HOLIDAY EMAIL DESIGN LOOKBOOK

An 'Uplers' Twist To Existing Holiday Emails To Boost Conversion
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Holidays is the time for family and dear ones. Buying gifts, decorating your house, throwing parties, waiting for the ball to drop, preparing dinners or waiting in lines for buying products at all-time low prices – Holidays, undeniably have always been the busiest times for most brands.

With holiday sales during November-December of 2017 alone propelling to $691.9 billion, it will not be wrong to say that most marketers will be racking enough revenue during the holiday season compared to the rest of the year.

This is the best time to begin your holiday email strategy, and this LookBook has been curated to help you conceptualize your holiday email designs. We bring to you how brands have been creating their holiday emails, while suggesting design and coding improvements to them from aesthetic and conversion point of view.
The last quarter of the year i.e. September to December is the most tasking and opportune period for marketers all around the world. Referred to as the ‘Holiday Season’, it is the time when people do the most shopping online as well as offline.

In fact, some of our fellow email marketers begin planning their holiday email campaign, as early as in July (you must have heard about Christmas in July campaigns) and some brands even start sending Halloween sales promotion emails in September. Let’s see how different brands are sending their holiday emails.
HOLIDAY BASED SALES, PROMOTION & GREETING EMAILS
Halloween is the holiday dedicated to remembering the dead, including saints (hallows), martyrs, and all the faithful departed. So, the overall theme revolves around horror and spookiness and the most common elements are Jack 'o' Lanterns made from pumpkins, trick or treating, and sweets of all type, shape, size, and color. Emails sent during this time incorporate these elements in their template design and predominantly use orange or green colors over black or a dark background.
DON’T LET THIS SWEET SALE SPOOK YOU.
ONLINE EXCLUSIVE!
31% OFF**
ALMOST EVERYTHING!
Including Hyba Activewear.

SHOP NOW

Online: starts Tuesday, October 31, at 9 PM and ends on Wednesday, November 1, at 9 AM (ET).

NEW ARRIVALS
SHOP ALL
R SIZES
WEAR TO WORK
HYBA ACTIVWEAR
SALE

FIND A STORE
PRIVACY POLICY

You received this email because you purchased something from our store or signed up to receive REITMANS electronic messaging (including text messages) with the following email address:

If you wish to be removed from our mailing list, you may UNSUBSCRIBE at any time.

Please note that it may take up to 10 business days to process your request and unsubscribe you from our mailing list.

REITMANS IS A DIVISION OF REITMANS (CANADA) LIMITED, 250 SAUVÉ STREET WEST, MONTREAL, QUEBEC, CANADA H3G 1Z2.

You may visit or contact us at www.reitmans.com

1-800-REITMANS 724-8025 or customerservice@reitmans.com

Please read our Privacy Policy so that you can understand how we collect, use and disclose the personal information that you provide to us.

* For a limited time, Reitmans is offering FREE REGULAR SHIPPING on all online orders of $50 (CAD) or more (after applicable discounts and before taxes) shipped within Canada. Shipping costs will be automatically deducted at checkout from all eligible orders after applicable discounts and before taxes. This offer is not valid on previous purchases and international shipments. Additional restrictions may apply.

** Offer valid online at reitmans.com from October 31 at 9 PM (ET) to November 1, 2017 at 9 AM (ET). Valid on regular-priced merchandise only. Selected styles, while quantities last. Cannot be combined with the R Essentials promotion Buy One, Get One at 50% OFF. Not applicable to the purchase of gift cards, previously-purchased merchandise and already-reduced merchandise (ending in $.98). Online prices already reflect discount. Before taxes, shipping and
HAPPY HALLOWEEN!
FROM THE DUNKIN’ DONUTS® SHOP!

SCARY GOOD DEAL
$10 OFF ORDERS $49+

USE CODE TREAT AT CHECKOUT

SHOP NOW

*Discount valid at http://shop.dunkindonuts.com only. Savings valid through 11:59 p.m. PT on 10/31/2017. Use code TREAT at checkout to receive $10 off your order of $49+. Discount applied to sales price pre-tax and shipping. Not redeemable for cash/credit. Cannot be combined with other offers; not valid on previous orders, taxes, gift cards, and shipping costs. Other exclusions may apply. This offer is subject to change, including termination without notice.

Privacy Policy • Customer Service

Please add no-reply@mail-dunkindonutshop.com to your address book to ensure our emails reach your inbox. If you’d rather not receive emails, simply unsubscribe. We’ll miss you terribly, though.

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Thanksgiving dinner with family and close ones is the first thought about Thanksgiving that come to most of your minds. Most emails sent during this time adopt the autumn feel in their designs with a general color scheme of brown, yellow, and orange. Elements wise, most email designers use Autumn leaves, Pumpkins and Turkey dinners in their emails.
PETIT VOUR
Free shipping on all orders $40+ plus get $10 back™
From all of us at Petit Vour

HAPPY THANKSGIVING

Have we told you lately that we’re thankful?
Cheers to you, your loved ones, and
to all those who will be positively affected
by your choice to be cruelty-free!
With gratitude,
Petit Vour

pssst!
The sale’s still on!
Shop if you’re free...or just full.

SHOP THE SALE

©Copyright Uplers 2019

Always Guest-Ready with AeroBed

Feels Like Home
Inflatable sets come in soft colors and
come double-sided, too!

99° - 199°

Comfy for College
Packs up easily for storage in
any student’s tiny space.

59°

Pillow Top Luxury
The special number on the corner makes it easy to be a guest!

149° - 249°

Ultimate Recharge
Recharge your bed with our USB port to keep devices powered up.

199° - 299°

The Creme de la Cruelty Free
Get a monthly subscription for as low as $15/box
for shipping, cancel anytime

FREE SHIPPING ON ORDERS $40+
BEDDING  KITCHEN  DINING  OUTDOOR  HOME DECOR  GIFT CARDS  CREDIT CARDS  REGISTRY  CLEARANCE

Unsubscribe or Update Email Preferences
The information we collect is used for the best & benefit.
Please review our Privacy Policy & Terms of Use for complete terms on how we use, store & protect your information.

www.theveganregistry.com/privacy.png
today’s menu

STARTER
A joyful blend of family and friends with a side of tempers rising over the gravy recipe (the less said about that the better...).

MAIN
Too much turkey, not enough chairs, sautéed with ‘of course, my cranberry sauce isn’t canned’ – your secret’s safe with us.

DESSERT*
Anything with an elastic waistband blended with the big parade (not sure what it is, but we hear good things).

*Comes with a ‘I’m-thankful-there’s-no-work-tomorrow’ glaze.

We hope the dinner was spectacular (and the company even better).

AN AFTER-DINNER TREAT
30% OFF
Plus free shipping & returns on orders over $49

TUCK IN

FANCY A NAPED? REFER A FRIEND. GET $10

Unsubscribe | Gift Cards | Contact Us

This offer is not valid in conjunction with any other Boden, Mini Boden, Johnnie b or internet offer. The 30% off plus free shipping and returns on orders over $49 offer is valid until 11.59 p.m. PST on 29th November 2019. Boden Gift Vouchers, Boden E-Cards, New In, Flashsale, Matching Items, Sale and Clearance items are excluded from this offer. Other selected items are also excluded (visit boden.com/exclusions for a full list). Free shipping and free returns apply only within the US. Free shipping applies to standard shipping and only to orders where the total spend (after discount) is greater than $49. If an item is returned that brings the total spend below the qualifying level, the offer value may be deducted from any refund. This offer is not for resale or publication. Previous purchases are not eligible for this offer. This offer applies only to personal orders. Items that are considered to be commercial may be excluded from the offer. Standard terms and conditions of sale are set out on our website.

JLP Boden Services Inc, 180 Armstrong Road, Hatton, PA 18440-9620
Coming on the Friday & Monday after Thanksgiving, **Black Friday** and **Cyber Monday** are the two holidays with highest individual sales compared to others. Black Friday emails mostly feature gold highlights over black backgrounds and Cyber Monday emails have a cyber or neon themes even if the brand doesn’t sell any cyber products.

![Figure 2 In 2017, Sales registered during Cyber Monday and Black Friday are $6.59 billion and $5.03 billion respectively.](image)
BOWS BOUTIQUES
LIVE LOVE FASHION

FREE UK DELIVERY ON ORDERS £75 OR OVER

NEW IN  DRESSES  FOOTWEAR

BLACK FRIDAY WEEK
20% OFF
EVERYTHING - ONLINE ONLY

SHOP NOW

*Discount already applied. Cannot be used in conjunction with another promotion.

IT’S FINALLY HERE!
Don’t hang around, treat yourself to some gorgeous bargains today!

Contact us via email: customerservice@bowsboutiques.com
Offer Valid On Full Price Items
No Code Needed
Online Only

2017 Bows Boutiques, All Rights Reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

Cannot see this email?
View this email in your browser
40% OFF SITEWIDE!

TARDY TO THE PARTY? DON’T WORRY, WE’RE STILL CYBERING.

USE CODE: CYBERON40

SHOP THE SALE: NEW ARRIVALS >

NEW ARRIVALS

BOOTS

HEELS

DRESSES

Final Hours: 40% Off Sitewide! The entire site is still on sale! Use code CYBERON40 before the coupon ends tonight. It’s been a week of shopping hard for most of us, but if you didn’t have the time/money/energy to get on those BlackFriday/CyberMonday deals, don’t worry. GoJane’s still got 40% off SITEWIDE! Just use code CYBERON40 before the coupon ends tonight...

GoJane | 950 N Barrington Ave, Ontario, CA 91764

Unsubscribe
Update Profile | About our service provider
Sent by onthelisted@gojane.com
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Original Price</th>
<th>Discounted Price</th>
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<tbody>
<tr>
<td>Women's Clothing</td>
<td>Floral Print Dress</td>
<td>$98</td>
<td>$49</td>
</tr>
<tr>
<td>Men's Clothing</td>
<td>Button-Front Shirt</td>
<td>$59</td>
<td>$29.50</td>
</tr>
<tr>
<td>Kids' Clothing</td>
<td>Graphic T-Shirt</td>
<td>$12</td>
<td>$6</td>
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<tr>
<td>Homeware</td>
<td>Shower Curtain</td>
<td>$30</td>
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<tr>
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<td>Smartwatch</td>
<td>$149</td>
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<tr>
<td>Bedding</td>
<td>Sheet Set</td>
<td>$60</td>
<td>$30</td>
</tr>
<tr>
<td>Kitchenware</td>
<td>Coffee Maker</td>
<td>$49</td>
<td>$24.50</td>
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<tr>
<td>Curtains</td>
<td>Window Valance</td>
<td>$10</td>
<td>$5.50</td>
</tr>
<tr>
<td>Footwear</td>
<td>Sneakers</td>
<td>$60</td>
<td>$30</td>
</tr>
<tr>
<td>Toys</td>
<td>Stuffed Animal</td>
<td>$25</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

**FREE SHIPPING ANYWHERE OVER $49**

**CYBERDEALS**

FREE SHIPPING NO MINIMUM ORDER

Enter code SH2615 at checkout

**FRIDAY 24 HOUR DOORBUSTERS**

BLACK LACED & LOADED FRIDAY Extended!

Last shot at incredible deals!

CLICK TO SEE MORE

**24 HOURS ONLY!**

**SAVE $10**

**SAVE $15**

**SAVE $20**

**SAVE $25**

**SAVE $30**

**SAVE $35**

**SAVE $40**

**SAVE $45**

**SAVE $50**

**SAVE $55**

**SAVE $60**

**SAVE $70**

**SAVE $80**

**SAVE $90**

**SAVE $100**

**LIMITED QUANTITIES**

**LOWEST PRICE EVER!**
It’s the time to make snow angels and sip hot coco while opening presents. Email marketers bring the Christmas feel in their emails by adding a snow effect, Santa Clause, elves and snowmen gleefully playing in the snow, etc.
no mahabis under the tree? treat yourself instead. go on, it's christmas.

use code TREAT15 for 15% off

BUY NOW

all rights reserved mahabis ltd. 2017

you are receiving this email because you signed up to receive a discount code

unsubscribe

mahabis ltd.
63 gee street, second floor
london, ec1v 3rs
united kingdom

add us to your address book

this code cannot be used in conjunction with any other offer.
SUGGEST SOME DESIGN EDITS FOR BETTER CONVERSION

Our experience of producing more than 60,000 email templates since 2013 have given us the conclusion that 'every email we build for our clients is sent with the ROI in mind'. But do you know your email template can play a crucial role in your conversion process as much as you invest time in setting the campaign best practices in place?

Uplers out of sheer love to create GREAT templates have taken the liberty to RECREATE some ‘not so awesome’ emails from awesome Brands and added our twist. Are you too looking for the twist in your emails? Write to us an email to hello@uplers.com

Till then enjoy the awesome 'Uplers' Twist' to the Emails from

SONY | BED BATH AND BEYOND | JC PENNY | SPORTSMAN GUIDE | TRAVELOCITY
We have changed the color scheme to match the design style from Sony's website. Our expert team worked on modifying the extraordinarily lengthy email with stacks of products, and adopted a two-column layer with a giant hero image. The tips have been presented at one place for easy reading, and the call-to-action in the footer has been made prominent even when viewed quickly.

Original

Revamped
This email design by Bed, Bath & Beyond follows their brand guidelines. But on email design audit, we observed a few nuances that suggested improvements to make it more conversion-friendly. The first fold is vital for conveying the most important information and so we shifted both the discount codes to the first fold.

Additionally, we added the promotion as a preview text and since there is a good chance that the images might be disabled by default, a “View as Browser” link. Moreover, by segmenting the products into two-column layout in the later part of the email, the section can be stacked when viewed on mobile layout.
J C Penny's email was a boiler pot of all their products with too many things being showcased in the email. Besides adding a preview text and link to view the email online, we segmented the products into different categories with clear banners and individual links for each product. Additionally, we included a search bar in the header, where the subscriber can input their search terms, and they will be easily redirected to the appropriate landing page.
This email by Sportmans Guide had lot of things jumbled up in the first fold, which is likely to distract the subscribers as soon as they open the email. Instead of stating 24hr deals, we added a countdown clock and arranged the products into layers with ample white space to give a cleaner look to the overall email. Moreover, by arranging the footer elements, we organized the information and social buttons for maximum visibility.
Modern devices have larger screen width and so we created a full width email revamp for this email by Travelocity. We shifted the navigation menu to the second fold so that maximum attention goes to the animated GIF in the first fold. We followed the best practices of accessibility and used contrasting colors to highlight the CTA button and center-aligned the footer text for easy scanning.
Presumably, you too might have begun preparing your email templates for holiday season and we hope this LookBook helped you gain some inspiration as well as understand how the placement or even the colors of your email elements can influence your conversion rate.

For any requirement regarding email template design & coding or Email Campaign management services, shoot us an email to hello@uplers.com We are there to support you 24*5 & can deliver hand-coded, Litmus-tested email templates as fast as in 8 hours TAT.
### About Uplers

Uplers are experts at designing and coding beautiful Emails, Newsletters and Landing pages with responsive layout. Catering to 3500+ clients worldwide, having coded 60,000+ templates till date; offering 24/5 support, fastest-in-the-industry TAT of 8 hours & 100% money back guarantee to name a few. Uplers work with Direct Brands, ESPs and Agencies. Our clientele include Disney, National Geographic, 21st Century Fox, Ogilvy, Oracle, and more.

### Our Packages

<table>
<thead>
<tr>
<th></th>
<th>Email &amp; Newsletters</th>
<th>Landing Pages</th>
<th>Email Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Only coding (Design to HTML)</td>
<td>Fresh Design and Coding</td>
<td>Only coding (Design to HTML)</td>
</tr>
<tr>
<td>Starts @</td>
<td>$49 USD</td>
<td>$149 USD</td>
<td>Starts @</td>
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