



# HOLIDAY EMAIL DESIGN LOOKBOOK

An 'Uplers' Twist  
To Existing Holiday Emails To Boost Conversion

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## PREFACE

### *“Deck the halls with Holy Mirth & **Fa-la-la La-la-la-la**”*

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.

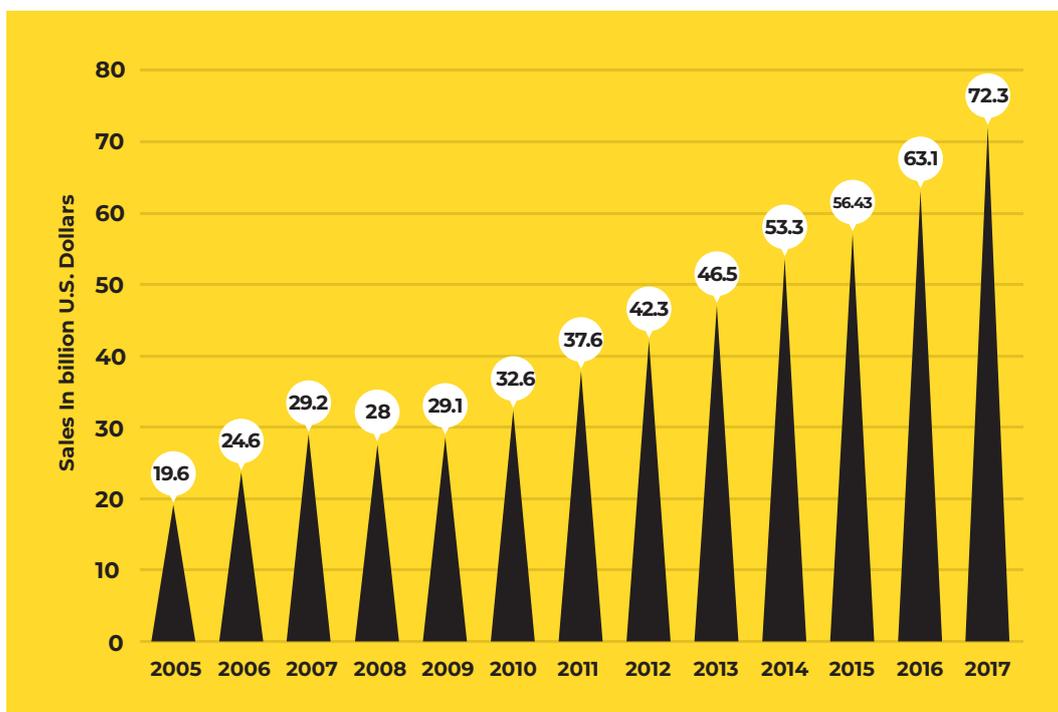
With holiday sales during November-December of 2017 alone propelling to **\$691.9 billion**, it will not be wrong to say that most marketers will be racking enough revenue during the holiday season compared to the rest of the year.

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.

# INTRODUCTION



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.



**Figure 1:** As per Statista, e-commerce holiday sales in 2017 was \$72.3 billion i.e. a whopping growth of 14.6% compared to 2016

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.

A screenshot of a Travelocity email template. At the top is the Travelocity logo and a navigation menu with links for Hotels, Flights, Packages, Cruises, Cars, and Things To Do. The main content area features a large black box with the text "How Much Will You Save?" in white, next to a yellow jack-o'-lantern face. Below this is the text "Do you dare to find out? Only the brave will save." and a yellow button that says "Reveal Your Discount\* &gt;&gt;". Underneath is a section titled "Looking for More? Check These Out:" with two cards: "Member Discounts" (with a keyhole icon and text "Join today &amp; unlock an extra 10% or more off select hotels!") and "Destination Spotlight" (featuring San Diego). Below these cards is a horizontal menu with the text "IT WOULD BE WISE TO CHECK OUT OUR:" and icons for Facebook, Twitter, Instagram, Google+, Pinterest, and YouTube. At the bottom, there is a footer with the website URL "www.travelocity.com", a "See coupon terms and conditions." link, and a "SUBSCRIPTION INFORMATION" section. The subscription information includes a note about receiving promotional emails, a link to "travelocity@ac.travelocity.com" for address book updates, and an "Update Your Preferences" link. It also mentions that preferences will be updated within 48 hours and provides a link to the "privacy policy". A final note states that users can unsubscribe from promotional emails and that the unsubscribe request will be processed within 5-10 business days. The footer also contains the company address: "www.travelocity.com | Travelocity Customer Care | 108th Avenue NE Bellevue, WA 98004, USA" and copyright information: "© 1996-2017 Travelscape LLC. All rights reserved. Travelocity, the Stars Design, and The Roaming Gnome Design are trademarks of Travelscape LLC. Use of this Web site constitutes acceptance of the Travelocity User Agreement and Privacy Policy. CST# 2056372-50".

Reitmans

FREE SHIPPING ON ALL ORDERS OF \$99 OR MORE!\*

**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 ACTIVEWEAR**

**SALE**

[FIND A STORE](#)

[PRIVACY POLICY](#)

[f](#) [p](#) [t](#) [v](#) [i](#) [R/BLOG](#)

You received this email because you purchased something from our stores 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,  
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[1-888-REITMANS 734-8826](tel:1-888-REITMANS) or [customerservice@reitmans.com](mailto: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 \$99 (CAD) or more (after applicable discounts and before taxes) shipped within Canada. Shipping costs will be automatically debited 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 30% Off". Not applicable to the purchase of gift cards, previously-purchased merchandise and already-reduced merchandise (ending in \$0.99). 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 ▶**

[Privacy Policy](#) • [Customer Service](#)

\*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.

Please add [no-reply@mail-dunkindonutsshop.com](mailto:no-reply@mail-dunkindonutsshop.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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and is solely responsible for all aspects of your purchase.



# THANKSGIVING



**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.

**ny** NEW YORK GIANTS SHOP  
A Fanatics Experience

MEN WOMEN KIDS T-SHIRTS HATS JERSEYS

FINAL HOURS

**THANKSGIVING DAY SALE!**

**20% OFF**  
ORDERS OVER \$50  
ENDS AT MIDNIGHT

USE CODE: **UFCTHANKS50**

**SHOP NOW**

\*SOME EXCLUSIONS APPLY

\* - Personalized Picks are personal to you and may not be included in the offer/discount.

DISCLAIMER - Limited time offer. Exclusions (including certain jerseys), terms and conditions apply. Click [here](#) for details. Offer may be modified or terminated at any time without notice.

Enter the promo code UFCTHANKS50 at checkout to receive 20% off orders over \$50. This offer is valid until November 23rd at 11:59 PM ET. Valid only at UFCstore.com on a qualifying product order of in-stock merchandise. This offer is only valid on UFCstore.com for orders shipped within the 48 Continental U.S. States. Offer is not available for PO Boxes, APO / FPO addresses. Not valid for gift certificates, gift cards, taxes, or other services. Cannot be combined with any other offer or promotional offer. Except where required by law, cannot be redeemed for cash or cash equivalent, reproduced, modified, sold, traded, refunded or replaced if lost or stolen. Not valid on previous purchases. Other brands or merchandise may be excluded. All purchases on UFCstore.com are subject to terms and conditions, which may change at any time. UFCstore.com also reserves the right to change the terms and conditions applicable to discount codes at any time. Void where prohibited.

Please be sure to add [shop@e.fanaticsretailgroup.com](mailto:shop@e.fanaticsretailgroup.com) to ensure our messages are delivered to your inbox.

This email is being sent to from New York Giants Online Store. We respect your privacy. We do not sell, rent or abuse our customer email list. We strive to send valuable, timely emails to our subscribers. If you no longer wish to receive our emails, please unsubscribe below. Thanks.

MANAGE PREFERENCES/UNSUBSCRIBE

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WOMEN • MEN • KIDS • CLEARANCE

# 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 NATTER?    

REFER A FRIEND. GET \$15 

[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 27th November 2017. Boden Gift Vouchers, Boden Score, New In, Covished, MultiBuy items, Sale and Clearance items are excluded from this offer. Other selected items are also excluded (visit [boden.com/exclusions](http://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 discounts) 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; orders that are considered to be commercial may be excluded from the offer. Standard terms and conditions of sale are set out on our [website](#).

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# BLACK FRIDAY & CYBER MONDAY

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.

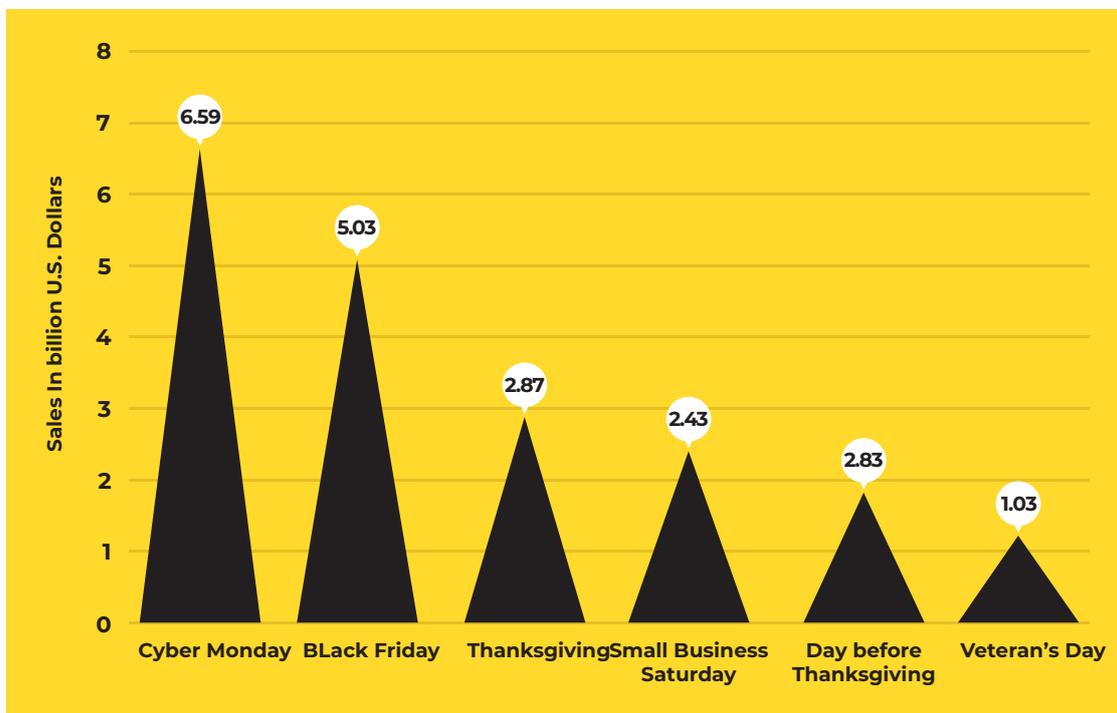


Figure 2 In 2017, Sales registered during Cyber Monday and Black Friday are \$6.59 billion and \$5.03 billion respectively.



# 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](mailto:customerservice@bowsboutiques.com)

Offer Valid On Full Price Items

No Code Needed

Online Only

2017Bows 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](#)

**GOJANE**

**FINAL HOURS!**

**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 endstonight... 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/ CyberMondaydeals, don't worry. GoJane's still got 40% off SITEWIDE! Just use code CYBERON40 before the coupon endstonight...

Go Jane | 950 N Barrington Ave, Ontario, CA 91764

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Sent by [onthelist@gojane.com](mailto:onthelist@gojane.com)

JCPenney

see JCPenney coupons & offers

women | men | kids | gifts | home | clearance

FREE SHIPPING ANYWHERE OVER \$49 GET DETAILS

IN STORE & ONLINE **CYBERDEALS** FINAL HOURS! **35% OFF** FOOD OR MORE **25% OFF** UNDER \$50

**17<sup>99</sup>**  
select women's Xersion pullovers  
reg. \$32



**7<sup>99</sup>**  
Royal Velvet signature soft 30x54" Venice trellis or solid bath towel  
reg. \$16



**29<sup>99</sup>**  
Tumi true wireless earbuds  
reg. \$79  
excluded from coupon



**40% off**  
select Invicta watches



**60% off**  
select Madison Park bedding  
Featured: Wellington



**20% off**  
select Fisher Price toys  
excluded from coupon



**50<sup>99</sup>**  
Nutri Ninja vitamin extraction blender  
reg. \$110



**9<sup>99</sup>**  
select Flirtitude microfleece pajama pants  
reg. \$19 • also in plus



**50<sup>99</sup>**  
Starfrnt The Rock 10-pc. aluminum non-stick cookware set



**6<sup>99</sup>**  
select Disney Collection classic dolls  
reg. \$15  
only at JCPenney  
Disney excluded from coupon



**50-60% off**  
select kids' Arizona apparel  
reg. \$14-\$80



**24<sup>99</sup>**  
select women's boots  
reg. \$59-\$79



**ONLINE ONLY**  
**25% off**  
select Nike apparel for her  
msrp \$20-\$85  
also in women's plus  
Nike excluded from coupon



**20<sup>99</sup>**  
JCPenney Home quilt basketweave, leaf, or lattice 50x84" lined grommet-top panel  
reg. \$80-\$90  
Also in 67", 72", 95", 106", & 120" sizes



**60% off**  
select men's outdoorwear & accessories  
reg. \$18-\$200



**14<sup>99</sup>**  
select Vanity Fair, Ambielle, B&B, Maidenform & Warner's bras  
reg. \$30-\$44



**11<sup>99</sup>**  
Matrix Biolage holiday sets  
reg. \$24-\$28



**50% off**  
select women's sweater dresses  
select styles  
orig. \$72



**8<sup>99</sup>**  
JCPenney Home velvet plush solid or print throw  
reg. \$27



**9<sup>99</sup>**  
select boys' & girls' Xersion cotton fleeces  
reg. \$30



**50% off**  
select men's workwear



SPORTSMAN'S GUIDE

ONLINE VERSION

AMMO GUNS SURPLUS HUNTING CLOTHING FOOTWEAR CLEARANCE ALLDEPTS.

**FREE SHIPPING**  
NO MINIMUM ORDER

Enter code SH2615 at checkout

[See details](#)

**FRIDAY 24 HOUR DOORBUSTERS**

**BLACK**  
*Locked & Loaded*  
**FRIDAY**  
*Extended!*

Last shot at incredible deals!

CLICK TO SEE MORE ▶

**24 HOURS ONLY!** **EXCLUSIVE**



REGULAR \$43<sup>99</sup>  
DOOR BUSTER \$29<sup>99</sup>  
CLUB DOOR BUSTER **\$26<sup>99</sup>**

HANG-ON TREE STAND **SHOP NOW ▶**

**24 HOURS ONLY!** **SAVE \$70**



REGULAR \$169<sup>99</sup>  
DOOR BUSTER \$99<sup>99</sup>  
CLUB DOOR BUSTER **\$89<sup>99</sup>**

MEN'S GUIDE DRY HUNT COVERALLS WATERPROOF & INSULATED **SHOP NOW ▶**

**24 HOURS ONLY!** **SAVE \$60**



REGULAR PRICE STARTING AT \$199<sup>99</sup>  
DOOR BUSTER \$139<sup>99</sup>  
CLUB DOOR BUSTER **\$125<sup>99</sup>**

ULTIMATE COOLER MODEL 30 MODEL 45 **SHOP NOW ▶**

**24 HOURS ONLY!** **SAVE 43%**



REGULAR \$34<sup>99</sup>  
DOOR BUSTER \$19<sup>99</sup>  
CLUB DOOR BUSTER **\$17<sup>99</sup>**

MEN'S COTTON CHAMOIS SHIRT **SHOP NOW ▶**

**24 HOURS ONLY!** **LIMITED QUANTITIES**

**24 HOURS ONLY!** **LOWEST PRICE EVER!**



# CHRISTMAS



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.

**Ashley**  
HOMESTORE

• HAPPY •  
*Holidays*  
OUR GIFT TO YOU

up to  
**25%**  
off\*

+ 0% interest for 12 months†

get what you REALLY wanted! [shop now >](#)

SHARE THIS EMAIL WITH A FRIEND >

LIVING ROOM

---

BEDROOM

---

DINING

---

OUTDOOR



SHOP | THE SLIPPER | THE JOURNAL | FAQs



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.

**NoNecklace**

NECKLACES • RINGS • BRACELETS • EARRINGS

• MERRY CHRISTMAS •

**FREE SHIPPING ON ALL ORDERS - NO MINIMUM SPEND**

f @ t e g+

**FREE SHIPPING**

**BEST PRICE GUARANTEED**

**SHIP WITHIN 24H**

Copyright 2017 Cutting Edge Jewelry. All rights reserved.  
 OneNecklace Newsletter  
 Our mailing address is:  
 Cutting Edge Jewelry  
 PO Box 2548  
 Hallandale, FL 33008  
 Add us to your address book

Want to change how you receive these emails?  
 You can [update your preferences](#) or [unsubscribe from this list](#)

**SONY**

TVs • Blu-ray Players • Cameras • Video Cameras • Audio

**It's family photo season.**

Get ready to capture holiday memories with these deals on cameras and lenses.

25% OFF

**Clearly faster.**

The 16.1 MP of your camera will let you capture the holiday season with clarity and precision. The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens.

Shop Now

25% OFF

**Focus at the speed of light.**

The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens. It features a 10fps burst mode and a 100% frame coverage.

Shop Now

Tip #1

The advantage of using a tripod is that it allows you to set up for a professional approach.

25% OFF

**The ultimate zoom.**

The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens. It features a 100x optical zoom and a 100% frame coverage.

Shop Now

25% OFF

**Share every instant, instantly.**

The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens. It features a 100% frame coverage and a 100% frame coverage.

Shop Now

Tip #2

When you shoot photos in low light, the camera will automatically adjust the ISO speed to help you get the best results.

**Power. Performance. Portability.**

The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens. It features a 100% frame coverage and a 100% frame coverage.

Shop Now

**Intuitive and immediate.**

The Sony Cyber-shot camera is a compact camera with a 24.2 MP sensor and a 28mm lens. It features a 100% frame coverage and a 100% frame coverage.

Shop Now

Tip #3

When you shoot photos in low light, the camera will automatically adjust the ISO speed to help you get the best results.



## 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](mailto:hello@uplers.com)

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

**SONY | BED BATH AND BEYOND | JC PENNY | SPORTSMAN GUIDE | TRAVELOCITY**

# SONY

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.

Hurry before the holidays get here  
[VIEW IN BROWSER](#)

**SONY**

TV & Home Theater | Cameras | Video Cameras | Audio

## It's family photo season.

Get ready to capture holiday memories with these deals on cameras and lenses.



**Clearly faster.**

Test the limits of your creativity with the portrait-friendly, ultra-fast-focusing α6000 Camera with 24.3MP detail, a BIONZ™ X processor and an interchangeable lens.

[Shop Amazon >](#) **a**



**Focus at the speed of sight.**

Lightning-fast AF meets a cutting-edge 24.2MP APS-C Sensor to help capture every happy moment with the α6300 Mirrorless Camera.

[Shop Amazon >](#) **a**

It's family photo season | [View in Browser](#)

**SONY**

TV & Home Theater | Cameras | Video Cameras | Audio

## It's family photo season

Get ready to capture holiday memories with these deals on cameras and lenses.



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[Shop Amazon >](#) **a**



**Focus at the speed of sight**

Test the limits of your creativity with the portrait-friendly, ultra-fast-focusing α6000 Camera with 24.3MP detail, a BIONZ™ X processor and an interchangeable lens.

[Shop Amazon >](#) **a**

**The ultimate zoom**

Shoot smiles in a snap with the RX10 IV Cyber-shot® High-Zoom Digital Camera with a 24-600mm<sup>1</sup> f/2.4-f/4 ZEISS® Vario Sonnar T\* lens.

[Shop Amazon >](#) **a**



Original

Revamped

# BED BATH AND BEYOND



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.

BED BATH & BEYOND

FREE SHIPPING on orders over \$29 | IN-STORE PICKUP reserve online, pay in-store

DON'T FORGET IF YOU HAVEN'T ALREADY REDEEMED!

**20% OFF** ONE SINGLE ITEM IN-STORE OR ONLINE

OFFER EXPIRES: 9/9/18 | View Details

SHOP NOW >

EXCLUSIVE OFFER FOR THIS EMAIL ADDRESS ONLY

**Always Guest-Ready with AeroBed**

Help visitors snooze soundly with AeroBed mattresses trusted for being reliable, comfortable, and easy to set up.

SHOP AEROBED



**Bonus \$10 Gift Card\***

**Comfy for College**  
Packs up easily for storage in any student-size space.

**59<sup>99</sup>**  
Twin  
SHIPS FREE

AeroBed Extra Twin Size Bed

SHOP NOW

\* Receive a bonus \$10 Bed Bath & Beyond Mailin Gift Card with the purchase of an AeroBed Extra Bed. Valid 9/1/18.

**Feels Like Home**  
Inflatable bed with a soft fleece cover for a more soothing night's rest.

**99<sup>99</sup> - 199<sup>99</sup>**  
Twin Queen  
SHIPS FREE

AeroBed Luxury Collection Extra Comfort 12-inch Inflatable Bed

SHOP NOW



Original

Exclusive offer for this email address only | View in Browser

BED BATH & BEYOND

**YOU HAVE TWO OFFERS!**

ONE SINGLE ITEM  
**20% OFF**  
IN-STORE OR ONLINE

OFFERS EXPIRES: 9/9/18  
GET OFFER >

\$75 OR MORE IN STORE  
**\$20 OFF**  
IN-STORE OR ONLINE

OFFERS EXPIRES: 9/9/18  
GET OFFER >

EXCLUSIVE OFFERS FOR THIS EMAIL ADDRESS ONLY (IF YOU HAVEN'T ALREADY REDEEMED)

• FREE SHIPPING on orders over \$29 • IN-STORE PICKUP reserve online pay in-store

'TIS THE SEASON  
**For Holiday Entertaining**

MAKE ANY ROOM GUEST-WORTHY



Valid thru 1/4/18  
**LIMITED TIME ONLY**

**Up to \$50 gift card with AeroBed® purchase**

Make your guests feel at home with the luxurious comfort and convenience of AeroBed®

SHOP AEROBED®

SERVE IN STYLE



Revamped

# J C PENNY

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.

**JCPenney** see JCPenney coupons & offers

women | men | kids | gifts | home | clearance

FREE SHIPPING ANYWHERE OVER \$49 (GET DETAILS)

IN STORE & ONLINE **CYBERDEALS** FINAL HOURS! **EXTRA 35% OFF** ON \$100 OR MORE **EXTRA 25% OFF** ON UNDER \$100

**12<sup>99</sup>** select women's Xersion pillows > orig. \$32

**7<sup>99</sup>** Royal Velvet signature soft 30x54" Venice trelis or solid bath towel > reg. \$16

**29<sup>99</sup>** Tzumi true wireless earbuds > reg. \$79 excluded from coupon

**40%** select Invicta watches >

**60%** select Madison Park bedding > Featured: wellington

**20%** select Fisher Price toys > excluded from coupon

**59<sup>99</sup>** Nutri Ninja vitamin extraction blender > reg. \$110

**9<sup>99</sup>** select Filtritude microfleece pajama pants > reg. \$19 • also in plus

**59<sup>99</sup>** Starfrit The Rock 10-pc. aluminum non-stick cookware set >

**6<sup>99</sup>** select Disney Collection classic dolls > reg. \$15 only at JCPenney • Disney excluded from coupon

**50-60%** select kids' Arizona apparel > reg. \$14-\$80

**24<sup>99</sup>** select women's boots > reg. \$59-\$79

**ONLINE ONLY 25% OFF** select Nike apparel for her > msp. \$20-\$65 also in women's plus Nike excluded from coupon

**29<sup>99</sup>** JCPenney Home quinn basketweave, leaf, or lattice 50x84" lined crown-top panel > reg. \$80-\$90 Also in 63", 72", 95", 106", & 120" sizes

**60%** select men's outerwear & accessories > **6.99-79.99** reg. \$18-\$200

**14<sup>99</sup>** **11<sup>99</sup>** **50%**

Original

Free Shipping Anywhere OVER \$49. | [View in Browser](#)

**JCPenney** Get Coupons & Offers

Home Women Men Kids Gifts Clearance

FINAL HOURS! **CYBERDEALS** IN STORE & ONLINE **SHOP NOW >** **VIEW STORE AD >**

ONLINE ONLY ENDS 11/29 CODE: SHOPNOW8 **EXTRA 35% OFF** & '100 OR MORE **EXTRA 25% OFF** & UNDER '100

Search products...

**WOMEN**

Rabbit Design Elbow Sleeve Lace Fit & Flare Dress **\$55.50** **SHOP NOW >**

St. John's Bay Sleeveless Medallion Dress **\$15.00** original \$50.00 **SHOP NOW >**

Liz Claiborne 3/4 Sleeve Metal Trim Blouse **\$27.75** original \$37 **SHOP NOW >**

Worthington Pleat Front Tank **\$17.00** **SHOP NOW >**

Classic Stretch Fabric Slender Capris **\$32.00** **SHOP NOW >**

Modern Skinny Leg Jegging **\$49.00** **SHOP NOW >**

**HOME**

Revamped

# SPORTSMANS GUIDE



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.

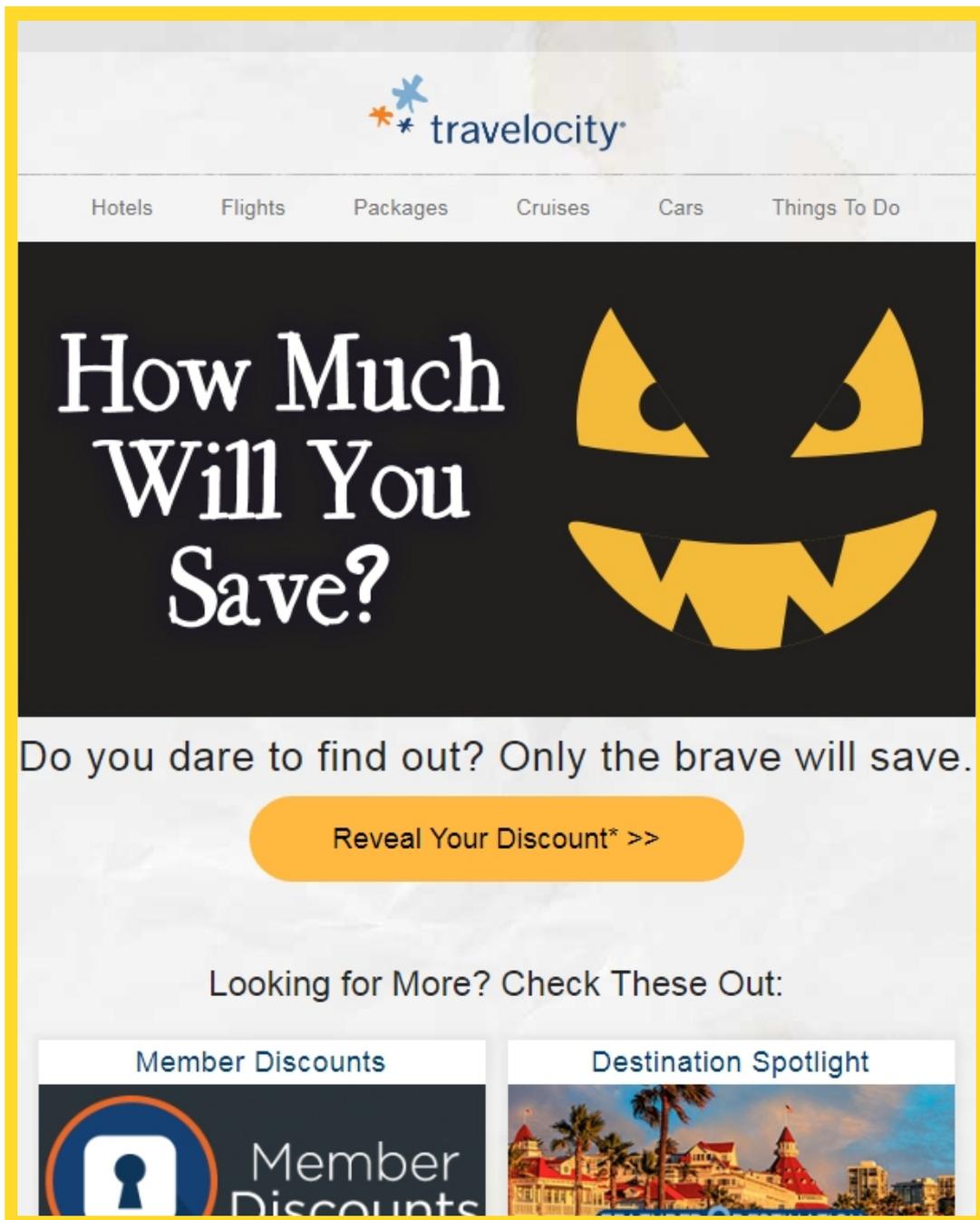
Original

Revamped

# TRAVELOCITY



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.



Original

How much will you save? | [View in Browser](#)



[My Account](#)

[My Trips](#)



**DO YOU DARE TO FIND OUT?**  
ONLY THE BRAVE WILL SAVE

[REVEAL YOUR DISCOUNT](#)



**LOOKING FOR MORE? CHECK THESE OUT:**

## Member Discounts



JOIN TODAY & UNLOCK  
an **extra 10%**  
or **more off**  
select hotels!

## DESTINATION SPOTLIGHT

**FEATURED DESTINATION**



# San Diego

IT WOULD BE WISE TO CHECK OUT OUR:

[Hotels](#) | [Flights](#) | [Packages](#) | [Cruises](#) | [Cars](#) | [Things To Do](#)



[www.travelocity.com](http://www.travelocity.com)

108<sup>th</sup> Avenue NE Bellevue, WA 98004, USA

\*See coupon terms and conditions.

**SUBSCRIPTION INFORMATION**

You are receiving this email because you are a Travelocity customer or you signed up to receive promotional emails. Please add [travelocity@ac.travelocity.com](mailto:travelocity@ac.travelocity.com) to your address book / safe senders list to ensure that you receive our emails. You qualified for this email based on your email preferences. If you would like to stop receiving promotional emails from us, you can opt-out below. If you need additional assistance, please [email us](#) anytime.

**EMAIL PREFERENCES**

[Update Your Preferences](#)

Please allow 48 hours for your Email Preferences setting to be updated.

Your privacy is important to us. View our [privacy policy](#).

If you would like to be permanently removed from the receipt of all promotional, discount offers and specials, travel advisories and information you may Unsubscribe from all Travelocity emails.

Please allow 5-10 business days for your [unsubscribe](#) request to be processed.

[www.travelocity.com](http://www.travelocity.com) | [Travelocity Customer Care](#) |

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Revamped



## WRAPPING UP

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](mailto: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

## Email & Newsletters

Only coding  
(Design to HTML)

---

Starts @  
**\$49 USD**

Fresh Design  
and Coding

---

Starts @  
**\$149 USD**

## Landing Pages

Only coding  
(Design to HTML)

---

Starts @  
**\$149 USD**

Fresh Design  
and Coding

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Starts @  
**\$249 USD**

## Email Marketing

Campaign  
Management  
(Monthly)

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Starts @  
**\$249 USD**



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AUS: +61 8 7200 6665

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