



# HOLIDAY EMAIL DESIGN LOOKBOOK

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



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

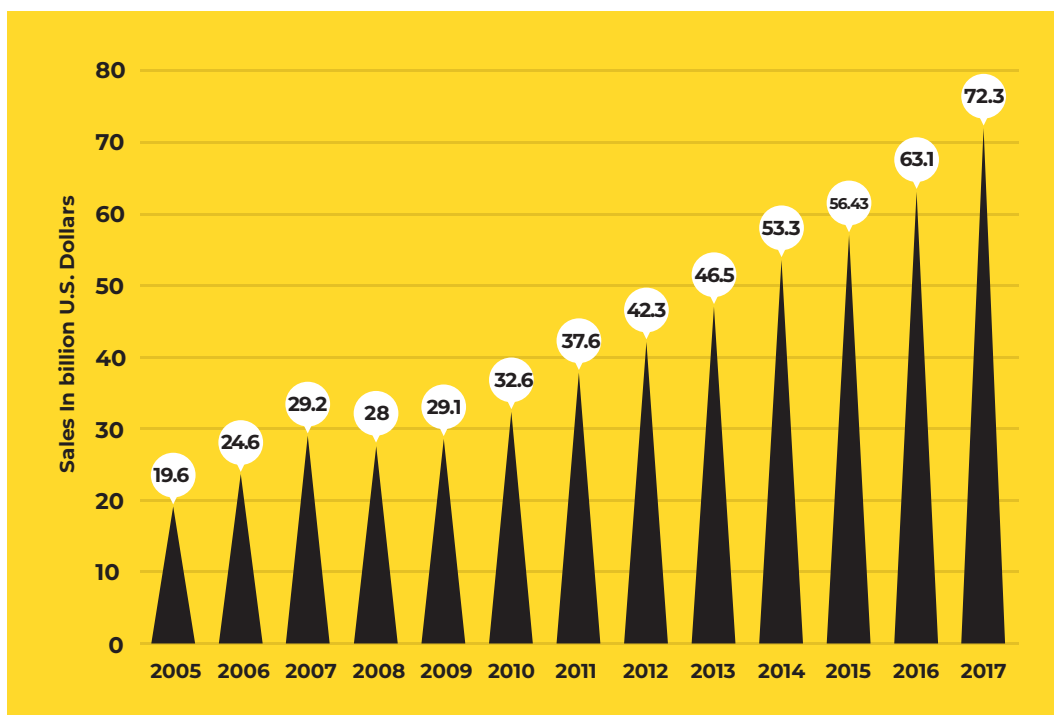
Holidays is the time for family and dear ones. Buying gifts, decorating your house, throwing parties, waiting for the ball to drop, preparing dinners or waiting in lines for buying products at all-time low prices –Holidays, undeniably have always been the busiest times for most brands.

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.

The screenshot shows an email from Travelocity with a Halloween theme. At the top is the Travelocity logo and a navigation bar with links: 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\* >>".

Below the main content, there is a section titled "Looking for More? Check These Out:" with two sub-sections: "Member Discounts" and "Destination Spotlight". The "Member Discounts" section shows a key icon and text: "Join today & unlock an extra 10% or more off select hotels!". The "Destination Spotlight" section shows a photo of San Diego with the text "FEATURED DESTINATION San Diego".

Below these sections is a horizontal bar with the text "IT WOULD BE WISE TO CHECK OUT OUR:" and a row of social media icons for Facebook, Twitter, Instagram, Google+, Pinterest, and YouTube. Below the icons is the URL "www.travelocity.com".

At the bottom of the email, there is a section titled "SUBSCRIPTION INFORMATION" with text explaining that the user is receiving the email because they are a Travelocity customer or signed up to receive promotional emails. It includes a link to "travelocity@ac.travelocity.com" and a link to "Update Your Preferences". Below this is a section titled "EMAIL PREFERENCES" with a link to "Update Your Preferences" and text explaining that the user's privacy is important and that they can opt-out of promotional emails.

At the very bottom, there is a small section titled "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." followed by a link to "www.travelocity.com | Travelocity Customer Care | 108th Avenue NE Bellevue, WA 98004, USA" and a copyright notice: "© 1996-2017 Travelocity LLC. All rights reserved. Travelocity, the Stars Design, and The Roaming Gnome Design are trademarks of Travelocity 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



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.

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[1-888-REITMANS 754-8626](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 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](http://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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**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.



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.

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PETIT VOIR

free shipping on all orders \$30+ plus get 20% back\*

From all of us at Petit Voir

# 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 Voir

psstssst!

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

SHOP THE SALE

art by @athingcreated

## The Creme de la Cruelty Free

GET A MONTHLY SUBSCRIPTION FOR AS LOW AS \$11/BOX  
free shipping, cancel anytime

LEARN MORE



Share Tweet

Are you a subscriber currently living in Canada?  
Email [contact@petitvoir.com](mailto:contact@petitvoir.com) to find out how you can enjoy free shipping on all of your shop orders.

\*While supplies last. Sale items and mystery box purchases are final sale. Complimentary Lily Lolo Contour Our valid while supplies last and for orders with a subtotal of a minimum of \$100 (before sales tax and shipping) not including Beauty Box subscriptions with the exception of first-time subscribers. Free shipping automatically applied at checkout for orders substituting \$50. PV Points equaling 20% of pre-purchase total automatically added to account after purchase. PV Points Discount Codes redeemable at 1500 PV Points (\$15) and 2000 PV Points (\$20). PV Points Discount Codes cannot be combined with promo or applied to subscriptions. Terms are subject to change.

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Shop the Sale!  
[info.petitvoir.com](http://info.petitvoir.com)  
[lilylolo.petitvoir.com](http://lilylolo.petitvoir.com)

unsubscribe from this lilylolo subscription preferences

This email was sent to  
why did I get this?unsubscribe from this lilylolo subscription preferences  
Petit Voir 1302 Interlocking Dr. Suite 120 Dallas, TX 75207 USA

BED BATH & BEYOND

FREE SHIPPING on orders over \$29

FREE STORE PICKUP on orders over \$29

DON'T FORGET IF YOU HAVEN'T ALREADY RECEIVED  
**20% OFF** ONE SINGLE ITEM  
IN-STORE OR ONLINE  
EXCLUDES DISCOUNTS AND SOME RESTRICTED ITEMS

### Always Guest-Ready with AeroBed

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

SHOP AEROBED



Recharge with  
Gift Card\*

#### Comfy for College

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

59"\*

See

SHOP AEROBED

AeroBed Single Twin Size Bed

\*Recharge with Bed Bath & Beyond's new 20% off  
Recharge with Gift Card promotion. Excludes some items.

#### Feels Like Home

Inflatable bed with a soft  
Recharge cover for a more  
cozying night's rest.

99" - 199"

See

SHOP AEROBED

AeroBed Luxury Collection Coko  
Comfort 12 inch Inflatable Bed



#### Pillow Top Luxury

An added cushion of coziness  
makes it good to be a guest!

149" - 249"

See

SHOP AEROBED

AeroBed Luxury Pillow Top 12  
inch Inflatable Bed



#### Ultimate Recharge

Recharge comfort with built-in USB  
port to keep devices powered  
up.

199" - 299"

See

SHOP AEROBED

AeroBed Pillow Top 12 inch Inflatable  
Bed with USB Charger



FREE SHIPPING  
ON ORDERS OVER \$29

ALWAYS FREE (EXCLUDES SOME)  
FOR BED BATH & BEYOND  
MEMBERS

BEDDING

BATH

KITCHEN

DINING

OUTDOOR

HOME DECOR

GIFT CARDS

CREDIT CARDS

REGISTRY

CLEARANCE

BED BATH &  
BEYOND



View in Browser

Unsubscribe or Update Email Preferences

The promotional email was sent to you by Bed Bath & Beyond.  
Please visit [bedbathandbeyond.com](http://bedbathandbeyond.com) to view online hours.  
If you received this email from a third party, please do not send it to our email list. Unsubscribe here.  
Privacy Policy | Your Privacy Rights  
Please do not reply to this email, contact us here.  
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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, Johanie 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 Icons, New In, Covshed, 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](#).

JP Boden Services Inc, 180 Armstrong Road, Pittston, PA 18640-9628

## 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.

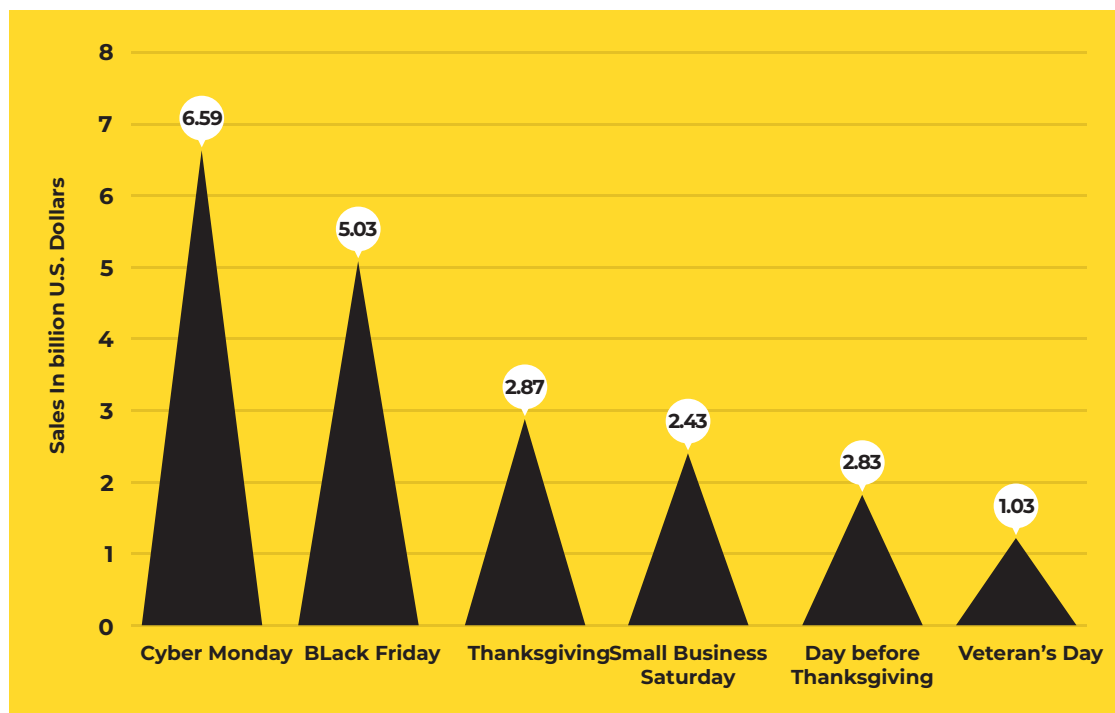


Figure 2 In 2017, Sales registered during Cyber Monday and Black Friday are \$6.59 billion and \$5.03 billion respectively.



# 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

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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**  
SHOP NOW VIEW STORE AD

ONLINE ONLY • ENDS 11/29 • CODE: SHOPNOW8  
**35% OFF** REG. OR MORE **25% OFF** ORDER REG.  
\*EXCLUSIONS & DETAILS

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



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



**29<sup>99</sup>**  
Toumi 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



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



**9<sup>99</sup>**  
select Flirtitude 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% 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 quinn basketweave, leaf, or lattice 50x84" lined grommet-top panel  
reg. \$80-\$90  
Also in 63", 72", 95", 106", & 120" sizes



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



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




**11<sup>99</sup>**  
Matrix Biologie 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



**99 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 CHAMBRAY SHIRT** **SHOP NOW**

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

**24 HOURS ONLY!** **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.



• 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.

NECKLACES • RINGS • BRACELETS • EARRINGS

• MERRY CHRISTMAS •

FREE SHIPPING ON ALL ORDERS - NO MINIMUM SPEND

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](#)

It's family photo season.

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

**Clearly faster.**  
 The 10 FPS of your Sony's built-in continuous shooting mode lets you easily capture your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Focus at the speed of light.**  
 A super-quick 0.02-second autofocus lock-on time lets you focus on your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Tip#1**  
 The clearest of everything will set up for a fabulous approach.

**The ultimate zoom.**  
 Most lenses of a zoom can reach 400mm. Sony's 200-600mm Super Zoom lens lets you capture your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Share every instant, instantly.**  
 The all-new 10 FPS continuous shooting mode lets you capture your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Tip#2**  
 When you're with family, you can't wait to share your photos.

**Power. Performance. Portability.**  
 Powerful zoom lens of 10 FPS performance lets you capture your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Intuitive and immediate.**  
 With the 10 FPS continuous shooting mode, you can capture your family's joyful moments. A 60FPS 4K video mode lets you create magical memories.

[Shop Now](#)

**Tip#3**  
 Upgrade your life.



## 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

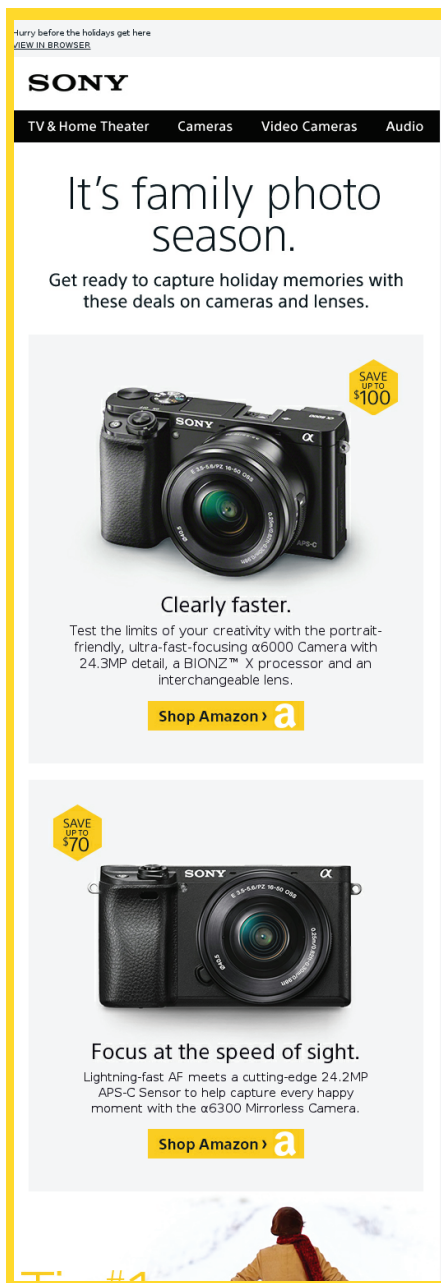
[hello@uplers.com](mailto:hello@uplers.com)

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

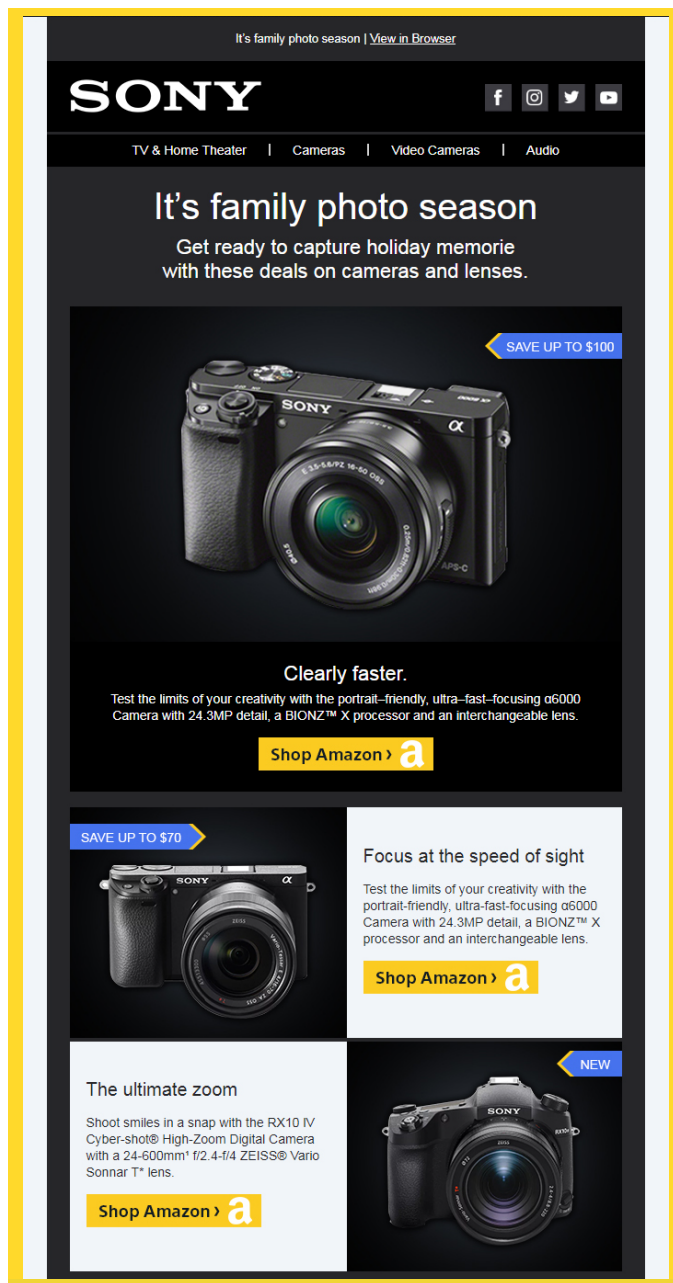
**SONY | BED BATH AND BEYOND | JC PENNY | SPORTSMAN GUIDE | TRAVELOCITY**

# 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.



Original

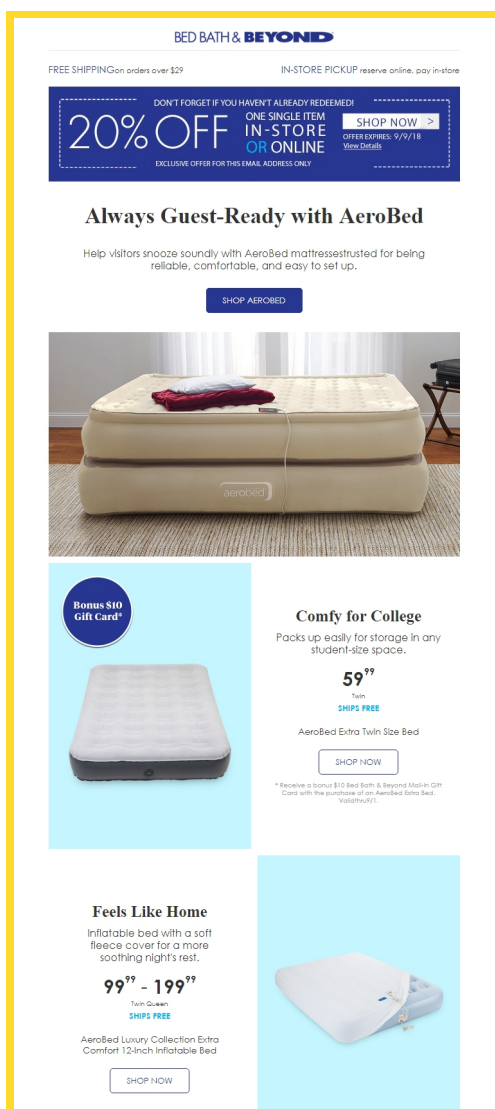


Revamped

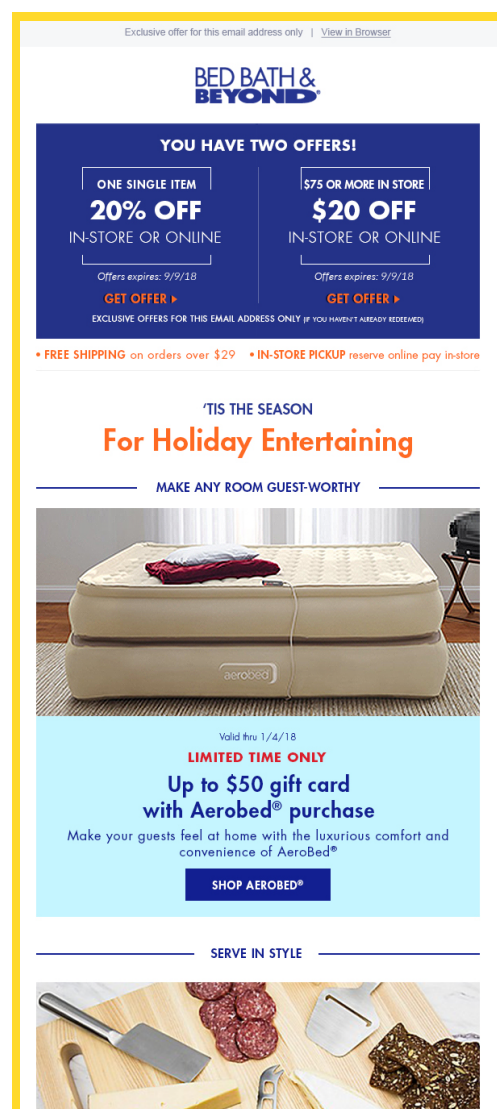
# BED BATH AND BEYOND

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.



Original



Revamped

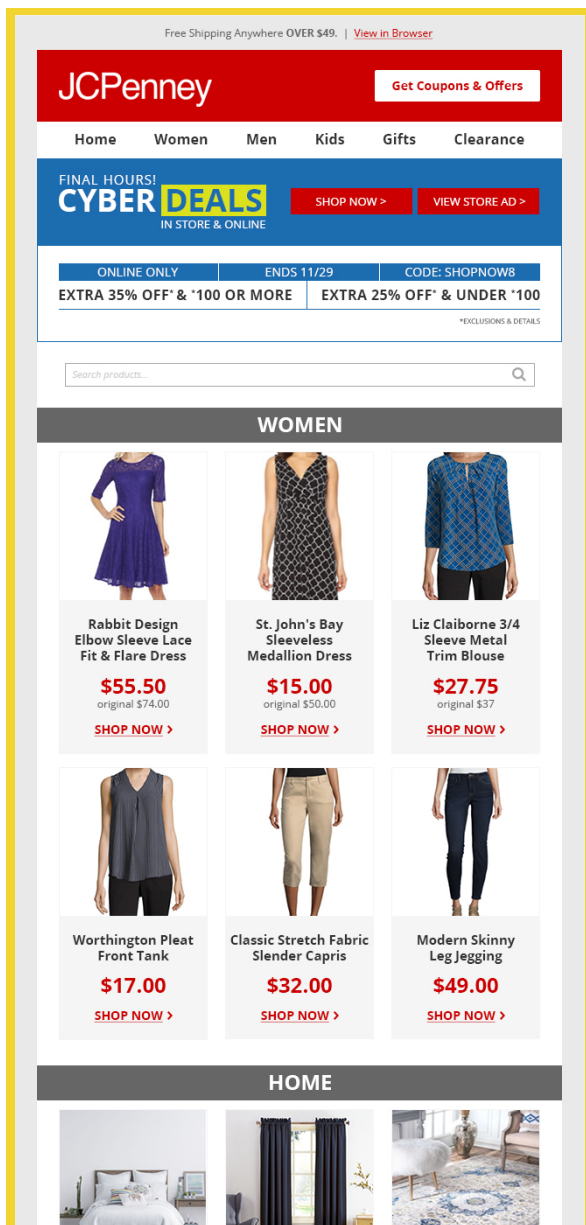
# J C PENNY

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.



The original email layout is a dense grid of product images and text. At the top, the JCPenney logo is on the left, and a link to 'see JCPenney coupons & offers' is on the right. Below the logo is a navigation bar with links for 'women | men | kids | gifts | home | clearance'. A red banner across the middle reads 'FREE SHIPPING ANYWHERE OVER \$49 (GET DETAILS)'. Below this is a 'CYBERDEALS' section with '35% OFF' and '25% OFF' offers. The main body is a grid of 18 product tiles, each featuring a product image, a price, and a description. The tiles are arranged in 6 rows and 3 columns. The products include women's apparel, home goods, toys, and electronics. The layout is cluttered with many small text elements and a lack of clear category separation.

Original

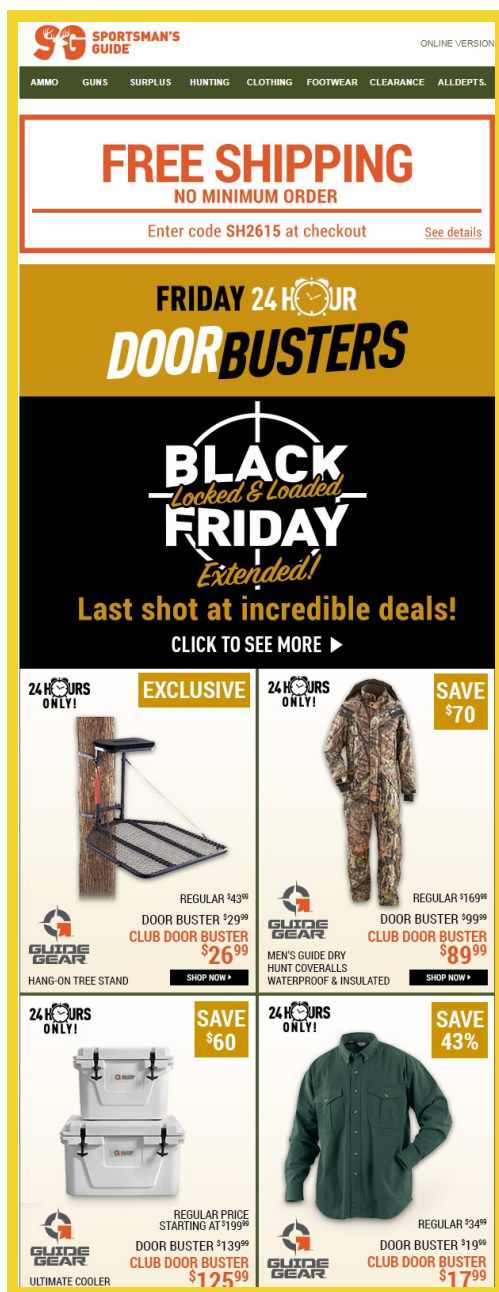


The revamped email layout is clean and organized. At the top, the JCPenney logo is on the left, and a 'Get Coupons & Offers' button is on the right. Below the logo is a navigation bar with links for 'Home | Women | Men | Kids | Gifts | Clearance'. A blue banner across the middle reads 'FINAL HOURS! CYBERDEALS' with 'SHOP NOW' and 'VIEW STORE AD' buttons. Below this is a table with 'ONLINE ONLY', 'ENDS 11/29', and 'CODE: SHOPNOW8' offers. The main body is divided into two sections: 'WOMEN' and 'HOME'. Each section features a grid of product tiles with images, names, prices, and 'SHOP NOW' buttons. The layout is clear and easy to navigate, with a search bar at the top of the main body.

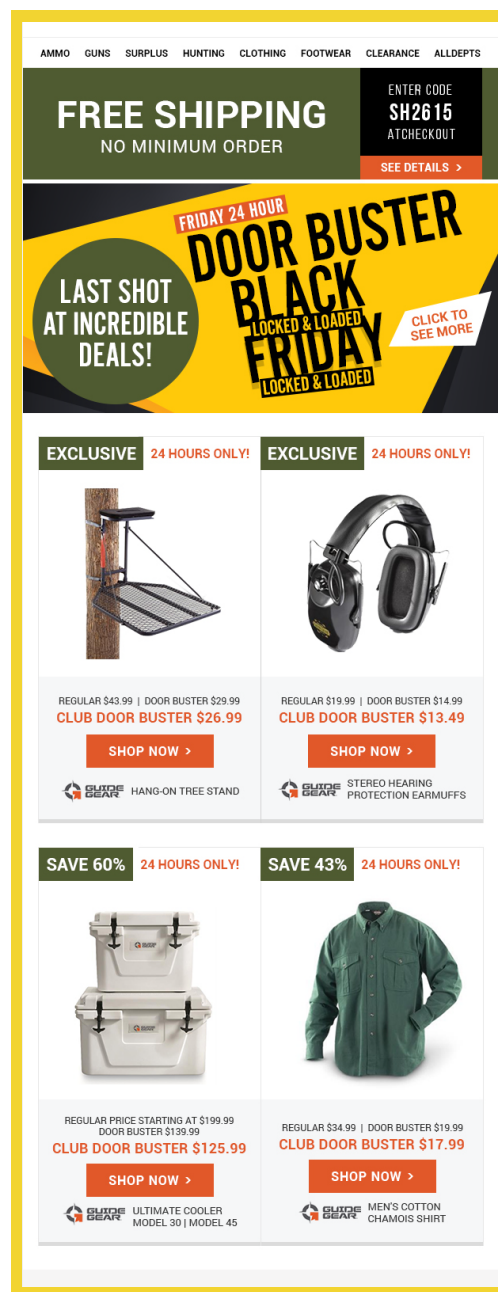
Revamped

# 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.



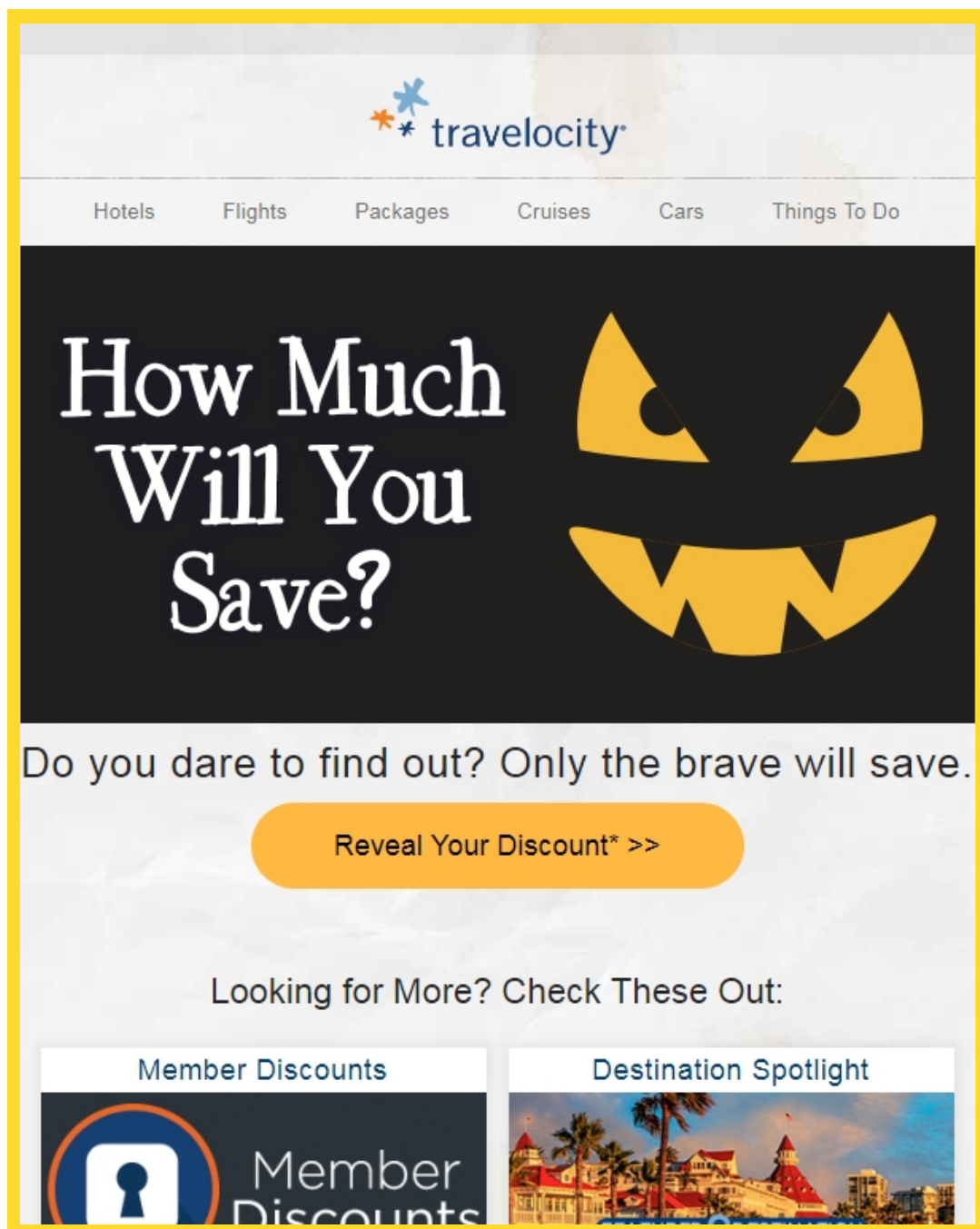
Original



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**



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.

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**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.

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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

Starts @

**\$249 USD**

### Email Marketing

Campaign  
Management  
(Monthly)

Starts @

**\$249 USD**



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