

2022 Holiday Playbook



A planning guide with must-do strategies, timely to-do lists, and loads of inspiration from Listrak's retail experts.



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Introduction

Hello, Friends,

It's that time of year, time to start planning for the 2022 holiday season. Nothing gets us more excited than the opportunity to help you ring in the new year achieving your year-end goals. And so, we bring you our annual Listrak Holiday Playbook.

Every year we put together this guide, a lot of care and attention goes into how we can serve you best in the current marketing landscape. From a focus on owned channel orchestration and personalization strategies, to design inspiration and timely to-do lists, our experts pulled together everything you need to enter the holiday season with confidence and composure.

You've got this!

The Listrak Team



Owned Channels



The Importance of Owned Channels

Not getting the same results from paid channels as you did in the past?

You're not alone. Social media and advertising costs continue to increase while results dwindle due to privacy changes and algorithms you can't control.

It's time to lean into your owned channels.

Email, SMS, web push, your website - these are channels you have the most control over, and you don't directly pay for reach. Owned channels are your key to predictable marketing results in unpredictable times. If you want your holiday messages to see a higher ROI, start leaning into your owned channels.

The end of the third-party cookie is near.

Focusing on your owned channels is more important today than ever. Start shifting your reliance from third-party data to zero- and first-party data. Use this data to target and deeply personalize your campaigns this holiday season and into the future.

What's the Difference?

Zero-Party Data = Data collected directly from customers through a medium such as a Popup, Preference Center, or quiz.

First-Party Data = Insights from analytics and user behaviors, such as browse activity or email engagement.

Third-Party Data = Information pulled together from various sources that don't have a direct relationship with the customer.

Add these to your holiday prep to-do list:

Review your Popup to increase acquisitions leading up to the holidays.

If you haven't looked at your Popup in a while, now's a good time. Start focusing on building your list to reach the most shoppers during the holidays. Consider offering an incentive or doing a creative refresh. Maybe you want to add an exit Popup, a Tap-to-Join on Mobile, or even collect more data.

Review your Preference Center to gather important data.

Are you collecting the data you need to effectively personalize and segment your holiday messaging? Consider adding or updating your Preference Center to collect information such as preferred shopping categories, gender, location, and more. Pro tip: only collect data you plan on using.

Get your owned channels set up with Listrak.

Listrak is the only single-integrated platform that provides everything you need to maximize results through your owned channels. Reach out to elevate your impact with Email, SMS, and on-site solutions including our newly launched Landing Page editor and Tap-to-Join editor.

Start now! Let's get your owned channels optimized **BEFORE** the holiday season.

Seamless Messaging with Cross-Channel Orchestration

Maximize your conversions and revenue across all channels.

We know you have an effective email program, but email alone isn't going to cut it. Consumers expect coordinated, cross-channel marketing that is timely and relevant. Meet your customers where they are and where they want their communications with cross-channel marketing.

Consumers and their mobile phones are inseparable.

Taking advantage of SMS marketing will be a must this holiday season. Here's why:

- Texts have the highest engagement rates with 42% viewed and scanned
- Consumers read most text messages within 90 seconds of delivery
- 75% of all consumers signed up for texts from an online store within the last year

But it's also not just about your SMS program, it's about a seamless, cross-channel experience.

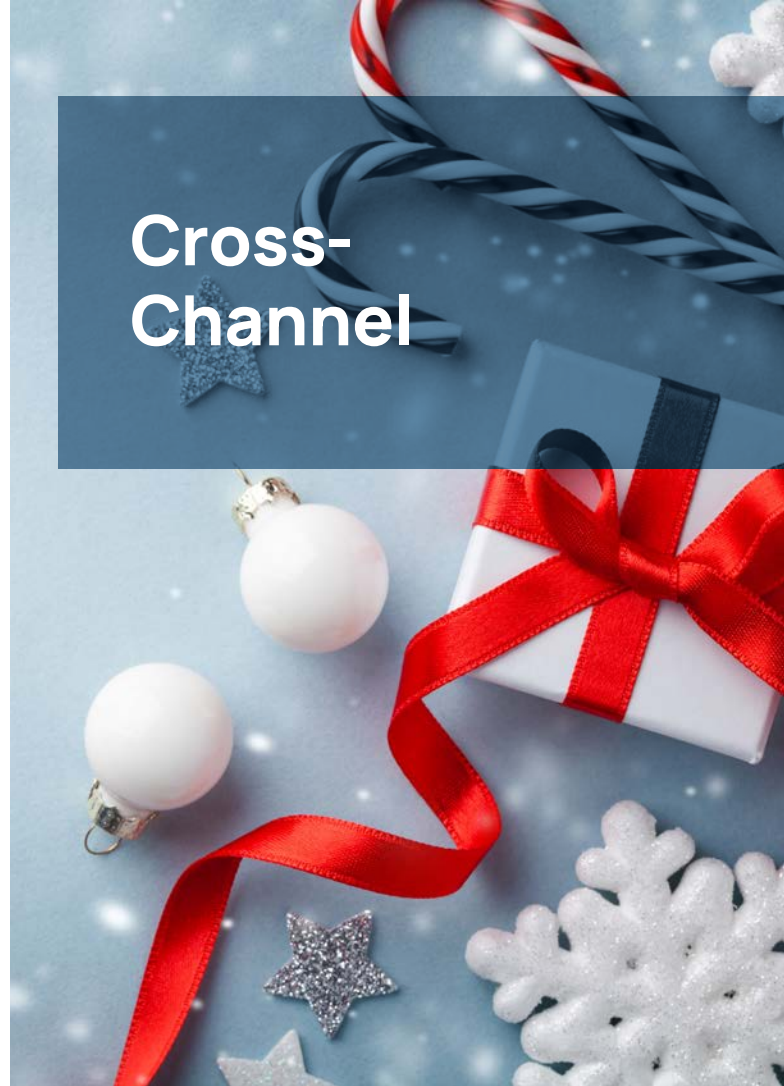
Unify the customer journey.

Many marketers try to optimize each individual step of the journey but fail to look at the process holistically. Use cross-channel orchestration and data to move seamlessly through the marketing flywheel to capture, convert, and retain. Always be thinking: are you meeting customers in the right channel with the right message at the right time?

Don't let data and revenue fall through the cracks.

Using multiple providers to manage different channels can lead to poor communication, lost data, overlapping revenue attribution, and a possibly confusing experience for your customers. The simplest solution is to use a single provider to cover all owned channels like email, SMS, and web push.

Cross-Channel



Add these to your holiday prep to-do list:

Map out your customer journey.

Is it seamless? Does it address all the key customer touch-points? Where are the holes? Where can you be leveraging cross-channel orchestration?

Reach out to Listrak for information about SMS.

Make it easy on your whole team by consolidating your owned channels, such as email and SMS, to one partner. Cross-channel orchestration with Listrak means better data, better revenue reporting, and most importantly, a better, more seamless customer experience.



Personalization

Personalization is Key

Today, personalization is expected.

- 71% of consumers expect personalization
- 76% of consumers get frustrated when they don't find it
- 78% of consumers are more likely to make a repeat purchase from companies that personalize

Personalization is all about using the information we know (*hello zero- and first-party data!*) to make the customer experience more personal.

Add these to your holiday prep to-do list:

Finalize your personalization strategy for the holiday season.

Set your strategies so you can determine what data you need (*and if it's feasible*).

Start capturing the data OR examine your data.

If you aren't already collecting the data you need to personalize, now's the time to start. Set up a campaign to encourage subscribers to fill out the Preference Center or a simple quiz. If you're already collecting data, make sure it's clean and ready for use.

Get familiar with how to use your data for the personalization you desire.

Haven't tried using dynamic content yet? Not sure how to use profile fields? Reach out to your Account Manager and we'll get you started!

Personalization



How to get personal this holiday.

There are a lot of different ways that you can personalize your messages, no matter your level of expertise or bandwidth.

Basic Personalization

The quick wins with a low level of effort.

- Filter your contacts to make sure you're reaching the most relevant audience.
- Insert profile fields like first name in subject lines and message content.
- Use send time optimization to send messages when subscribers are most likely to open and engage.
- Use dynamic product recommendations.

Intermediate Personalization

Send separate messages based on...

- Purchase frequency (e.g., *non purchasers vs purchasers*)
- Average order value or lifetime value
- Gender or age
- Closest store, state, or region
- Site activity (e.g., *what they've browsed or clicked on*)

Advanced Personalization

For the personalization pros.

- Use Listrak's Predictive Analytics to include or remove customers who have an affinity to perform an action.
- Refine product recommendations to show products of a specific brand, color, size, etc. based on the contact's behavior.
- Display loyalty points and information.
- If possible, inject promotion codes into hyperlinks to simplify customer experience.
- Use dynamic content instead of sending separate messages (*as noted in Intermediate Personalization*). Dynamic content allows you to send 1 single message but display different content based on the contact's preferences, order history, and/or behavior.



Design

Create Designs that Deliver

When it comes to designing your holiday campaigns, there are a few overall best practices you want to follow for effective messaging. Don't worry - we'll provide design tips and inspiration for specific holidays later in this guide.

Get mobile friendly.

We already know that consumers and their mobile phones are inseparable, so make sure your designs are seamless with mobile.

- Consider your layout - a single-column layout will be much easier to read on mobile devices.
- Make sure everything scales appropriately - test on the smallest screen in use (*currently the iPhone SE at 375x667px*).
- Double-check that mobile elements are easy to tap - buttons and inputs should be at least 44px in all directions.

Optimize for dark mode.

Make sure your images, logos, and text are all readable in inboxes set to dark mode.

- Use transparent images when possible.
- Crop images thoughtfully to avoid unwanted white spaces.
- Add an outline or outer glow when necessary.

Test, test, test! Every inbox handles dark mode a little differently. Test across the most popular inboxes for your subscribers to ensure everything is readable.

Make accessibility a priority.

About 2.2 billion people have some sort of visual impairment and may rely on the use of screen readers. To make your messages readable by this segment of your audience, be sure to:

- Use live text instead of text within images.
- Use alt tags with your images. (*Also a great fail-safe if images don't load.*)
- Use an appropriate contrast ratio so text and buttons can be read. (*4.5:1 is AA compliant.*)

Why is live text better than text within images?

- Live text scales better for mobile.
- Live text will automatically invert within dark mode to remain readable.
- Live text is more accessible.
- Live text is easier to change/update (*especially if/when offer details change*).

Design

Avoid pixelated images by doubling the size.

If you plan on using big, beautiful imagery in your holiday campaigns, you'll want to make sure they render in high quality. Retina and High-DPI screens, which have become more popular in households, have up to twice the resolution of a normal screen. This means you'll want to double the size of your images.

A word of caution - watch your file sizes! Use an image compressor to avoid slow downloads and message bounces.

Stand out with emojis, GIFs, and video.

Delight subscribers with fun, captivating imagery, GIFs, and video. Share a holiday greeting from your team, give a 360-view of your product, make it snow, or show twinkling jack-o-lanterns. Just remember to use a fallback image in case your video or GIF doesn't load properly.

Add these to your holiday prep to-do list:

Review your brand guidelines.

Make sure they are still relevant and include everything needed to stay on brand this holiday season. Have everyone who will be involved in the creative process review them as well. Consider adding things like tone of voice, approved emojis, image sizes, and accessibility requirements. You may even consider making a separate set of brand guidelines specifically for your holiday campaigns.

Re-assess your tools.

Do you have a reliable image compressor? Do you have the right tool to make a high-quality GIF? Do you have everything you need to test across inboxes, for mobile, and for dark mode?

Review your copy strategy.

Here are a few tips and best practices to keep in mind as you craft your holiday messaging:

- Use emojis within your subject lines to grab attention in the inbox.
- Keep your copy concise. Subscribers will most likely be overwhelmed with emails during this season. Get to the point and focus on what's in it for them.
- Make good use of urgency. Take advantage of limited-time sales, limited inventory, and shipping deadlines to encourage shoppers to convert.
- Use strong calls to action.





Planning

When planning for the holiday season, we know that tasks can easily fall through the cracks. That's why we've put together checklists for each month to help keep your team on track.



September Checklist

Acquisition

Focus on acquisition to build your lists.

Implement new subscription strategies across as many channels as possible, prioritizing email and phone number collection together. Consider running a sweepstakes or a refer-a-friend program to grow your subscriber list.

Perform list hygiene to remove inactive subscribers.

Combine this with running a re-engagement campaign to revitalize subscribers that have been disengaged the past several months, increasing your holiday reach.

Implement or optimize core automated campaigns to build up channel traffic.

Think: Welcome Series, Browse Abandonment, Shopping Cart Abandonment, Post Purchase, Product Alerts.

Messaging

Set the framework for broadcast messaging calendars for the rest of the year.

Account for the largest sales and promotions from last year. Plan for private/VIP sales, 'oops' messages, confirm shipping deadlines with your procurement team, set your promo/sale calendars, etc.

Audit your transactional messages.

Transactional messages are some of the most important and highly engaged messages you'll send. Confirm your transactional messages accurately reflect your retail policies and procedures for this year and add product recommendations to maximize cross-sell and repeat purchases opportunities.

Begin increasing broadcast frequency.

Target one full-list send a week and send additional broadcasts with activity-based segmentation.

SMS Messaging

Begin monitoring inbound messaging in Two-Way SMS Conversations console.

Understand what types of questions and issues subscribers have in order to inform plans and other teams.

Audits

Perform technical audit of program.

Confirm all subscription points are functioning, validate conversion tracking, and test transactional and automated campaign triggering prior to any code freeze windows.

Perform a competitive audit.

Evaluate competitors promotional % usage, campaign approach, and overall strategy. Study past emails to see what buzzwords and offers work best.

Perform audit of last year's holiday performance.

Review top-performing campaigns for copy, timing, and strategy trends and identify messages that did not produce engagement or revenue.

Create and/or incorporate saved content blocks throughout all your messages to make message updates more efficient.

Great uses for saved content blocks include: Free shipping thresholds; order and delivery cut-offs; holiday customer service hours/links; payment options; core shopping categories; and navigation.

Design

Build out holiday campaign ideas.

Start prepping creative to have a holiday look and feel that is on-brand yet captures the holiday spirit for all winter holidays, not just Christmas. Here are a few tips & tricks:

- If you use a holiday palette, make sure it's harmonious with your brand colors. Don't think you have to stick with red and green!
- Make sure to keep holiday design consistent for brand awareness. *(Consider updating all evergreen campaigns with holiday branding for this period as well.)*
- You don't have to go crazy! Sometimes less is more; small touches and details. Sensory overload is a thing.
- Utilize saved content - build elements that will be used frequently within saved content so it can be easily added into campaigns and easily updated *(e.g., holiday headers & footers, shipping updates, promotions, etc.)*

A/B split test message content strategies.

If you haven't already, start figuring out what resonates best with your audience. Does using first-name personalization increase your open rates? What gets the best conversion rate: SMS or MMS? Does "my" or "your" language get the best engagement in your calls to action?

October Checklist

- Continue testing and program auditing.**
- Check and adjust frequency caps to allow for increased sending cadence.**

This should include weekend sends. Be sure to monitor unsubscribe rates.

- Unsubscribe true “dead weight” contacts.**

These contacts should be identified from your re-engagement campaign.

- Finalize Black Friday and Cyber Monday promotions and prep messaging.**

It's right around the corner! Here are a few suggestions to prepare:

- Prep product recommendations and merch block recipes for holiday-specific categories or gift guides.
- Start pushing gift guides - guides based on gender, age group, price points, and/or categories (e.g., “*For the gamer in your life*” or “*For the best chef you know*”).
- Update message navigation/headers to account for holiday look/categories.
- Use urgency within your messaging.
- Personalize with focus on categories they've purchased or browsed before.
- Review post-purchase and transactional messages to fit your Black Friday & Cyber Monday strategy; add/remove incentives, include important shipping updates, build your SMS list, etc.

Month-by-Month Preparations

November Checklist

- Target full-list broadcasts as much as possible.**

Time messages before the start of the hour or at the half hour to stand out and consider segmented extension/last chance messages.

- Coordinate marketing efforts across all channels.**

Align mobile, email and social to reinforce messaging and extend reach.

- Have 'oops' messages built and ready.**

Draft 'oops' message copy for major sales + Black Friday, Cyber Monday/Week, Super Saturday, shipping deadlines, etc.

- Promote exclusive SMS-only or app-only sales in email, with signup for additional channels.**

- Promote your loyalty program.**

Take advantage of the influx of traffic and consider running a special offer for those who join your loyalty program during Black Friday or Cyber Monday. You may even make this a recurring weekly campaign for new subscribers who aren't signed up.

Month-by-Month Preparations

December Checklist

Continue sending broadcasts past peak shopping days.

Target one full-list send a week and send additional broadcasts with activity-based segmentation. Do not drop off in send cadence; instead, aim to send daily. *(Relevant, daily broadcast campaigns ensure you're present for in-market contacts, as well as create browsers and cart abandoners.)*

Continue to highlight shipping dates and deadlines, and social campaigns from November.

Have a brick & mortar? Highlight store information.

As eCommerce shipping windows close to deliver in time for Christmas, plan on highlighting your store locator, extended holiday hours, BOPIS (buy online, pick up in store), and reasons to experience the brand store.

Prepare a year-end campaign to send after the new year.

These types of campaigns, like Spotify's year-in-review playlist and slideshow, tend to get a lot of engagement as consumers look back and reminisce about the previous year. Need a little inspiration?

- Show your goodwill and environmental impact. *(e.g., money donated, trees planted, % of materials that were recyclable, etc.)*
- Dynamically pull in stats for the consumer. *(e.g., how many purchases they made, what their favorite order was, how long they biked, their top reviewed styles, etc.)*
- Celebrate any changes to your brand. *(e.g., new stores, new product lines, new partners, etc.)*
- Highlight the most popular. *(e.g., Top categories, most read blogs, most favorite recipes, top social media posts, etc.)*

Make updates for 2023.

Think: new coupon pools for evergreen incentives, updated creative on annual campaigns like Birthday and Post Purchase, etc.

January Checklist

Update evergreen campaigns that had holiday messaging.

You may need to remove shipping banners or any mention of the holidays. *(If you used Saved Content for these elements it may just be as easy as updating the Saved Content).* Perform an audit on your website as well to take down holiday-related content.

Export campaign performance data and conduct a post-season audit.

Review for post-holiday optimization opportunities and retain to audit and prep for next holiday season.

Foster those who purchased during the holidays.

- Promote your easy return policies.
- Use predictive content to deliver product use guides and other relevant content based on what they purchased.
- Request, and then promote, product reviews.
- Promote your social media channels so they'll stay in touch.

Build out post-holiday campaigns to engage post-holiday buyers.

- Send deep discounts to holiday abandoners. "You've treated others, now treat yourself! New year, new you!"
- Implement the user-generated content you've gathered throughout the season.
- Offer BOGO promotions to clear out excess inventory.
- Promote gift card redemption.

Design, Subject Line and SMS Inspiration

Looking for a little inspiration when it comes to designing your holiday campaigns? The following are real-life examples that your team can use to kick-start your design planning. We've also included subject line and pre-header examples for each holiday.



General Fall Subject Line Examples

Pumpkin spice and everything nice 🍂 - Fall flavors are in the house.

🍂 Fall in love with these new styles - Level up your fall game with hats, scarves and gloves.

These boots were made for crunching leaves 🍂 - Get FREE SHIPPING on all new + best-selling styles.

Your Autumn Trends Look Book - Shop the most popular styles of the season.

We're changing colors with the leaves 🍂 - New styles in fall colors + Up to 70% off summer clearance.

The Fall sale is on: Up to 60% off EVERYTHING - Save online and in-store through Sunday.

Cozy up to 10% off \$50+ - We've got new coats and pants to keep you warm.

Pumpkin or apple? - Vote on your favorite and help us settle the debate.

30% off chill vibes 🍷 - Sip your pumpkin spice in style.

Ready for apple picking? 🍏 - Show up to the orchard in style this fall.

Design, Subject Line and SMS Inspiration

Halloween Design Examples

Blue Apron

A Deal to Die For

Come on back, because if you miss out on this offer, the regret will positively haunt you.
Happy Halloween from Blue Apron!

GET \$40 OFF*

Follow us [Facebook] [Instagram] [Twitter] [Pinterest] Download the App [App Store] [Google Play]

*\$40 off each of your first two deliveries. Offer expires on 10/31/19 at 11:59pm. Offer valid for most plan subscriptions only. Cannot be combined with any other offer. Price varies. ©2019 Blue Apron. All rights reserved. See our privacy policy at blueapron.com/privacy. *\$40 off each of your first two deliveries. Offer expires on 10/31/19 at 11:59pm. Offer valid for most plan subscriptions only. Cannot be combined with any other offer. Price varies. ©2019 Blue Apron. All rights reserved. See our privacy policy at blueapron.com/privacy.

PARTYLITE

Candles Accessories Outlet

FREE SHIPPING ON ORDERS \$65+

IT'S TIME TO *Get Gifting!*

THRU OCTOBER 31 | WHILE SUPPLIES LAST

HALLOWEEN Spooktacular SALE

UP TO **50% OFF!**†

NOW SAVE AN ADDITIONAL 10% OFF SALE PRICES!

SHOP NOW

ASHLEY STEWART

IT'S ABOUT TO GET LIT

HALLOWEEN MYSTERY SALE

HURRY PUMPKIN—THESE SPOOKTACULAR SAVINGS WON'T LAST LONG!

GET IT GHOUL-FRIEND

— ONLINE ONLY —

J. CREW FACTORY

WOMEN MEN GIRLS BOYS CLEARANCE

So, what will it be...

A TRICK or A TREAT?

STOP BY A STORE FRIDAY THROUGH SUNDAY FOR A MYSTERY SALE SURPRISE.

FIND A STORE >

TATTOO TUBES

LIPS EYES ACCESSORIES SALE

SLAY this Halloween with these KILLER tutorials

Here comes the bride... this **Bride of Chucky** look will have heads turning at your Halloween bash!

Not into scares? No problem! Bring out your inner goddess this Halloween with this **Green Goddess** look!

OWC

SSD MEMORY DRIVE DOCKS THUNDERBOLT BATTERIES MACS

OWCTOBERFEST

THE HORDE OF MONSTER DEALS HAS RETURNED.

Spooktacular Savings Start Here >

Fast and easy delivery to your door! Free shipping options for orders \$49+ >


THIS WEEK'S BOO-TASTIC DEALS

30 TO CHOOSE FROM: An Amazing Treat!

CLEARANCE

OWC Envoy Pro Elektron
Bus-powered USB-C

Funko
 FUNKO SHOP LATEST PRODUCTS GET THE APP



STRATEGIZE YOUR WAY THROUGH SPOOKY SEASON

Choose your moves wisely as you navigate your character through the Funkoverse. Spice up your night in with one of our many Funko Games.

[SHOP GAMES](#)

DUNKIN' SHOP
HAPPY HALLOWEEN!

TRICK OR TREAT
SAVE 31% SITEWIDE!

USE CODE **BOO** AT CHECKOUT

[SHOP NOW >](#)

vineyard vines
 MEN WOMEN BOYS GIRLS SALE STORES

TODAY ONLY!

FREE SHIPPING ON ALL ORDERS*

Enjoy this Halloween treat before you raid your leftover candy stash.

[SHOP NOW](#)



*Free ground shipping automatically applied at checkout. No code needed.

S'well



A S'WELL HALLOWEEN

Trick or treat your family this Halloween to a S'nack by S'well.

Don't worry, there's nothing spooky about these tote-able, leak-proof food containers that keep their favorite snacks cold for 12 hours and hot for 7!

[SHOP NOW](#)

KENDRA SCOTT
 Our Story Shop We Give Back

hey boo!

We're treating you to **SIX SWEET DEALS** hidden site-wide. Check your inbox tomorrow to start your search!

[START BUILDING YOUR WISHLIST](#)

WANT MORE WAYS TO TREAT YOURSELF?
 Get exclusive offers sent to you throughout the sale!

[SIGN UP FOR TEXTS](#)

KENDRA SCOTT
 Our Story Shop We Give Back



happy halloween!

Go on and treat yourself to our favorite KS goodies.


[TREAT YOURSELF](#)

TULA SKINCARE
 SHOP NEW BESTSELLERS VALUE KITS

LIMITED TIME OFFER: FREE FULL-SIZE MYSTERY GIFT WITH ALL ORDERS

UP TO 40% OFF

5 NEW ARRIVALS



scary good deals

Treat yourself this Halloween by saving big on bestseller kits & brand new limited edition products.

[SHOP HOLIDAY](#)

Halloween Subject Line Examples

Are you brave enough to enter? 🎃 - A scary good collection is waiting for you.

Take 30% off (all treats, no tricks!) - Hurry, this sweet deal is only on until midnight!

Slasher sale! Up to 60% off 🧟 - Enjoy these savings before it's too late.

Don't panic - Halloween sale extended - Take 15% off until midnight. 🎃

Boo! The Halloween sale is here! - And we've got some scary good savings.

Spooky good deals for the whole family - Jackets, and hoodies, and boots - oh my!

Trick or treat! 🎃👁️ - This year we're handing out FREE SHIPPING with all orders.

Happy Halloween from Style & Co. - Here's a list of our favorite Halloween movies to get you in the mood.

Level up your witchy wardrobe - Shop our fall favorites in boots and accessories.

Did you hear that bump in the night? 🏠 - Oh, it was just our prices dropping. Shop the sale!

Afraid of the dark? - Us, too! Lighten the mood with your favorite pop of color.

Happy Halloween! 💜💛💖 - Use #StyleCoHalloween to share your Halloween look.

Eek! Last chance to save 10% off - Missing out on this sale? 🏠 Now, that's a nightmare.

Hey boo, guess what? 🎃 - Our new spooky styles just dropped.

(Trick or) treat yourself to a FREE GIFT - Order today for a free sample of our most popular scent.

What's your perfect Halloween night? - Take the quiz and we'll customize the perfect outfit for you!

Want to hear a scary story? - We're almost sold out of this cult classic!

Thanksgiving Email Examples

Academy
SPORTS+OUTDOORS

FREE SHIPPING ON \$25+*
WITH SIGN-IN

HAPPY THANKSGIVING

FROM OUR TEAM TO YOURS

This holiday season, we give thanks for what's most important — spending time together. Sharing a meal. Watching the game. Catching up. Laughing. Playing. Remembering.

We wish you all a safe and fun-filled holiday. Our stores will be closed today so our Team Members can spend time with family and friends.

Stores will reopen at 5am Friday morning.

SOL Janeiro

NEW ARRIVALS • BEST SELLERS • SOL PASSPORT

WISHING YOU A HAPPY HOLIDAY SEASON

Today and every day, we are so grateful for you, our SOL Family.

We learn from you, we're inspired by you and we love being on this journey of caring and sharing with you. As we strive to bring positivity to the world, we know we can't do it without you. Thank you for being at the heart of every smile as we bring the warmth of the Brazilian spirit to every body.

WISHING YOU & YOURS JOY (AND BODY JOY!)
today and during this holiday season.

BEIJOS,
Heela Yang
CEO & Co-founder

vineyard vines

GIFTS MEN WOMEN BOYS GIRLS SALE STORES

FEAST YOUR EYES ON ALL. THESE. GIFTS.

Let's talk turkey (no, not that kind) for a second. You need gifts. And we have them. So take a brief break from the festivities and get your holiday shopping done before lining up for seconds.

SHOP GIFTS

GIFTS UNDER \$100

KENDRA SCOTT

Our Story Shop We Give Back

ENOUGH TURKEY?

Time to shop! (Our favorite Thanksgiving tradition.)

OUR **BEST SALE** EVER
Now Through Nov. 29

30% OFF

SHOP NOW

Kirkland's

Happy Thanksgiving

BLACK FRIDAY DEALS

Online Now

take an extra
25% OFF
YOUR ENTIRE ONLINE PURCHASE*

promo code: **BLACKFRIDAY**

save on everything including sale & clearance items

PERRY ELLIS

CLOTHING | SUITS | SHOES | SALE

FREE SHIPPING ON ALL U.S. ORDERS \$75+ \$35+

HAPPY THANKSGIVING

BLACK FRIDAY SALE

LIMITED TIME DOORBUSTERS AND SITEWIDE SAVINGS

SHOP NOW
ONLINE & IN-STORE

STITCH FIX


OUR WISH?

HAVE A HAPPY THANKSGIVING


— Your Stitch Fix Family

Lagostina

Festive dishes inspired by generations of passionate Italian cooking.




Make us part of your Thanksgiving and discover the pleasure of Italian cooking



Lagostina Marcellata Roaster 14"

\$149.99
~~\$199.99~~

SHOP NOW



Lagostina Ambiente Roaster 16"

\$99.99
~~\$149.99~~

SHOP NOW

ARTIFACT UPRISING PHOTO BOOKS FRAMES CARDS WEDDING GIFTS

NOELLESENZARLPHOTOGRAPHY

TODAY,
WE SHARE
A TABLE.

Maybe yours is messy: filled with familiar faces, belly laughs, and happy cries. Maybe it finds you full. Maybe it's etched with gatherings of years before, or perhaps it's brand new — waiting expectantly for traditions to come.

No matter what your table looks like — it's yours for the making. To sit around and share stories of years past, to find similarities where they're often forgotten. To pause, look around, and simply say...*thank you.*

Very few days do we get to make room for gathering. And when we create the space to do just that — to gather — we seem to stumble upon what we're looking for. We witness the joy of connection, and with every hour spent, we find that together — we belong.

Maybe your table isn't perfect. Maybe it's perfectly yours.

To the one we've shared with you,
The Artifact Uprising Team

HAPPY THANKSGIVING

vineyard vines

GIFTS MEN WOMEN BOYS GIRLS SALE STORES

HAPPY THANKSGIVING!

As we gather once again to celebrate with friends and family, we are reminded of all the things we are thankful for. First and foremost—you, our vineyard vines community. We couldn't bring the Good Life to so many without you.

From our family to yours, thank you for your support.

Wishing you all a healthy, safe and happy Thanksgiving.

-Steph & Ian
Co-founders & brothers

HONEST

HOLIDAY BABY BEAUTY BATH + BODY CLEANING

Happy Thanksgiving!

Sending you so much love, light + gratitude this holiday season. We're so thankful for you, fam!


xo,



Happy Thanksgiving!

purple

Shop our Black Friday deals



We're Thankful for You

Before we all devour turkey and stuffing, we just want you to know how much Purple appreciates you. Have a happy Thanksgiving and an even happier nap afterwards.



Purple + Precious Dreams Foundation

Working together to give kids comfortable bedtime items so they can get the rest they need to be ready for whatever life throws their way.

Donate Now

Thanksgiving Subject Line Examples

Happy Thanksgiving! - We're thankful for all your support this year.

You're invited to our Thanksgiving dinner 🍴 - We're having a feast full of savings.

We're thankful for you (today & every day) - A message from our owners to you.

Come together with friends and family - Let Food & Co. make Thanksgiving dinner easy this year.

Gather 'round the table - Hear what our Style & Co. team are thankful for this year.

Looking to win the perfect host award? - Set a spread they'll talk about for years with Food & Co.

What are you thankful for? ❤️ - Head over to @StyleandCo to let us know.

Share your Thanksgiving spread 🍴📸 - Post with #FoodandCo for a chance to win extra savings this Black Friday.

Here's our favorite recipe - We wanted to share it with you and your family.

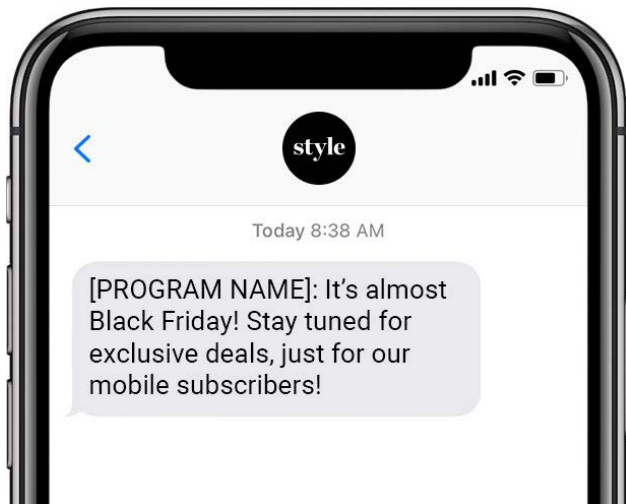
Happy Turkey Day to you! 🦃 - Have a great holiday with friends and family.

It's a Thanksgiving flash sale! 🗓️ - Gobble down some savings before the Black Friday festivities.

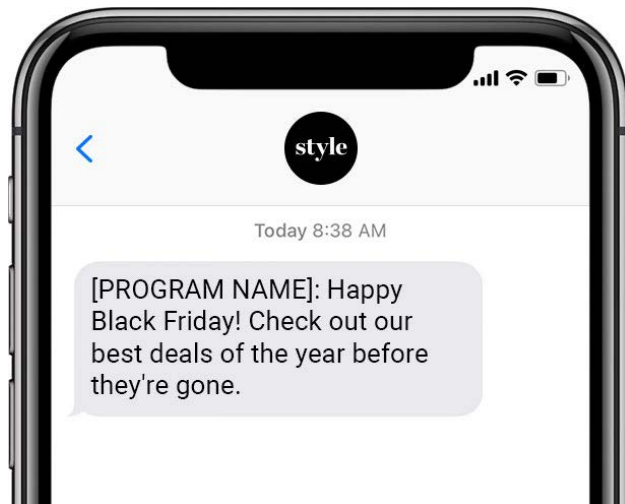
Be the talk of the table this year. - Shop party dresses that sparkle and wow.

🦃 Gobble, gobble! Eat up 15% off - Kick off your shopping early with this Pre-Black Friday sale.

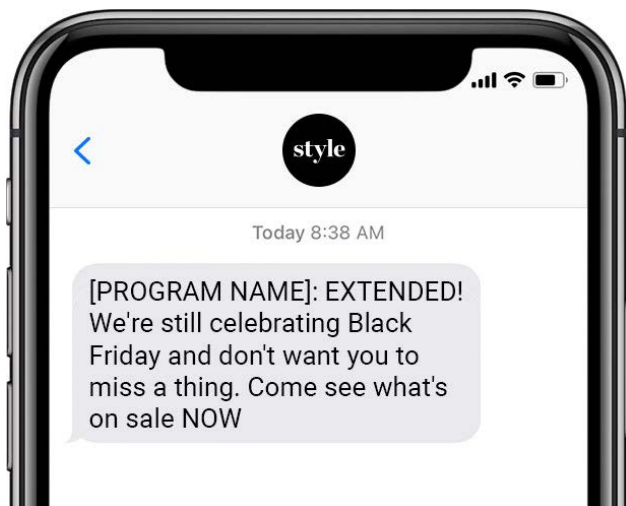
Black Friday SMS Examples



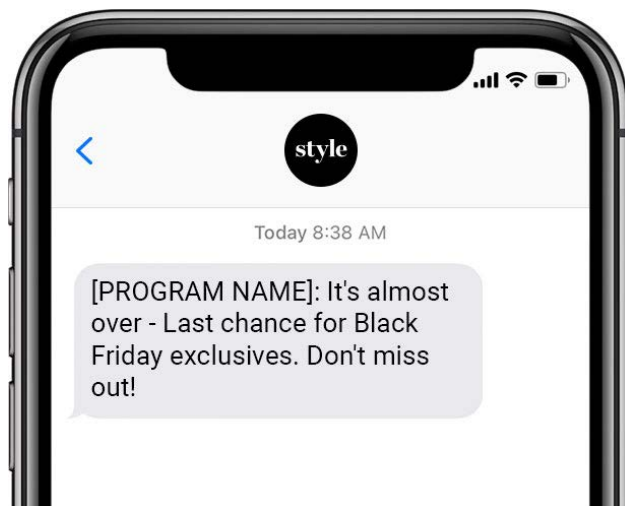
Tease



Launch



Extended



Last Chance

Design, Subject Line and SMS Inspiration

Black Friday Email Examples

WIGWAM
FREE U.S. GROUND SHIPPING ON ORDERS \$25+

- FINAL HOURS -

BLACK FRIDAY SAVINGS

TAKE

25% OFF

SITEWIDE UNTIL MIDNIGHT

use code: **PACKFRIDAY**

[Shop Now](#)

*Excludes sale styles and gift cards.

TIME'S NOT EXACTLY ON YOUR SIDE...

50% OFF EVERYTHING*

IN STORES ONLY | ENDS TONIGHT

[FIND A STORE >](#)

BLACK FRIDAY

STATUS REPORT

	1X	2X	3X
BABS (MONACO, MOTO, ZONA)	\$49	\$89	\$119
WILSONS <i>MOVING FAST</i>	\$49	\$89	\$119
ROYALE LEATHER	\$139	\$259	\$339
ROYALE SUEDES	\$149	\$269	\$349
WOOSTER <i>ALMOST SOLD OUT</i>	\$169	\$310	-

SHIPPING IS FREE!

FEITY BEAUTY + FEITY SKIN

TGI-BLACK FRIDAY!

25% OFF SITEWIDE

+ FREE GIFT WITH PURCHASE

ENDS 11/29

[SHOP FEITY BEAUTY](#)

TOMS

TODAY ONLY!

BLACK FRIDAY DOORBUSTER

SUSIE SLIPPER

JUST \$9.97*

[SHOP NOW](#)

While supplies last. Cannot be combined with other offers.

Caraway Good looking. clean cooking

LIMITED TIME • BLACK FRIDAY • LIMITED TIME • BLACK FRIDAY

Save Up to **20%**

Black Friday Made Easy.

Save 20% orders \$525+

[Shop Black Friday >](#)

Terms & Conditions apply. See below for full details.

OP
OLIVE & PIPER

EARLY ACCESS
VIP BLACK FRIDAY SALE

NOV 26 ONLY

12AM - 4AM PST
40% OFF

ALL DAY
30% OFF

CHECK YOUR INBOX FOR
YOUR CODE ON 11/26.

MVMTM WATCHES BLUE LIGHT GLASSES SUNGLASSES JEWELRY

FINAL HOURS

15 HOURS 53 MINUTES 46 SECONDS

30% OFF

BLACK FRIDAY SALE

[SHOP MENS](#) [SHOP WOMENS](#)

Black Friday Subject Line Examples

Black Friday sales start soon! 📅 - Set your alarms for the most epic sales of the year.

Get a sneak peek at Black Friday 😊 - Don't tell anyone about \$20 off \$200+.

Best. Black. Friday. Ever. - Up to 80% off EVERYTHING (we mean it!)

Black Friday starts NOW! ❤️ - It's here - the largest sales event of the year!

Your exclusive Black Friday discount ends at midnight - Shop the deal before it's too late.

Ready, set, BLACK FRIDAY! 🚩 - Deals up to 70% off sitewide.

Follow all the Black Friday festivities - Follow @StyleandCo to keep up with our best deals.

Still interested in COUCHES? There's a deal for that! - Now's your chance to save with Black Friday exclusives.

FINAL HOURS! - Hurry before we kiss these Black Friday deals goodbye. 🚫

Shop in-store for Black Friday exclusives! - Visit us for up to 50% off storewide.

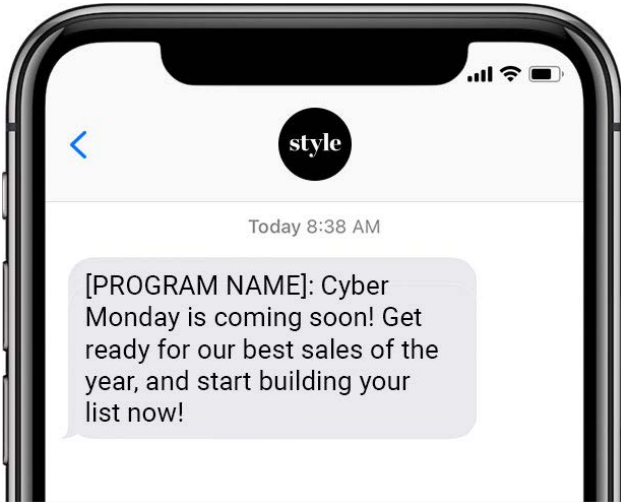
📣 IT'S ON! Amazing Black Friday deals are here - Get your holiday shopping done early with Style & Co.

💣 Start Black Friday with a bang! 💣 - Get deep discounts for a limited time only.

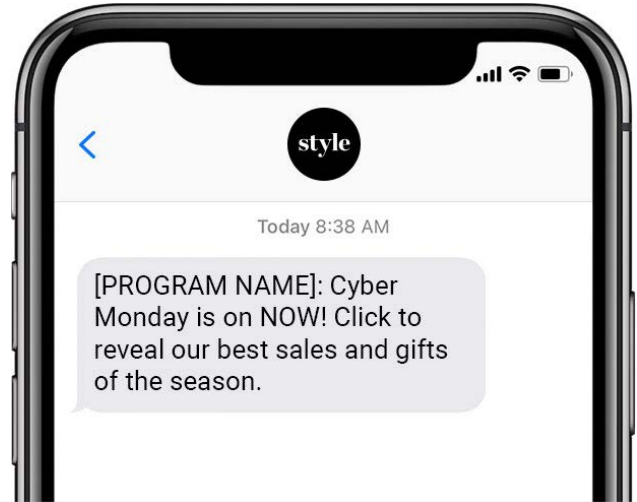
FINAL HOURS! 📅 - 40% off + free shipping ends at midnight.

Double loyalty points today only! - Not signed up? Better get on it.

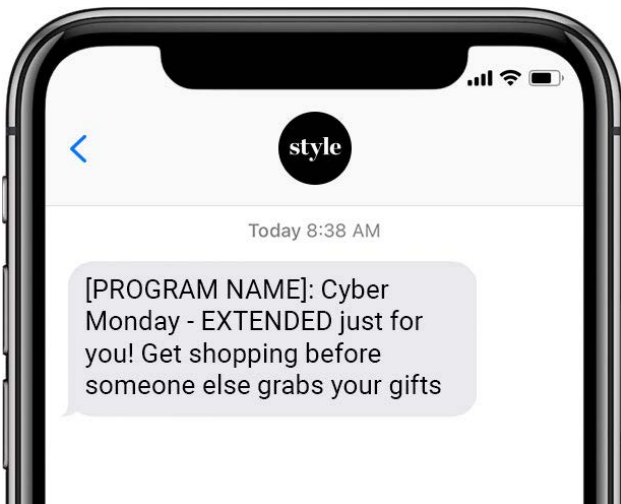
Cyber Monday SMS Examples



Tease



Launch



Extended



Last Chance

Design, Subject Line and SMS Inspiration

Cyber Monday Email Examples

TOMS

FREE SHIPPING—FINAL HOURS!

VERY MERRY CYBER SALE

35% OFF

EVERYTHING

(That's up to 65% off sale styles!)

[SHOP NOW](#)

poppin. Furniture PoppinPod Office Supplies Showrooms

DESKS OFFICE CHAIRS FILE CABINETS TABLES LOUNGE

Cyber Monday

20% OFF

Starts Now

Best. Monday. Ever.

Shop our Work-From-Home Holiday Gift Shop and save 20% on gifts for yourself, for your family, for your favorite student, for your virtual Secret Santa...

[SHOP CYBER MONDAY](#)

USE CODE **GIFTSHOP20**

MURRAY'S 10 DAYS OF GIFTING • Day 4

25% OFF SITEWIDE

Seasonal cheeses. Fine cured meats. Perfect gifts. Curated collections. Soul-satisfying mac and cheese. Save big on these and more for one day only.

USE CODE: CHEESY25

Expires 11/29/21 11:59PM PST. Excludes Clubs, Classes, Catering, Gift Cards, Multiple Business Gifts, and Dropship Items.

SNOWBOARDS

CYBER MONDAY

UP TO **65% OFF**

PLUS AN EXTRA 10-30% OFF HUNDREDS OF ITEMS

[SHOP NOW](#)

S'well

BEST (CYBER) MONDAY EVER

25% OFF SITEWIDE

plus get a **FREE 17oz Bottle** with orders \$100+

There's no better time than NOW to cross everyone off your holiday gift list!

[SHOP NOW](#)

FINAL DAY

10% OFF [SHOP NOW](#)

25% OFF [SHOP NOW](#)

S'well

THE CYBER WEEK SALE

25% OFF SITEWIDE

READY. SET. SHOP.

Cyber Week is officially here! Grab those last-minute holiday gifts and enjoy 25% off site-wide.

*Some Exclusions Apply.

[SHOP NOW](#)

CYBER DEAL DAYS

Select styles. Sale ends December 2. [SHOP NOW](#)

Today only!

Take these Cyber Savings for a spin.

You get an extra

30% off

Cyber Monday Subject Line Examples

Your Cyber Monday deal is loading 🟩🟩🟩🟩 - Open to find out how much you'll save!

Oops - we accidentally extended our Cyber Monday sale 🗓️ - Seriously though, today is the last day to save!

Your Cyber mystery offer is here... spin it to win it! - Save on electronics, toys, and more!

🎁 Surprise! Here's a new Cyber Monday deal! - Get FREE SHIPPING when you complete your order within the next 24hrs.

EARLY ACCESS just for our VIPs - Your Cyber Monday deals are waiting.

Psst, Jane! The big day is almost over... 🗓️ - Enjoy these deals before they go bye-bye.

Your cart is FULL of Cyber Monday savings! 🛒 - Don't forget to check out before these deals end.

FINAL HOURS to save with Cyber Monday deals - Don't miss out on our biggest sale of the year.

Time's ticking. This sale wraps TONIGHT 🕒 - Don't miss out on up to 70% off savings.

⚠️ Last chance to save on gifts for the whole fam - Check everyone off your list early this year.

Your Cyber Monday daily deal is... - Hint: your chef friends are going to love it!

Let the Cyber Monday games begin! 🎮 - May the sales be ever in your favor.

Whoa, this NEVER goes on sale 👁️ - Save 30% off this style before Cyber Monday ends.

Our top 5 Cyber Monday deals - Your guide to saving with Style & Co.

Work can wait. It's Cyber Monday! 🎁👩💻 - The perfect gifts for your boss & coworkers await.

Okay, okay... ONE MORE DAY! - These deals were so popular that we extended the sale. Enjoy!

📣 Just in: Save an EXTRA 10% off + free shipping - Didn't think Cyber Monday could get better? Think again.

It's finally here: Cyber Monday Mania! - Join us all day long for games and exclusive savings.

Hey Jane - claim your Cyber Monday code! - Today only, use CYBER15 for 15% off your whole order.

We never do this... - Everything is up to 60% off. Enjoy it while you can!

We've never been so excited for Monday! - Tune in tomorrow for our best sale of the year.

We see 50% off in your future 🗓️ - This Cyber Monday sale starts tomorrow

General Winter Subject Line Examples

Baby it's cold outside ❄️ - Snuggle up to the coziest styles of the season.

The big coat edit - We've got you covered with the perfect layers to beat the freeze.

There's snow feeling like saving BIG - Take up to 70% off all winter styles.

It's snowing deals! Up to 60% off - Put on your snow boots and have some fun with these savings.

Bundle up with big savings 📦 - It's cold outside, but this deal is hot.

We dropped the price with the temps 📉 - Enjoy special savings for a limited time only.

Chill out with new ways to save - BOGO all new arrivals + free shipping on order \$60+

🧊 We're freezing this deal for 3 days! 🧊 - Save 20% off while supplies last.

Winter vibes are here - Fill your home with scents of the season.

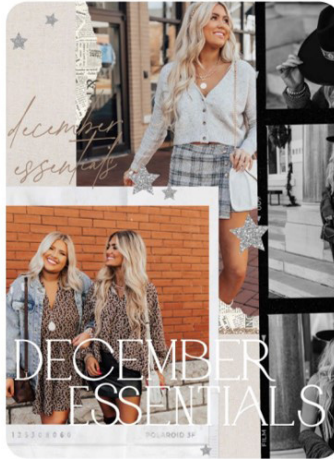
December SMS/MMS Examples



IMAGE Skincare: 🎄 Happy holidays! Celebrate with 20% off ILUMA® intense facial illuminator. It will leave you merry and bright.

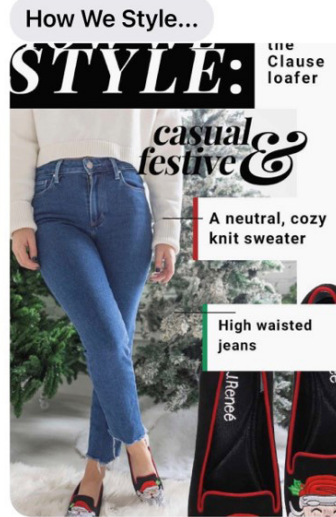
🕒 Hurry, this offer ends at midnight and is the last of our daily deals.

🛒 Shop now: <http://litrk.co/Hk4e3MQ>



Impressions Online: New + now live! The December Essentials Collection is waiting for you at <http://litrk.co/2B6OI65>

Reply HELP for help STOP to stop



J.Reneé Shoes: How do you style your holiday shoes? Tag us @jreneeshoes on Instagram and let us know! 🍷 Shop Holiday Styles: <http://litrk.co/0XINEF8>

Reply HELP for help or STOP to stop

Toad&Co Apres Holiday Sale



Toad&Co: It's getting chilly out there, friends. Warm your bones with up to 30% off this season's favorite styles (and maybe make yourself a hot toddy too).

Tap to Load Preview

litrk.co



J.Reneé Shoes: Shop NEW arrivals for style that lasts, no matter the season: <http://litrk.co/7Gui9ba>

Reply HELP for help or STOP to stop



Drybar: Your wish list is now up to 50% off! ❄️ Shop the Winter Wishlist Sale while supplies last. Plus, free shipping + samples on every order. Shop now to get it on the sleigh for delivery by 12/24! <http://litrk.co/6k7VFPK>

New Gifts In Time for Christmas



Island Trends: Still searching for the perfect gift? Our new arrivals are just what you're looking for, with brands like Tommy Bahama, Tribal, Peter Millar, IBKUL & more. Don't forget an Island Trends gift card as the perfect stocking stuffer! SHOP NOW: <http://litrk.co/AVxvYFr>

Reply HELP for help STOP to stop

GetACTV: Today only - FREE 2-day shipping. Get all your last-minute gifts. Give the gift of wellness that will last all year long. <http://s.getactv.com/DgBw4Ox>

Design, Subject Line and SMS Inspiration

December Email Examples

seeJanework®

VISIT OUR SALE SECTION | CHECK OUT THE BLOG | SEE WHAT'S NEW NEW ARRIVALS

12 DAYS OF CHRISTMAS

FOR 12 DAYS IN A ROW, USE THE EXCLUSIVE CODE BELOW TO GET 30% OFF OF OUR CHOSEN ITEM FOR ONE DAY ONLY!

1	2	3	4
5	6 FOLDERS FILING USE CODE @FILEFOLDERS	7	8
9	10	11	12

*FREE GROUND SHIPPING ON ORDERS OVER \$75

SHOP NOW

GIVE. GET. Gather.

JUMPSTART YOUR HOLIDAY SHOPPING WITH US

WOOL AND THE GANG

GET YOUR GIFT ON

*Tis the season (almost) so we've put together a gift guide that's perfect for even the pickiest person on your list. From warm woolies to sleek new craft tools - gift accordingly!

SHOP GIFT GUIDE

GIFTS BY LEVEL

 BEGINNER	 EASY
 INTERMEDIATE	 ADVANCED

GIFTS BY CRAFT

KNITTING	CROCHET
MACRAME	EMBROIDERY

uncommon goods

gifts | women | men | new | sale

Gifts voted "most popular" (by you)

CUSTOMER FAVORITES

 Handmade Birthstone Wine Glass	 Baseball Park Map Insulated Pint
 Homemade Limoncello Kit	 Personalized Tree Wood Carving

LAYAWAY GIFTS NOW. PAY LATER

FIND A STORE

KNITCRATE

KNITCRATE

ADVENT CALENDAR 2020

DAY 25: Free Project Bag with Purchase

Today Only! The first 100 Member Central purchases of \$25 or more will also receive a FREE project bag!

These project bags measuring 6x9 inches (15x20 cm) are the perfect little pouches to carry your small projects. Perfect for socks, hats, mitts, and more!

No coupon required. Offer expires at 11:59 PM EST tonight, December 25, 2020.

Free Project Bag with \$25 Purchase

CLICK HERE TO GRAB THIS DEAL!

J.CREW WOMEN MEN KIDS SALE GIFTS

GRAB YOUR

SAY HI TO WILLIAM, OUR PHOTOGRAPHER'S PET MOUSE.

MOUSE!

AND SHOP NOW:

FREE SHIPPING, today only.*

30% OFF full-price styles & extra 40% OFF sale styles.**

Use code **MONDAY**. In stores & online.

GET SHOPPING >

WE WISH

you, your family,
your friends,
your pets, the world,
the very best.

HAPPY HOLIDAYS FROM ALL OF US
AT KATE SPADE NEW YORK

still need something?
we've got you.

GRAB AN E-GIFT CARD

one size fits all

SEND ONE NOW

PARTYLITE®

Candles Accessories Outlet

FREE SHIPPING ON ORDERS \$65+

AVAILABLE DECEMBER 1ST ONLY | WHILE SUPPLIES LAST

1 2 3 4 5 6 7 8 9 10 11 12

DAY 1

12 DAYS OF DEALS

PURCHASE ANY TWO 3-WICK JAR CANDLES FOR \$35*

SHOP NOW

CAN'T FIND THAT SPECIAL SOMETHING???

DAMNIT. YOU FORGOT TO BUY A PRESENT, DIDN'T YOU?? DIDN'T YOU?????

STOP PANICKING. STOP. OK. Breathe. It's going to be alright, we've got your back.

It's called Chubbies Gift Cards. Buy it online and we'll virtually hand deliver it to your inbox. It's the easiest shopping decision YOU'VE EVER MADE.

HERSHEY'S HERSHEY'S STORE MY ACCOUNT SALE BEST SELLERS PERSONALIZATION

MAKE MERRY MEMORIES with a personalized present!

Design your bar at MyHersheysBar.com

CORPORATE GIFTS FROM THE HEART

DESIGN YOUR WRAPPER

ORDER BEFORE DEC. 12 FOR CHRISTMAS DELIVERY!

Christmas/Kwanzaa/Hannukah Subject Line Examples

It's beginning to look a lot like Christmas! ❄️ - That means shipping cut-offs are approaching!

It's one week closer to Christmas... - Meaning one week less to shop!

Season's greetings from your friends at Style & Co. - Wishing you a wonderful holiday full of light and love.

Happy Kwanzaa to those who celebrate - Celebrating love, community, and family.

Need a last-minute gift, Jane? 😬 - We've got you covered this holiday season.

❄️ 'Tis the season for free shipping! ❄️ - Order by 12/15 to ensure delivery by Christmas.

Happy Hanukkah to all who celebrate! 🕯️ - Wishing you light and love.

Easy holiday gifts under \$25 - Forgot Aunt Carol? We've got just the thing...

Sleigh the season with the perfect gift. 📦🍷 - Beauty favorites for all your besties.

It's the most wonderful gift of the year - Order it before the shipping cut-off!

🌟 The Style & Co. Gift Guide is here 🌟 - Introducing our best gifts they're sure to love.

May your candles burn bright this season - Happy Hanukkah to all who celebrate!

Jane - Wrap up your holiday shopping early 📦 - While they're stressing you'll be sipping your hot cocoa in peace.

Gifts our customers gave ★★★★★ - + your family will love them too!

Sending happy Kwanzaa wishes! - Let the light of Kwanzaa bring happiness to your life.

Let the 12 days of Christmas begin! 🎄 - 12 days of savings - you won't want to miss it.

📦 The only Holiday Gift Guide you'll need 📦 - The search ends. Discover the perfect gift for everyone on your list.

Straight from Santa's bag 🧑🎅 - We've got all your last-minute gifts covered.

Stress less, celebrate more - Check everyone off your list, all in one place.

Happy Festival of Lights! - May your heart be warmed with the glow of Hanukkah candles.

You can still get it in time for Christmas! - But hurry - last day to ship is Monday!

You're invited to our Christmas party! 🟠🟢 - Get 10% off with the most festive event of the year.

New Year's Eve & Day Subject Line Examples

Let's look back at 2022 - This year we donated over \$500,000 to households in need.

🧴 **Goodbye, 2022. Hello, a new you!** - Start the year off right with a little self-care.

Your impact this year - Thank you for helping us fulfill our mission in 2022.

🥂 **Cheers to 2023 - and you!** - You made it to another year! Celebrate with something new.

New year, new Jane! ✨ - Resolutions are out. Healthy habits are in.

Watch out 2023, there's a new Jane coming through - Elevate your style this year with new closet staples.

Send off 2022 with 20% off your order - Hurry - this sale ends at midnight on NYE!

Happy New Year! 🍷 - Here's to another year full of amazing deals + steals.

2023 is the year of ME! 🛍️ - Treat yourself to the highest-rated beauty products of the year.

A sneak peek at 2023 👁️ - Get a glimpse at our new designs for the year before everyone else does!

We did it, Jane! 🎉🧑‍🤝‍🧑 - Together we made it through 2022. Happy New Year!

Happy NYE from Style & Co. 🍷 - Have fun & remember to drink responsibly.

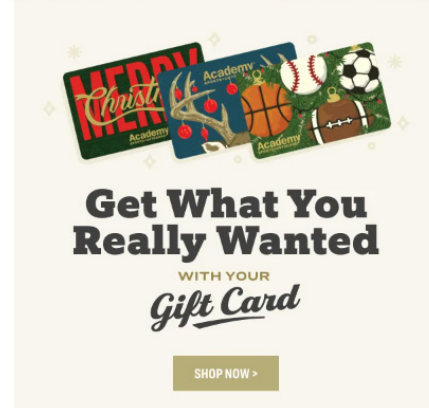
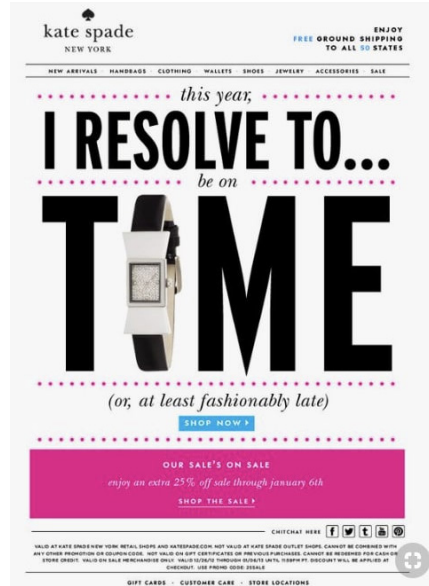
Watch the ball drop in style with 20% off - Save on cocktail dresses that sparkle like confetti.

It's 2023 and we're ready to rock 🎸 - Bring your passion to a whole different level this year.

Kick 2023 off with FREE SHIPPING - Today only, get free shipping on all orders.

When the ball drops, this sale ends!! - Save up to 70% off all clearance items.

January Email Examples



PERRY ELLIS
CLOTHING | SUITS | SHOES | SALE

FREE SHIPPING ON ALL U.S. ORDERS \$75+

**NEW YEAR
NEW SUIT
NEW WAYS
TO WORK IT**




DRESS FOR THE YEAR YOU WANT
Start the year on a sophisticated note with our tips for styling your suit for 2022.

[SHOP NOW](#)

S'well

NEW YEAR, NEW GOALS



Start the New Year off with a resolution you can actually keep: to hydrate more! Thanks to our extensive line of Bottles, Travelers and Roamers, you'll stay hydrated through 2022 and beyond.

[SHOP NOW](#)

S'well

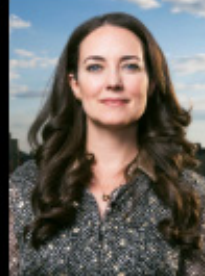
2021 YEAR IN REVIEW



IT WAS A S'WELL YEAR!


As 2021 comes to an end, we want to thank you – our amazing community – for your continued support. Together, we've proven yet again that with perseverance (and resilience) we can accomplish so much.

11
11 years
of business



Certified
B
Corporation


265M+
265,419,281 plastic
bottles displaced




8
8 limited-edition
bottles



7
7 new
products



La COLOMBE
COFFEE ROASTERS



WHAT WE BREWED TOGETHER THIS YEAR

WE ROASTED 4.8 MILLION POUNDS OF COFFEE!

[Shop All Coffees >](#)



DAIRY-FREE DAYDREAM

Our baristas served over 30k Oat Chal Lattes on draft in our Cafes!

[Visit Us at a Cafe >](#)



[View in Roman](#)

KENDRA SCOTT

[Our Story](#) | [Shop](#) | [We Give Back](#)

Here's to your most stylish year yet.

Kendra

NEW YEAR, NEW CHEER

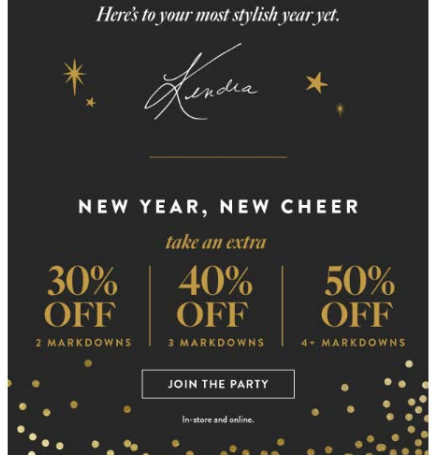
take an extra

30% OFF | **40% OFF** | **50% OFF**

2 MARKDOWNS | 3 MARKDOWNS | 4+ MARKDOWNS

[JOIN THE PARTY](#)

In-store and online.



Post-Holiday Campaigns Subject Line Examples

Ready to spend that gift card? - We've got a few ideas...

Thanks for shopping with us this holiday! - We're here to help if you need any assistance with your purchase.

Santa wants to know... - Do you love your new gift??

Well, did they love it? 🖤 - Leave a review and let us know if your gift was well received.

📣 Up to 70% off - EVERYTHING MUST GO! - We're clearing out for a new year of styles.

Didn't get what you wanted? - Save \$10 off gifts for you.

Gift card burning a hole in your pocket? - What are you waiting for? Shop new arrivals!

You did good. Now, treat yourself! - The holidays may be over, but our sales are still going strong.

Show off your gifts! 📸 - Use #MyNewStyleandCo to share your new styles.

Let's do a holiday recap - Check out our favorite holiday styles of the year!

Thanks for hiring our sleigh! 📧 - We hope they liked your gift. Contact us if you need anything!



Idea Boards

Let's look at some examples of using specific elements creatively within holiday messaging.

Festive Design & Photography

Get creative with the design elements and photography used within your messages.

Product Recommendations

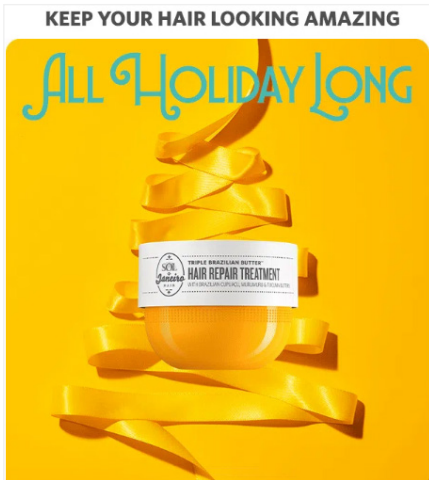
Use dynamic product recommendations to remind shoppers what they were browsing or use static recommendations to present gift guides or top-selling categories.

Urgency

Urgency can be an important element in holiday messaging. Use countdown timers or "last day" messaging to help shoppers convert in time for the big day.




Festive Design & Photography




Product Recommendations


MORE SOL-READY GIFTS FOR EVERYBODY ON YOUR LIST




Brazilian Body Cream Bundle | Online Exclusive
[SHOP NOW](#)



Cherosa Connection Perfume Sampler Set | Online Exclusive
[SHOP NOW](#)



Menage a Trés Tinted Lip Butter Trio | Online Exclusive
[SHOP NOW](#)



Brazilian Kiss Cupuaçu Lip Butter
[SHOP NOW](#)

OUTFIT INSPO FOR EVERY OCCASION

It's the holidays, there's a lot going on. Allow us to dress you for everything from fun and festive parties to hanging at home.

[SHOP NOW](#)



Thread Wrap Gold Earrings



Cozy Brushed Jacket

1



Striped Deluxe Tee



Jamie High-Rise White Jeans

Shop by Occasion



THE GOLFER




THE LOUNGER



THE ATHLETE



THE TRAVELER



\$49.99

MUST-HAVE PUFFERS


Packable and protective, puffers make the perfect gift.

[SHOP NOW](#)

FASHION-FORWARD BEACON BOOTS

The perfect blend of comfort, style, and winter-ready traction.

[SHOP NOW](#)



\$59.99


uncommon goods

new gifts women men sale


Under \$50 gifts

for everyone on your list


[SHOP NOW](#)



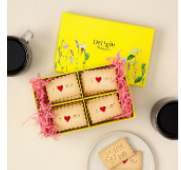
Wine Bottle Topper Serving Set



Mini Bubble Waffle Maker



Copper Rain Gauge



Love Message Shortbread Cookies

Urgency

 **get it *ASAP*** 

Shop in-store or select Buy Online, Pick Up Curbside or In-Store at checkout.



[SHOP NOW](#)



**Last Chance
Overnight Shipping** 

00:18:59:07

Days Hours Minutes Seconds

La COLOMBE
COFFEE


SHOP & SHIP *on* TIME

Order by Noon EST ▶	Express *** 12/17	Overnight *** 12/18
---------------------------	--------------------------------	----------------------------------

[Shop Now >](#)

THERE'S STILL TIME TO ORDER!

last day: two-day shipping

Order by noon CT today to receive by end of day 12/24. 

TULA
SKINCARE

[SHOP](#) [NEW](#) [BEST SELLERS](#) [VALUE KITS](#)

04 28 12

HOURS MINUTES SECONDS

ORDER BY TODAY AT 1 PM EST FOR DELIVERY BY 12/24*

HURRY!

Time is running out to get it there on time

00 06 57 22

DAYS HOURS MINUTES SECONDS

2022 Holidays and Shipping Deadlines

HOLIDAY/OCCASION	DATE	DAY OF THE WEEK
Labor Day	September 5th	Monday
First Day of Fall	September 22nd	Thursday
Canadian Thanksgiving	October 10th	Monday
Diwali	October 24th	Monday
Halloween	October 31st	Monday
Veteran's Day	November 11th	Friday
Single's Day	November 11th	Friday
Thanksgiving	November 24th	Thursday
Black Friday	November 25th	Friday
Small Business Saturday	November 26th	Saturday
Cyber Monday	November 28th	Monday
Giving Tuesday	November 29th	Tuesday
Green Monday	December 12th	Monday
USPS Retail Ground (2-5 Days)	December 15th	Thursday
UPS Ground	December 16th	Friday
Super Saturday	December 17th	Saturday
USPS First Class Mail (1-3 Days)	December 17th	Saturday
Free Shipping Day	December 18th	Sunday
Hanukkah begins	December 18th	Sunday
USPS Priority Mail (1-3 Days)	December 18th	Sunday
USPS Priority Mail Express (Next Day)	December 20th	Tuesday
First Day of Winter	December 21st	Wednesday
UPS 3 Day Select	December 21st	Wednesday
UPS 2nd Day Air	December 22nd	Thursday
UPS Next Day Air	December 23rd	Friday
Christmas Eve	December 24th	Saturday
Christmas Day	December 25th	Sunday
Hanukkah Ends	December 26th	Monday
Boxing Day	December 26th	Monday
Kwanzaa	December 26th	Monday
New Year's Eve	December 31st	Saturday



Key Takeaways and Conclusion

For the 2022 holiday season, your marketing strategy should center the use of owned channels (email, SMS, web push, and your own website) within a unified, thoughtfully coordinated cross-channel journey that reaches your customers at the right time, in the right place, with the right message. Consumer demand for more and more advanced personalization means your best results will come from collecting and implementing zero- and first-party data to your advantage.

Don't neglect the creative basics as you build your campaigns, either. Your design choices should be clean, dynamic, and accessible, while copy should be crisp and engaging with strong calls to action. Use the ideas in this guide as a springboard for your imagination, and ensure you haven't missed a single opportunity by consulting our month-by-month holiday planning checklist.

In conclusion, though the retail world is trending back toward pre-pandemic norms and practices, macroeconomic factors such as inflation are causing a decline in engagement, as seen in both click and conversion rates. Be prepared for the most competitive holiday season yet as many retailers struggle for year-over-year growth. Enticing discounts, freshness of both marketing and products, and exclusivity will be necessary tactics to drive engagement and performance. And remember: open rates are continuing to rise due to the impact of iOS privacy changes, making click rate and conversion rate the most reliable indicators of performance for retail marketing.

As a valued partner, Listrak is here to help you succeed. Reach out to your Account Manager to review this document and work together to plan your holiday. And don't forget, the Listrak Support team is always available 24/7. From all of us at Listrak, have a safe and happy holiday season!