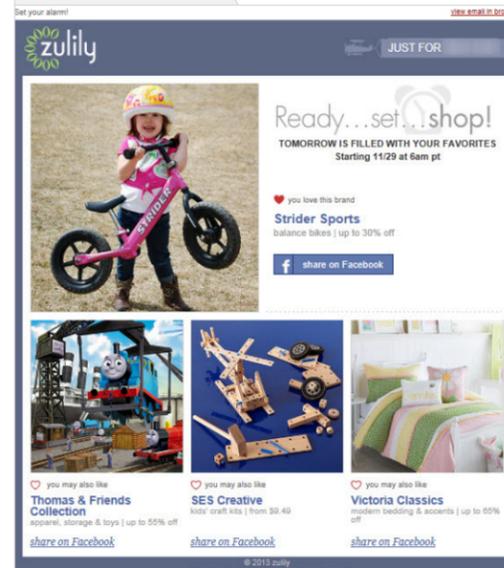


Chad White
Lead Research Analyst, US

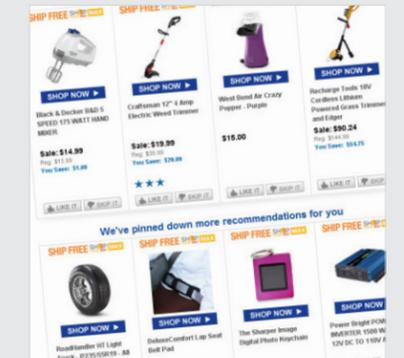
Progressive profiling email



Brand alert email



Related Pins



Sears +



Newegg +



Lowe's +

SEPHORA + PANTONE COLOR IQ

YOU'VE BEEN MATCHED

Here are your foundation matches based on your



MAKE UP FOR EVER
HD Invisible Cover Foundation

118 Flesh
\$ 42.00



PETER THOMAS ROTH
CC Cream Broad Spectrum SPF
30 Complexion Corrector

Light/Medium
\$ 48.00



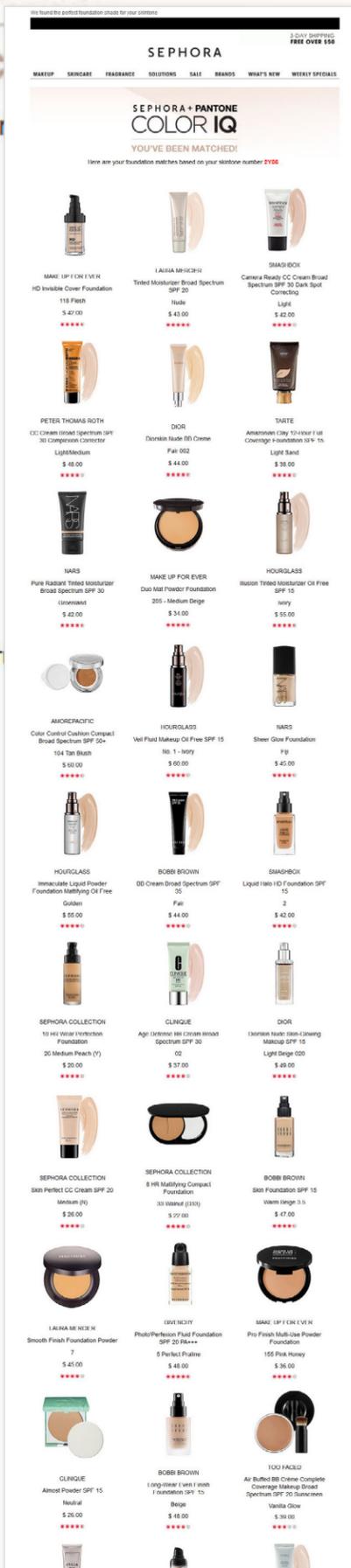
LAURA MERCIER
Tinted Moisturizer Broad Spectr
SPF 20

Nude
\$ 43.00



DIOR
Diorskin Nude BB Creme

Fair 002
\$ 44.00



Advanced
Personalization

Sephora

Send Date
February 2014

Subject Line
Your Foundation Matches

[View it on Pinterest](#)

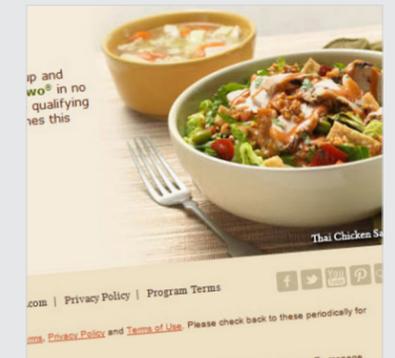
“While visiting a Sephora store in the US, I used their Color IQ technology to figure out which foundations would match my specific skin tone number. I was able to scroll through the foundation options in-store on their iPad, and send this email to myself for future reference. A very clever service email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



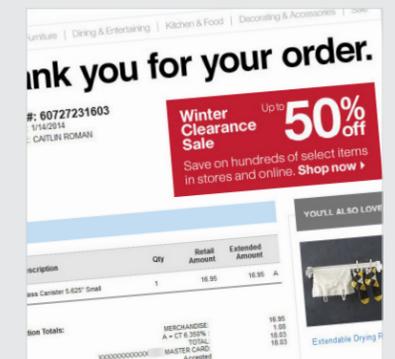
Lindsey O'Donnell
Design Consultant, Australia

The Best of the Email Swipe File 2014

Related Pins



Panera



Crate and Barrel



Triggered
Sophistication

rabbit eMarketing

Send Date
January 2014

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

[View it on Pinterest](#)

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

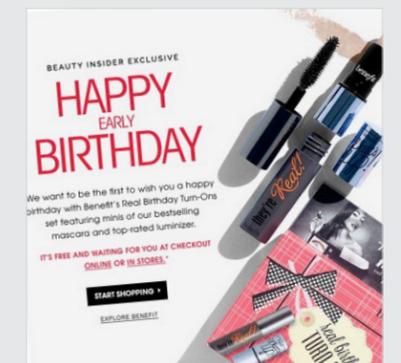


Nadine Bär
Senior Regional Marketing Manager, Germany

Related Pins



Donatos Pizza



Sephora

Email

Darstellungsfehler? [Hier klicken!](#)

Leute einladen?

Sehr geehrte Frau Bär,

nur noch wenige Tage bis zu Ihrem Geburtstag. Höchste Zeit, letzte **Vorbereitungen** zu treffen, damit Ihr Ehrentag garantiert so verläuft, wie Sie ihn sich wünschen.

Wir unterstützen Sie dabei! Verraten Sie uns einfach, welcher **„Geburtstagstyp“** Sie sind: Welche Aussage könnte von Ihnen stammen? Einfach anklicken und auf maßgeschneiderte Tipps freuen!

Viele Grüße Ihr
Uwe-Michael Sinn & Nikolaus von Graeve
im Namen des gesamten rabbit-Teams

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

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

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

Impressum

rabbit eMarketing GmbH
Kaiserstraße 65
D - 60329 Frankfurt am Main

Geschäftsführung:
Nikolaus von Graeve,
Uwe-Michael Sinn

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

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

Besuchen Sie uns auf:
Facebook
Twitter
YouTube

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

rabbit eMarketing

Landing page for "I don't celebrate"

The landing page features the rabbit eMarketing logo and a navigation menu with links for LEISTUNGEN, FALLSTUDIEN, AGENTUR, NEWSLETTER, RABBINAR, RABBLOG, and KONTAKT. The main content area has a yellow background and includes a handwritten note that says "Bloß weg von hier!". The text reads: "VIELEN DANK FÜR IHRE ANGABEN! Mir geht es wie Ihnen: Ich würde meinen Geburtstag jedes Jahr auch lieber vergessen! Meine persönlichen Survival-Tipps für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen! Ihr Uwe M. Sinn". A signature of Uwe-Michael Sinn is visible at the bottom.

Landing page for "I prefer it quietly and discreetly"

The landing page features the rabbit eMarketing logo and a navigation menu with links for LEISTUNGEN, FALLSTUDIEN, AGENTUR, NEWSLETTER, RABBINAR, RABBLOG, and KONTAKT. The main content area has a yellow background and includes a handwritten note that says "Purer Genuss!". The text reads: "VIELEN DANK FÜR IHRE ANGABEN! Mir geht es wie Ihnen: Ich habe zwar Geburtstag, aber das ist kein Ding, das groß gefeiert werden muss. Meine persönlichen Survival-Tipps für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen! Ihr Christian Lang". A signature of Christian Lang is visible at the bottom.

Landing page for "It's gonna be the party of the year"

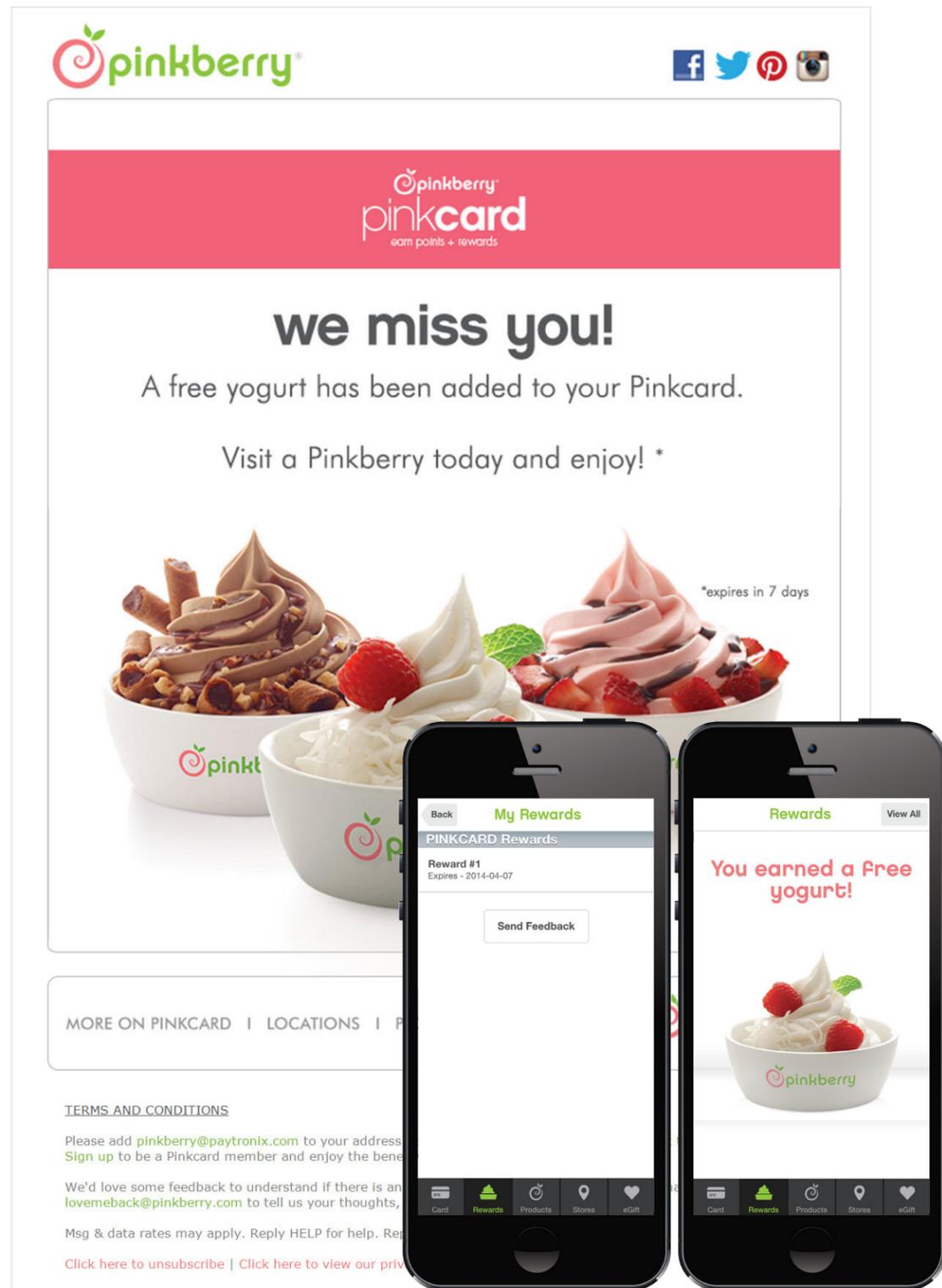
The landing page features the rabbit eMarketing logo and a navigation menu with links for LEISTUNGEN, FALLSTUDIEN, AGENTUR, NEWSLETTER, RABBINAR, RABBLOG, and KONTAKT. The main content area has a yellow background and includes a handwritten note that says "Party Party". The text reads: "VIELEN DANK FÜR IHRE ANGABEN! Mir geht es wie Ihnen: Ich liebe Geburtstage – besonders meinen eigenen. Und der muss richtig gefeiert werden! Meine persönlichen Survival-Tipps für Ihren perfekten Ehrentag sind schon via E-Mail unterwegs zu Ihnen! Ihre Daniela Hartig". A signature of Daniela Hartig is visible at the bottom.

Triggered email 1: Survival tips

The triggered email has a yellow header with the rabbit eMarketing logo and social media icons. The main content area features a photograph of a dining table with wine glasses and a plate of food. The text reads: "Darstellungsfehler? Hier klicken! Sehr geehrte Frau Bär, mir geht's wie Ihnen, auch ich bin ein stiller Genießer: Ich vermeine meinen Geburtstag zwar nicht, aber eine Party und übertriebene Glückwünsche müssen nicht sein. Den eigenen Ehrentag einfach ausfallen lassen und Kollegen verprellen kommt aber auch nicht infrage. Damit Sie so wenig Aufhebens wie möglich um Ihren Geburtstag ausgesetzt sind, hier mein Überlebenstipp für Sie: Geburtstag ja. Aber ohne viel Tamtam! Sollten die Party Gäste jetzt dennoch kommen... keine Angst: Spontane Partys sind immer noch die besten! :) Die besten Grüße und viel Erfolg mit meinem Survival Guide. Ihr Christian Lang". A signature of Christian Lang is visible at the bottom. The footer contains contact information for rabbit eMarketing GmbH, including phone, fax, email, and website, as well as social media links for Facebook, Twitter, YouTube, Google+, and Xing.

Triggered email 2: Birthday well-wishes

The triggered email has a yellow header with the rabbit eMarketing logo and social media icons. The main content area features a photograph of a slice of carrot cake on a yellow plate. The text reads: "Keine Glückwünsche von den rabbits in Sicht? Dann probieren Sie's hier mit der Online-Version! Sehr geehrte Frau Bär, wir wollten es uns ja verkneifen. Aber dann haben wir uns doch dafür entschieden, Ihnen heute – pssst, natürlich ganz diskret (daher auch die unverfängliche Betreffzeile dieser E-Mail :)) – zu gratulieren. Darum hier unsere geflüsterten Glückwünsche an Sie: Alles Gute zum Geburtstag. Was wir Ihnen wünschen? Na klar: Alles, was Sie sich auch wünschen! Alles Gute, Ihr Christian Lang". A signature of Christian Lang is visible at the bottom. The footer contains contact information for rabbit eMarketing GmbH, including phone, fax, email, and website, as well as social media links for Facebook, Twitter, YouTube, Google+, and Xing.



Triggered
Sophistication

Pinkberry

Send Date
March 2014

Subject Line
We Miss You!

[View it on Pinterest](#)

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



Todd Wilson
Manager, Strategic Services, US

Related Pins



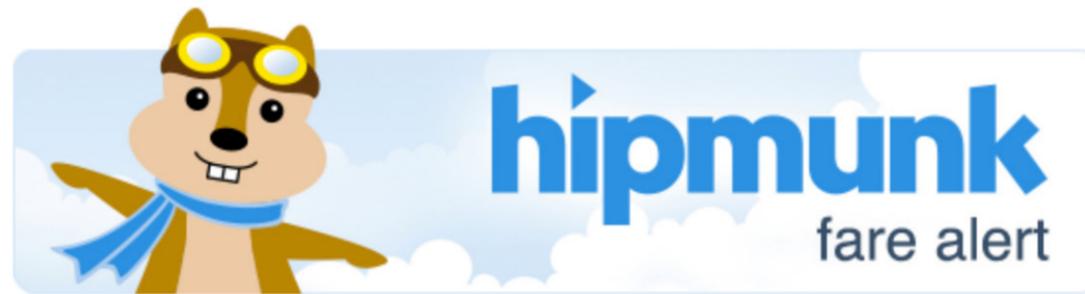
QVC +



Banana Republic +



Moosejaw +



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

IND Indianapolis ↔ BOS Boston, MA

DEPART Sep 05, 2013 RETURN Sep 08, 2013

\$367
Economy, per person [Buy Now](#)



Prices can change quickly, so don't wait!

This email was sent to [redacted] by

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

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

[Unsubscribe](#) from this Fare Alert.



Triggered
Sophistication

Hipmunk

Send Date

July 27, 2013

Subject Line

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

[View it on Pinterest](#)

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



Amanda Miller
Marketing Consultant, US

Related Pins



Boden USA

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



INVITE FRIENDS - GET \$15

NEW ARRIVALS | TOP RATED | SALE | DRESSES

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

6 MONTHS TOGETHER

& we ♥ you more than ever!



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

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

START SHOPPING OUR
Top-Rated Products »

Share Your Coupon Code
ON FACEBOOK & TWITTER »

WANT MORE
*Special Occasion
Surprises*
FROM MODCLOTH? *

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

FIND OUT HOW »



Triggered
Sophistication

ModCloth

Send Date
July 2013

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

[View it on Pinterest](#) ▶

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

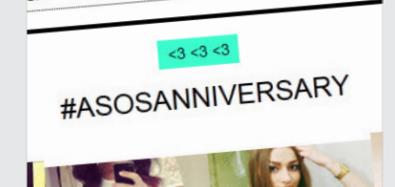


Mike Diekhoff
Senior Design Consultant, US

Related Pins



Levi's +



ASOS +



Zappos +



Triggered
Sophistication

Pinterest

Send Date
March 2014

Subject Line
You qualify for a Pinterest business account

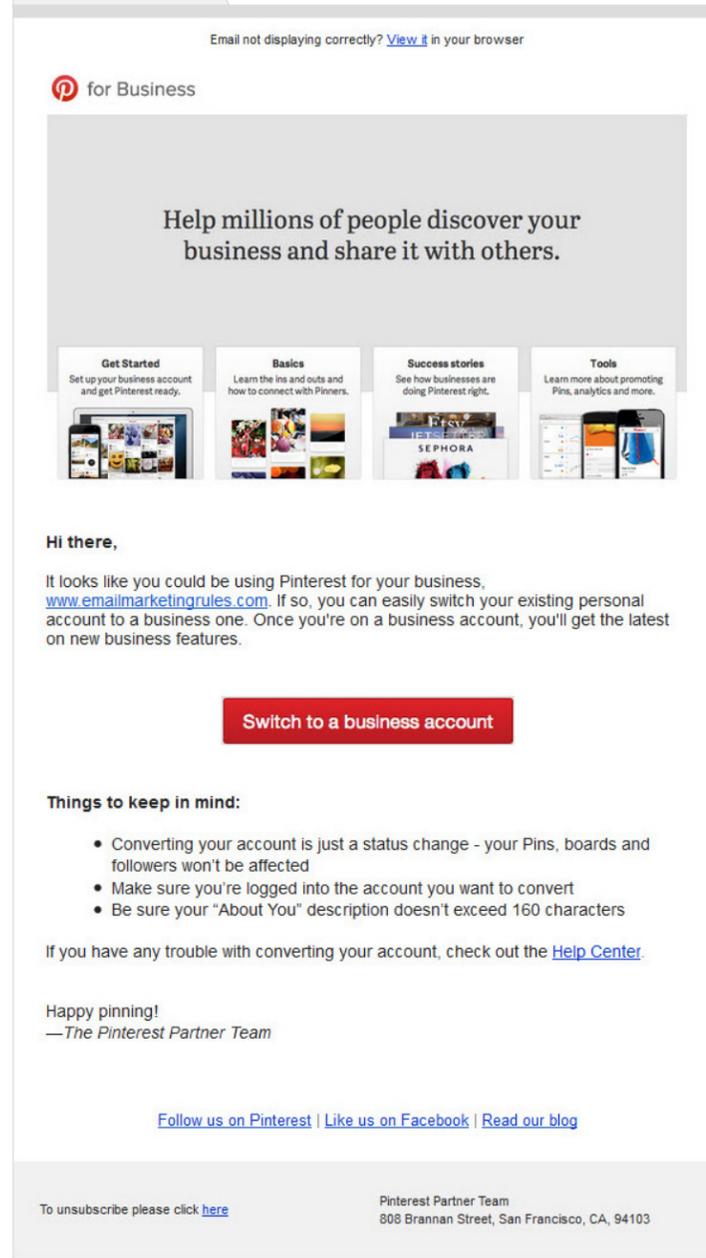
View it on Pinterest ➤

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

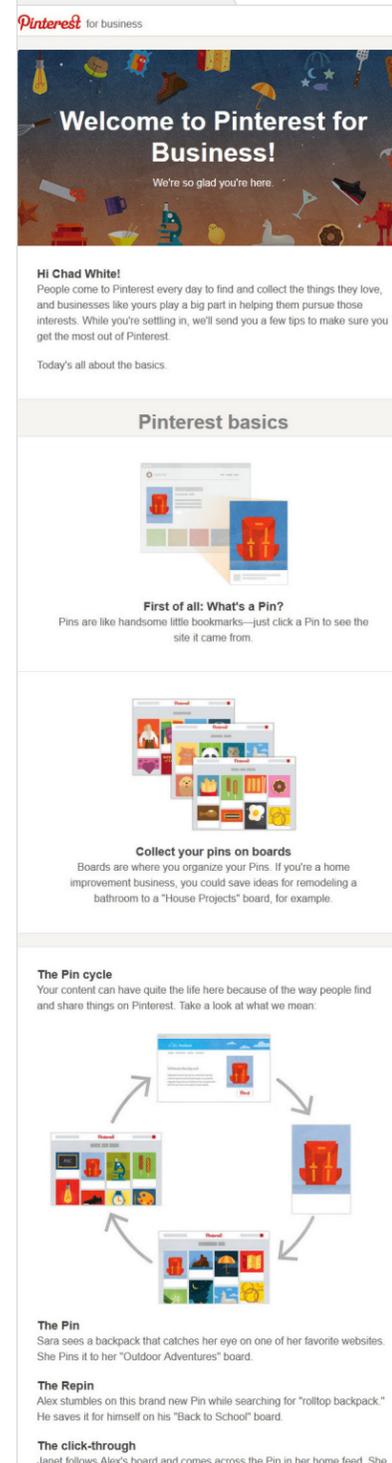


Chad White
Lead Research Analyst, US

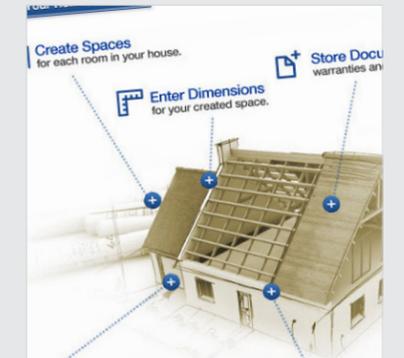
Qualifying email



Welcome email 1



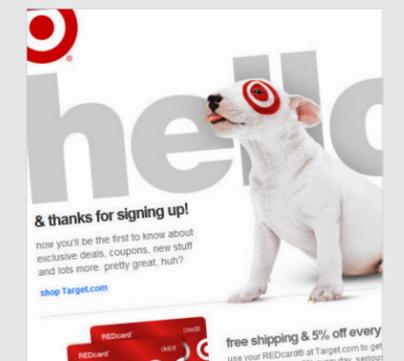
Related Pins



Lowe's +



Zulily +



Target +

Pinterest

Welcome email 2

Pinterest for business

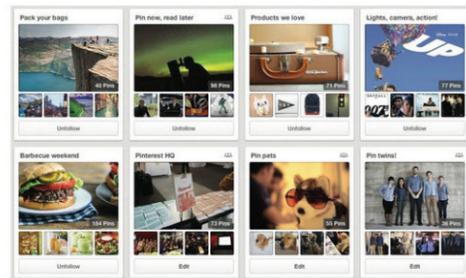
Hi Chad White!

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



Fill out your profile

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



Make some boards

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

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

Start adding Pins

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

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

See how others do it

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

Welcome email 3

Pinterest for business

Hi Chad White!

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



Meet the Pin It button

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

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

See how others do it

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

[Get the Pin It button](#)

Welcome email 4

Pinterest for business

Hi Chad White!

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

Tell people you're here

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

See how others do it

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



Get the Follow button

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

[Get the follow button](#)

Welcome email 5

Pinterest for business

Hi Chad White!

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



Meet Pinterest web analytics

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

You'll get to dig into things like:

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

See how others do it

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

Verify your website

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

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

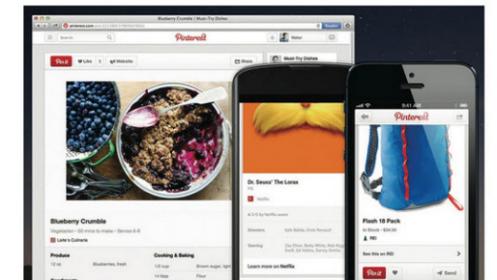
[Verify your website](#)

Welcome email 6

Pinterest for business

Hi Chad White!

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



Meet Rich Pins

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

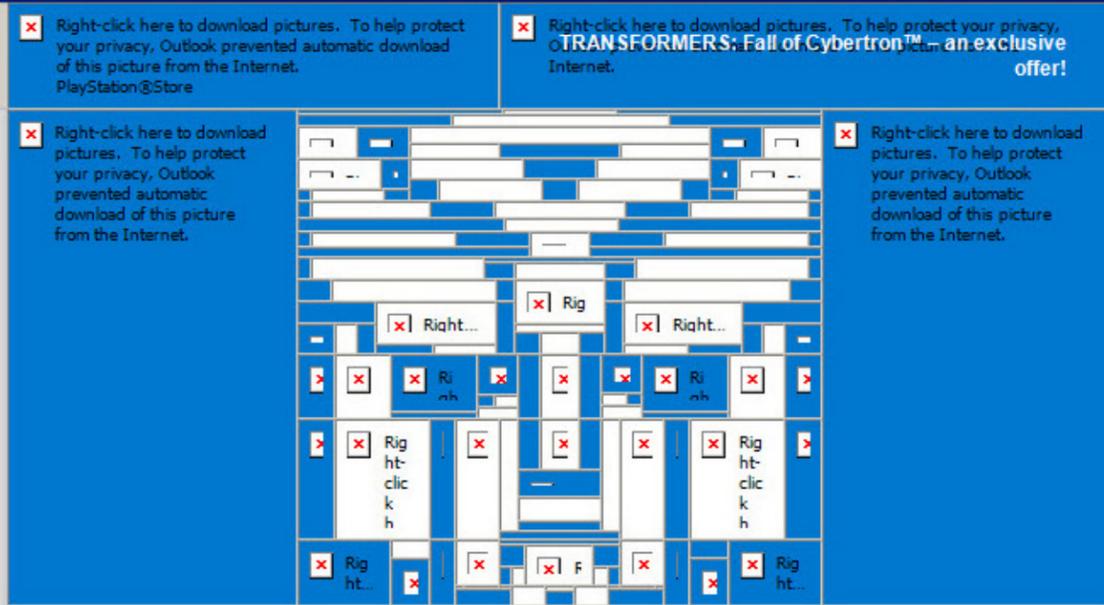
Get Rich Pins

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

See how others do it

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

[Get Rich Pins](#)



Hi [redacted],

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

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

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

Redemption expiry date: 19/05/2013

[Instructions](#)



Smart Rendering

Sony PlayStation New Zealand

Send Date

April 20, 2013

Subject Line

Save Cybertron with an exclusive PS Store offer

[View it on Pinterest](#)

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



Christopher Oldfield
Premium Global Support Analyst, Australia

Related Pins



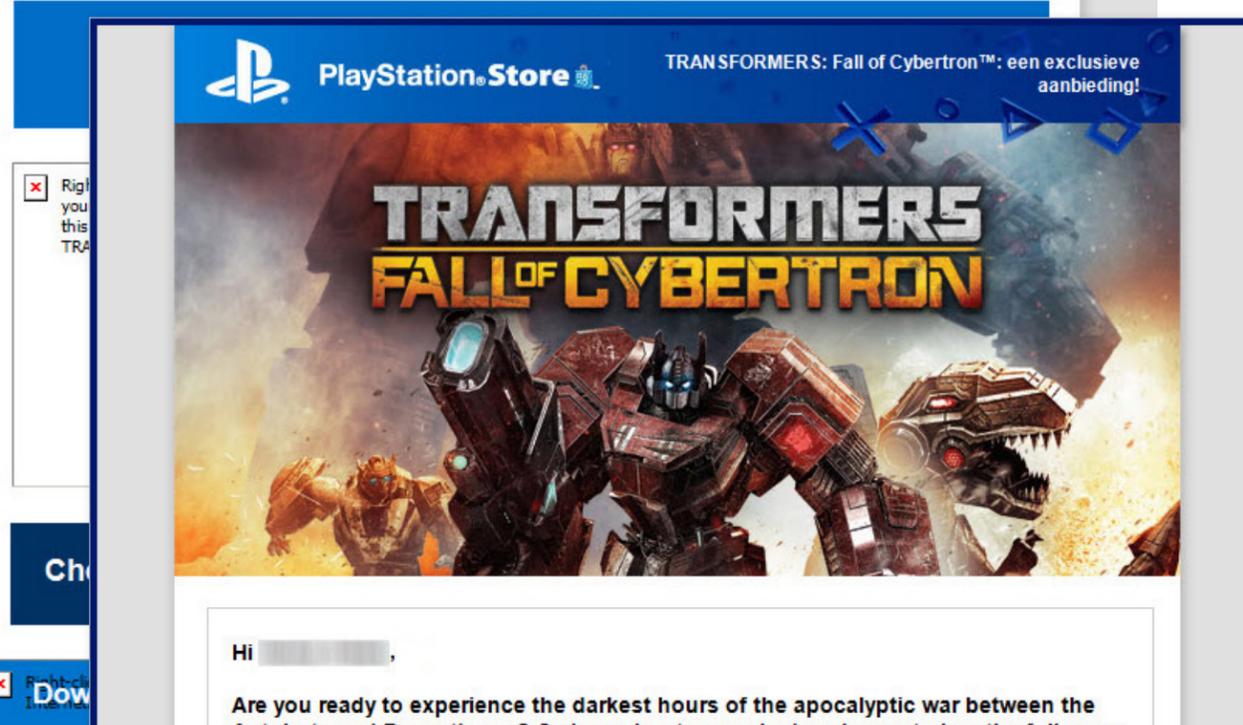
Mothercare +



Bendon Lingerie +



Twitter +





Smart Rendering

AT&T

Send Date
June 27, 2013

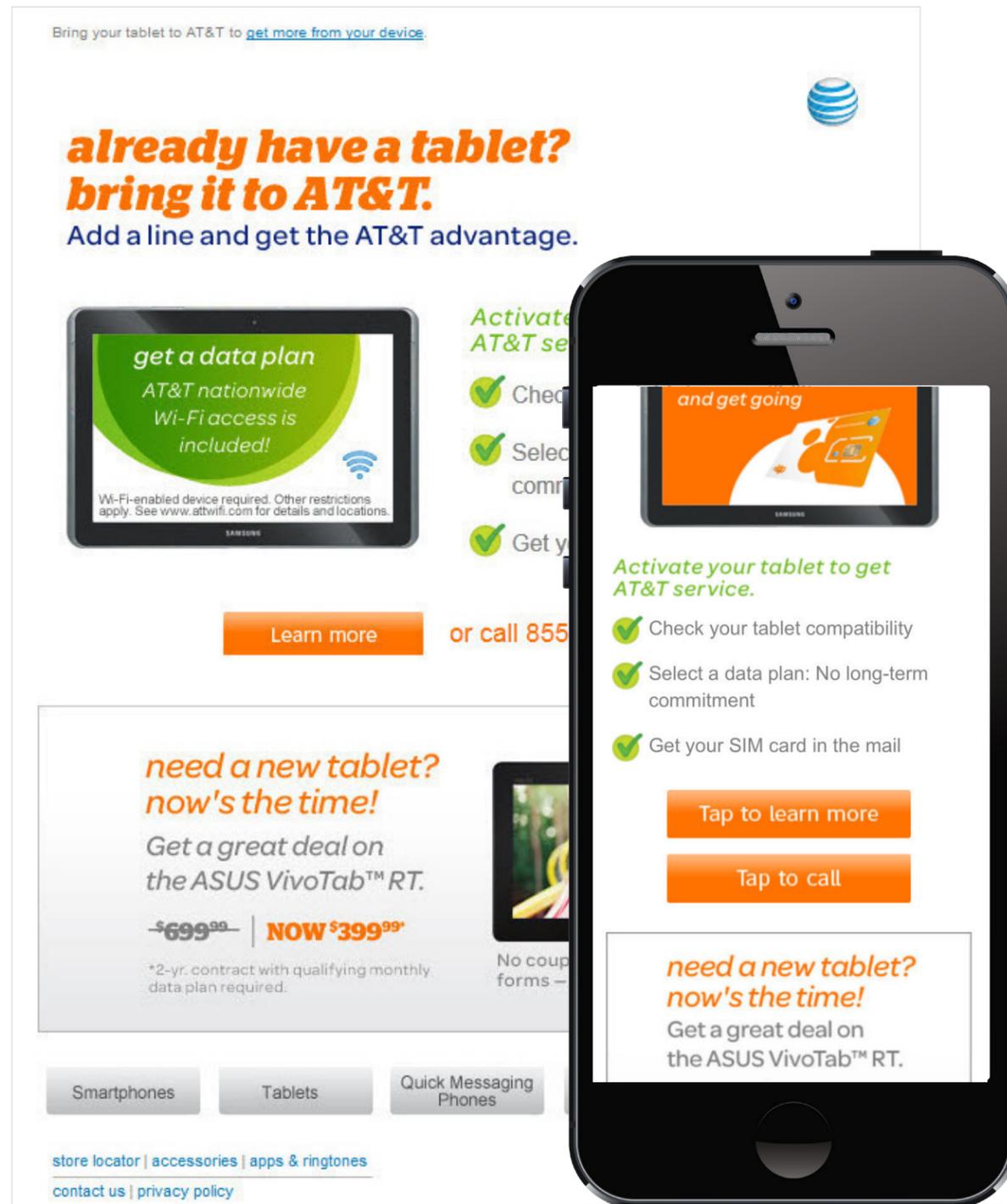
Subject Line
*Your tablet. Our network.
Together, they're better.*

[View it on Pinterest](#)

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



Chris Studabaker
Regional Director, Strategic Services, US



Related Pins



Marriott



Toms



Smart Rendering

Best of the Best

Send Date
August 19, 2013

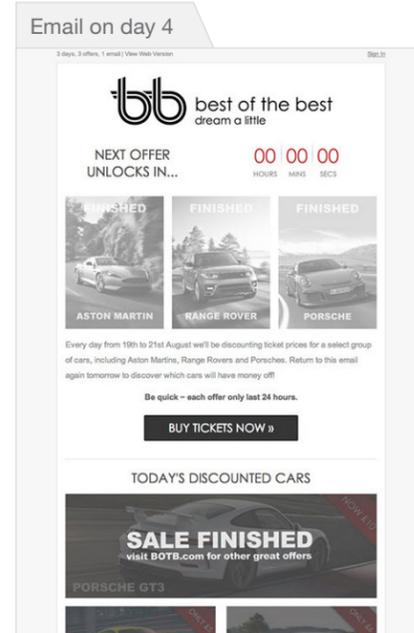
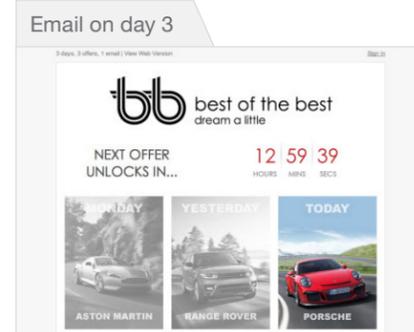
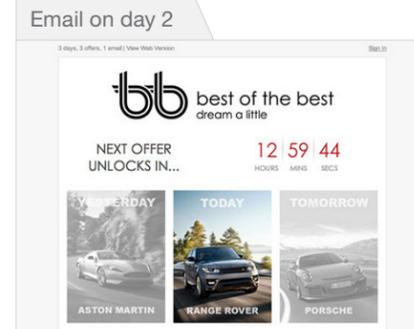
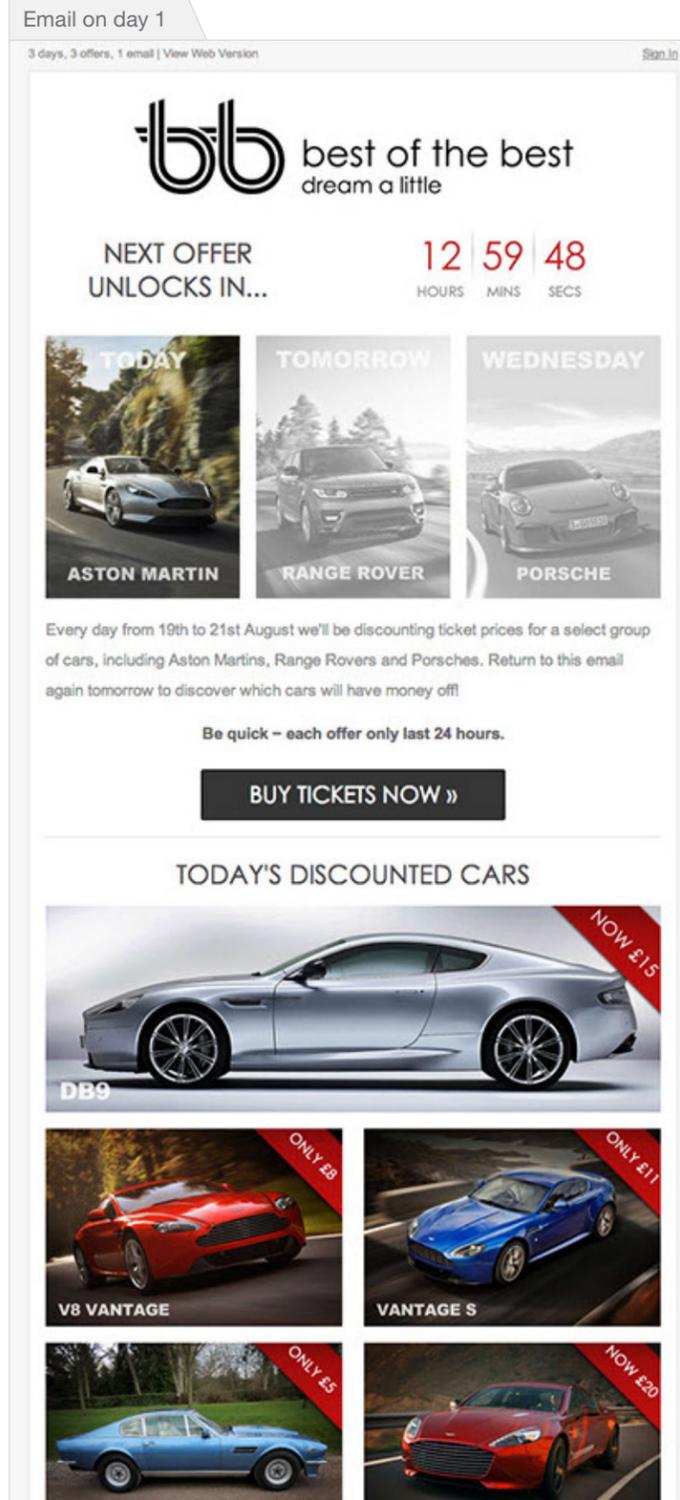
Subject Line
Hold onto this email...

[View it on Pinterest](#)

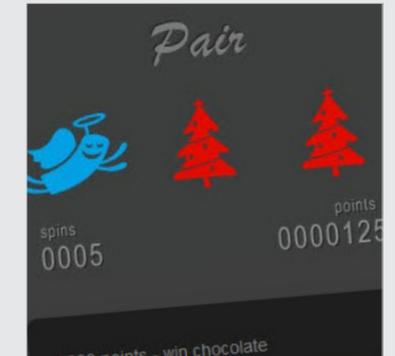
“Using live content, this email’s messaging changed each day for three days in a row, and then displayed a ‘sale finished’ message after that. The tactic spurred 23% of the subscribers who opened the email on the first day to open it again on the second day and 7% to reopen on the third day. That extended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



Abul Kashim Siddique
Senior Design Consultant, UK



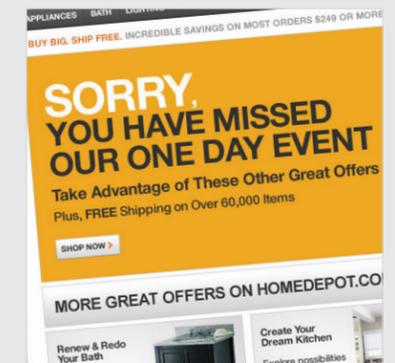
Related Pins



Style Campaign +



Walgreens +



Home Depot +

Learn what goes into every cup | View online

MEMBER EXCLUSIVE

MY STARBUCKS REWARDS

Rewards Reload Shop

Handcrafted just for you

50% OFF
any handcrafted
espresso beverage
Ends November 12
Offer code 354
One-time use only
Non-transferable



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

How to redeem this offer:

Available at participating Starbucks stores.

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

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

Disney
SAVING MR. BANKS

In Theatres December 20

[Get Started](#)

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

STARBUCKS



Smart Rendering

Starbucks

Send Date

November 6, 2013

Subject Line

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

[View it on Pinterest](#)

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



Hannah Downey
Design Consultant, US

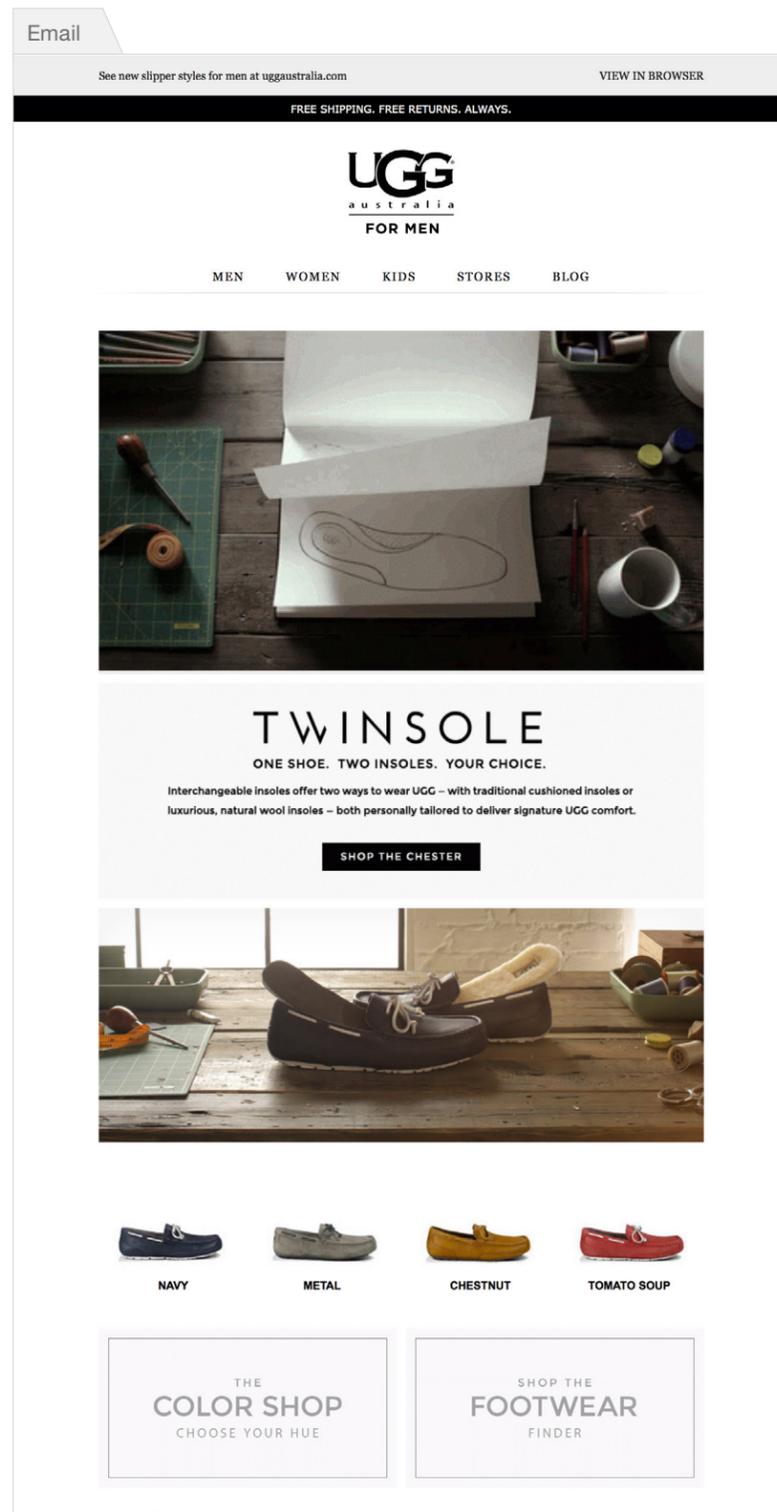
Related Pins



Helzberg Diamonds



Pizza Express



Video GIF: Select frames



 Smart Rendering

UGG Australia

Send Date
March 9, 2014

Subject Line
Tech News: Twinsole offers twice the comfort

[View it on Pinterest](#)

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

 Lindsey O'Donnell
Design Consultant, Australia

Related Pins



Lego +

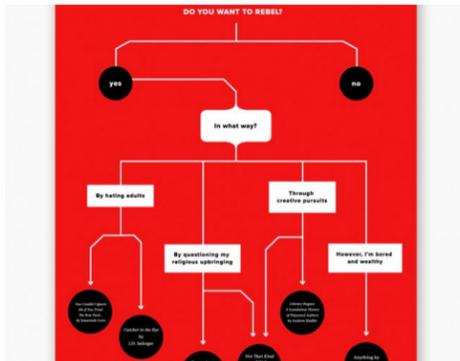


Brookstone +

THE BLOG · April 16th, 2014

TO SEE TO READ TO BUY TO MEET TO DO

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



TO READ · 04/09/2014

To Read: Do You Want to Rebel?

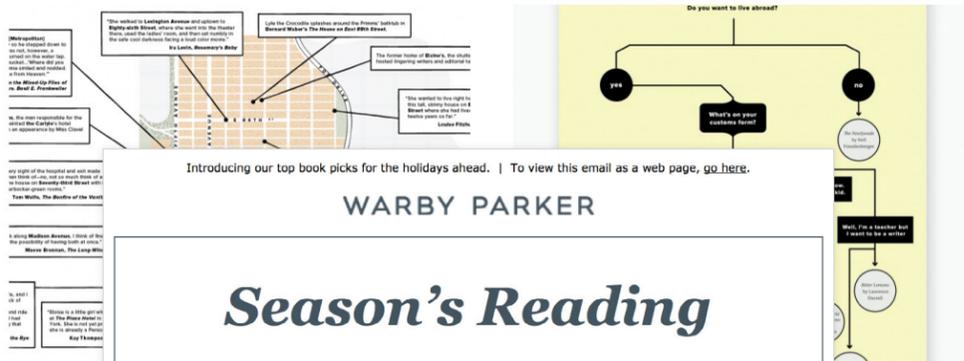
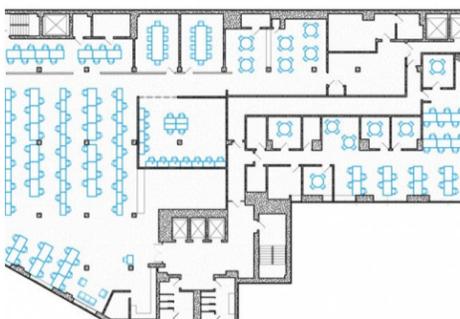
READ MORE



TO READ · 03/14/2014

To Read: Chronicle Book List

READ MORE



To Do:

WARBY PARKER

Season's Reading

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

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

MORE BOOKS WE LOVE >

to Live



Fante



Unique Voice

Warby Parker

Send Date

November 27, 2013

Subject Line

Booked solid

[View it on Pinterest](#)

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



Kristina Huffman
Practice Manager, Global Creative Services, US

Related Pins



Brooks Brothers



J.Crew

BABY BOOM!

Find the perfect gifts for all the new babies in your life

SHOP GIFTS ▶

for the ROYAL BABY



Unique Voice

Jonathan Adler

Send Date

July 22, 2013

Subject Line

We're Royally Excited

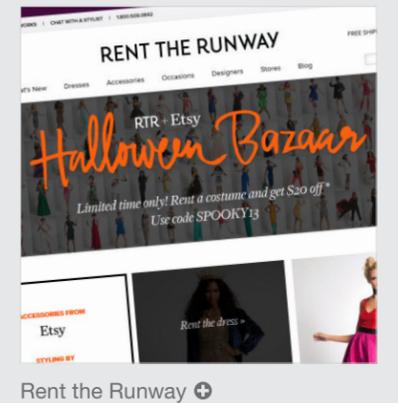
[View it on Pinterest](#)

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



Ivy Wright
Global Public Relations Specialist, US

Related Pins



Brilliantly British Boden Christmas

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

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

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

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

Johnnie & all of us at Boden House

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

Boden
GREAT BRITISH STYLE

WOMEN · MEN · GIRLS · BOYS · BABY



WE JUST POPPED BY TO WISH YOU A



Brilliantly British
Boden Christmas

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

1. Your mother-in-law just said 'I wouldn't have done it like that' for the 3rd time.
2. Your 'oh, you shouldn't have' face needs fine-tuning, so you've snuck off to practice smiling.
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5. *You simply miss us as much as we miss you...*

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

Johnnie & all of us at Boden House



Unique
Voice

Boden UK

Send Date

December 25, 2013

Subject Line

A note for naughty email readers...

[View it on Pinterest](#)

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

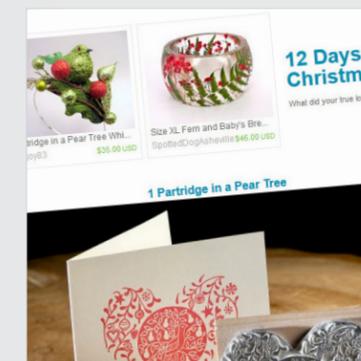


Abul Kashim Siddique
Senior Design Consultant, UK

Related Pins



Icelandic Tourism Board



Etsy



The Limited

Send Date

December 15, 2013

Subject Line

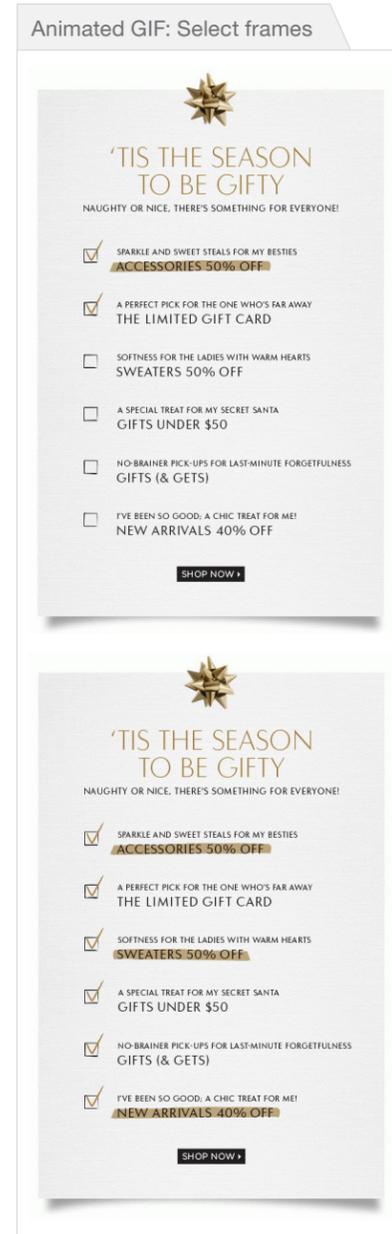
*Make a List, Check it Twice
(With Great Offers)*

[View it on Pinterest](#)

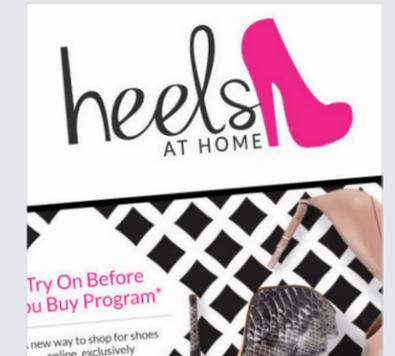
“What a clever approach to promoting multiple sale offers and types of gifts for the holidays. The Limited’s use of an animated GIF to highlight their offers and percentage-off discounts not only draws the reader’s eye down through the email, but it also promotes longer consideration of each offer through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



Anna Meier
Senior Design Consultant, US



Related Pins



Heels.com



Nordstrom



ON THIS DAY IN HISTORY,
REPUBLICANS SHUT DOWN
THE GOVERNMENT IN AN
EFFORT TO STOP EVERY
AMERICAN FROM HAVING
ACCESS TO HEALTH CARE.

SHARE

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

Democratic National Committee

Send Date

October 1, 2013

Subject Line

This day in history

[View it on Pinterest](#)

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



Chad White
Lead Research Analyst, US

Related Pins



Toms



Activate this email address.

 Activate

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



Inspired
Fundamentals

Noun Project

Send Date

March 2014

Subject Line

*Please verify your
Noun Project account*

[View it on Pinterest](#) 

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



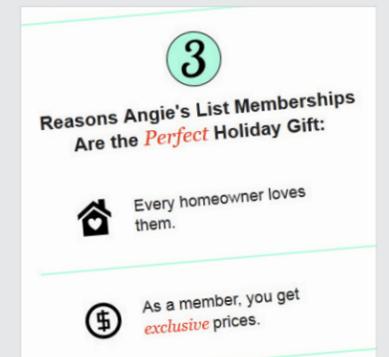
Andrea Smith

Design Lead, Content Marketing & Research, US

Related Pins



Kickstarter 



Angie's List 

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Holiday Inspirations from the Email Swipe File ↓

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The Audience Growth Swipe File ▶

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