



2023 Holiday Prep: **Design**

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The Industry's Leading Customer Engagement Platform



Email



Text Message
Marketing



Identity
Resolution
Marketing



Push
Notifications



Personalization



Behavioral
Triggers



Cross-Channel
Orchestration



Analytics



Listrak delivers results.



bluemercury

BLICK
art materials



Soft Surroundings

TULA
SKINCARE

WOOLRICH

MARC FISHER

MVMT

Kate
Somerville

BOSTON
PROPER

uncommon goods

**JONATHAN
ADLER**

Knockaround

RXBAR

Shark | NINJA

SOL DE JANEIRO

Kirkland's

ANASTASIA
BEVERLY HILLS

PERRY ELLIS

Splendid

Academy
SPORTS+OUTDOORS

PAIGE

m | *travis Mathew*

WHITE+WARREN

MINNETONKA

HUM

Robert Graham

GODIVA
Belgium 1926

john varvatos

SUMMERS VLT

REBECCA TAYLOR

MOVADO

HUNTER

BRAHMIN

ELEMIS

LUMENS

TRUE RELIGION
BRAND JEANS

NORMAKAMALI

TOMS

VINCE.

journelle

poppin.

J. McLaughlin

drybar

 **LE CREUSET**

NINE WEST

Oscar de la Renta

Crayola



Presenter



Melissa Lobach

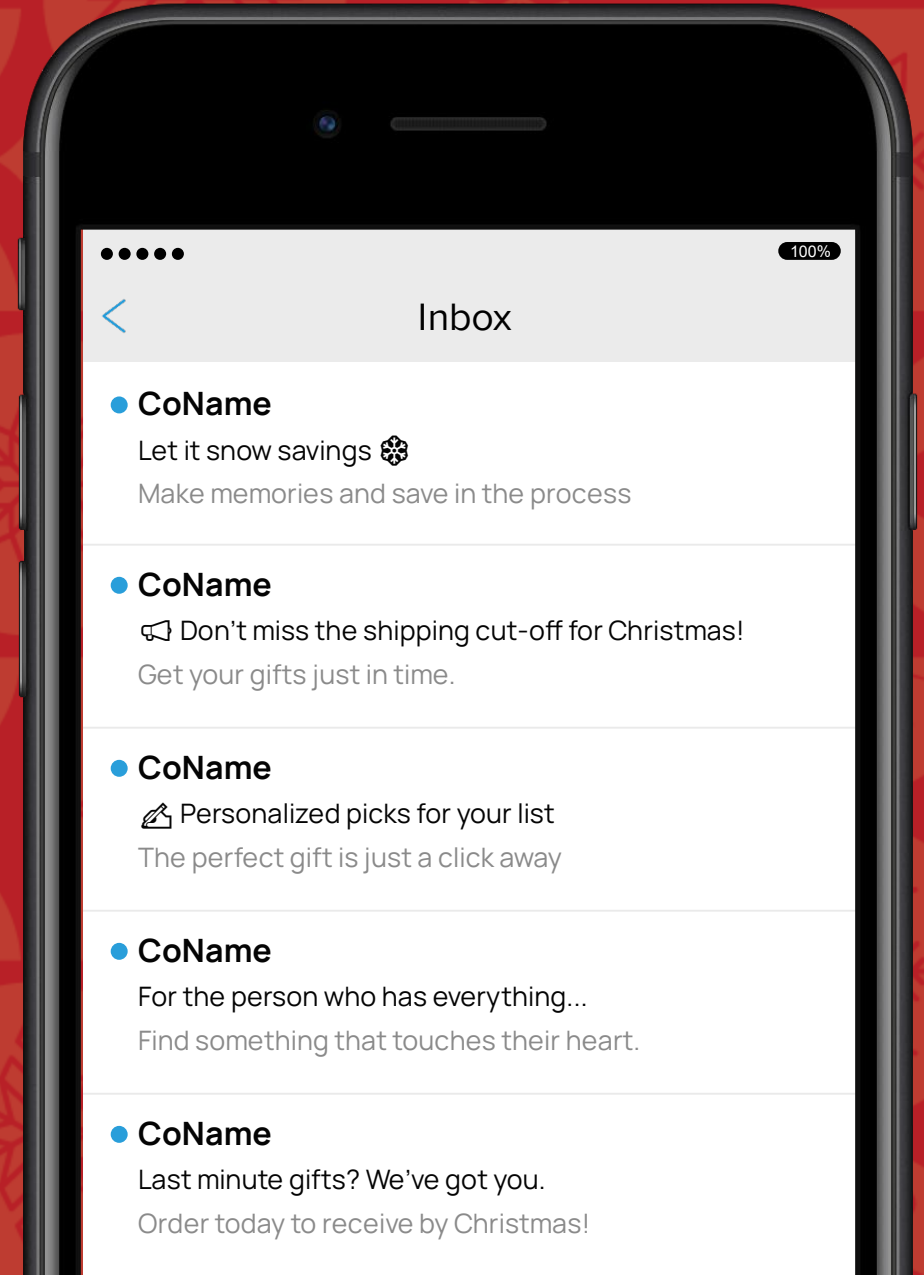
Senior Design Lead

Agenda

01. Make an impact with your subject lines
02. Stand out with holiday templates
03. Optimize for Dark Mode



Make an impact with your subject lines





Subject Line Tips:

- Keep it short and sweet
- Avoid spam words
- Be unique / attention grabbing
- Say something unexpected
- Create curiosity / mystery
- Leverage seasonal emojis to stand out



Pro Tip:

The optimal subject line length is less than 45 characters

focused

other

other: new message (1)

Listrak

Co Name

2:02PM

60% OFF 🤩 It's a holiday miracle!
Grab it before it's gone...

Co Name

1:37PM

Happy Holidays from our team!
And best wishes into the new year.

Co Name

1:32PM

Gift yourself what you really want 📺
Remember to treat yourself too!

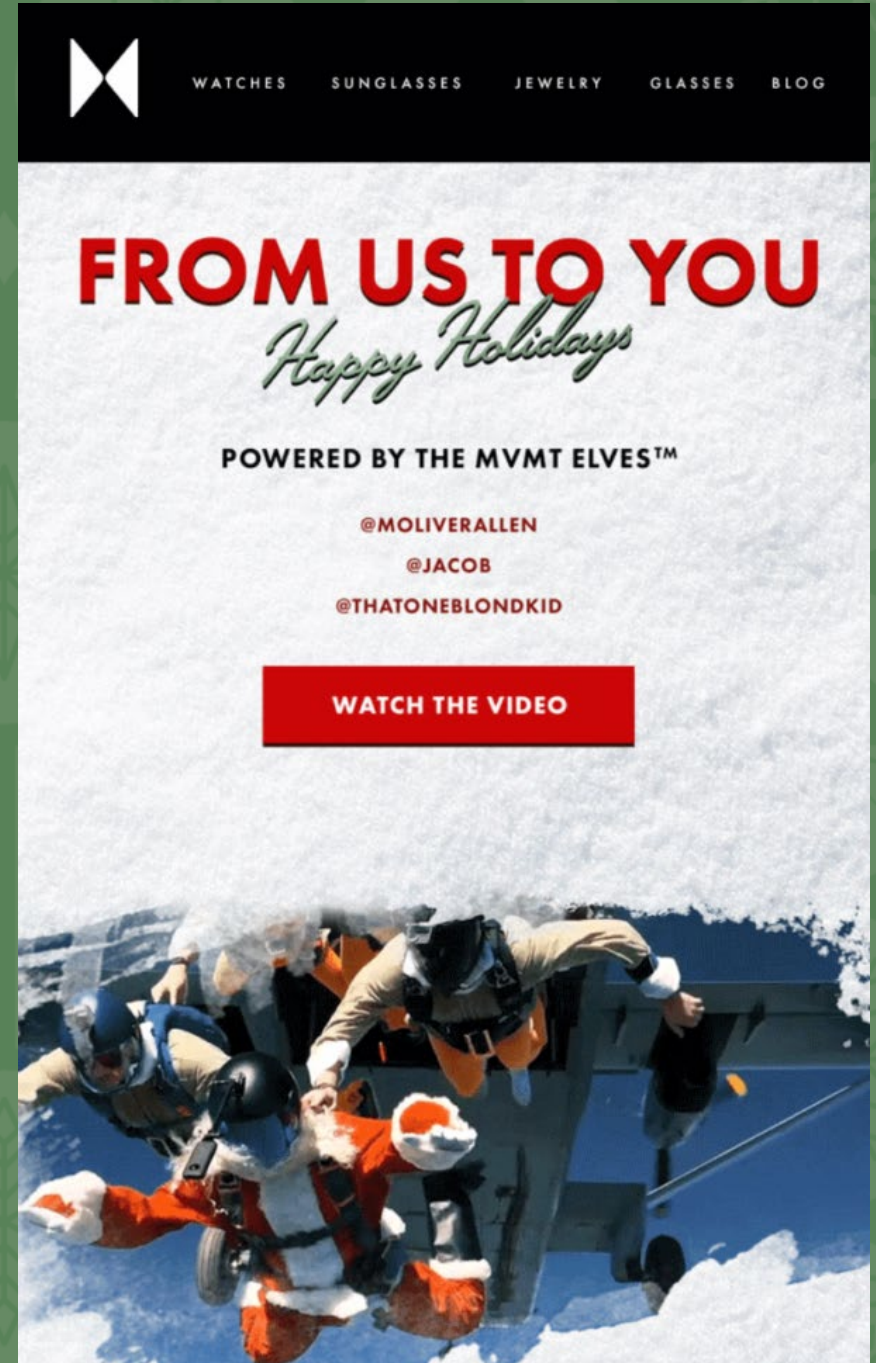
Co Name

1:31PM

Win at gift-giving this year
Find what they really want



Stand out with holiday templates





Maintain consistency with your brand while embracing the season



Pro Tip:

You have 2-8 seconds to grab someone's attention! Make sure the top of the email is engaging to draw people in.



Drinkware



Greeting Cards



MOMENT

GIFT YOURSELF GEAR TRIPS LESSONS

DIDN'T GET WHAT YOU WANT?

Gift
Yourself.



HOW TO SHOP THE GIFT
YOURSELF SALE.

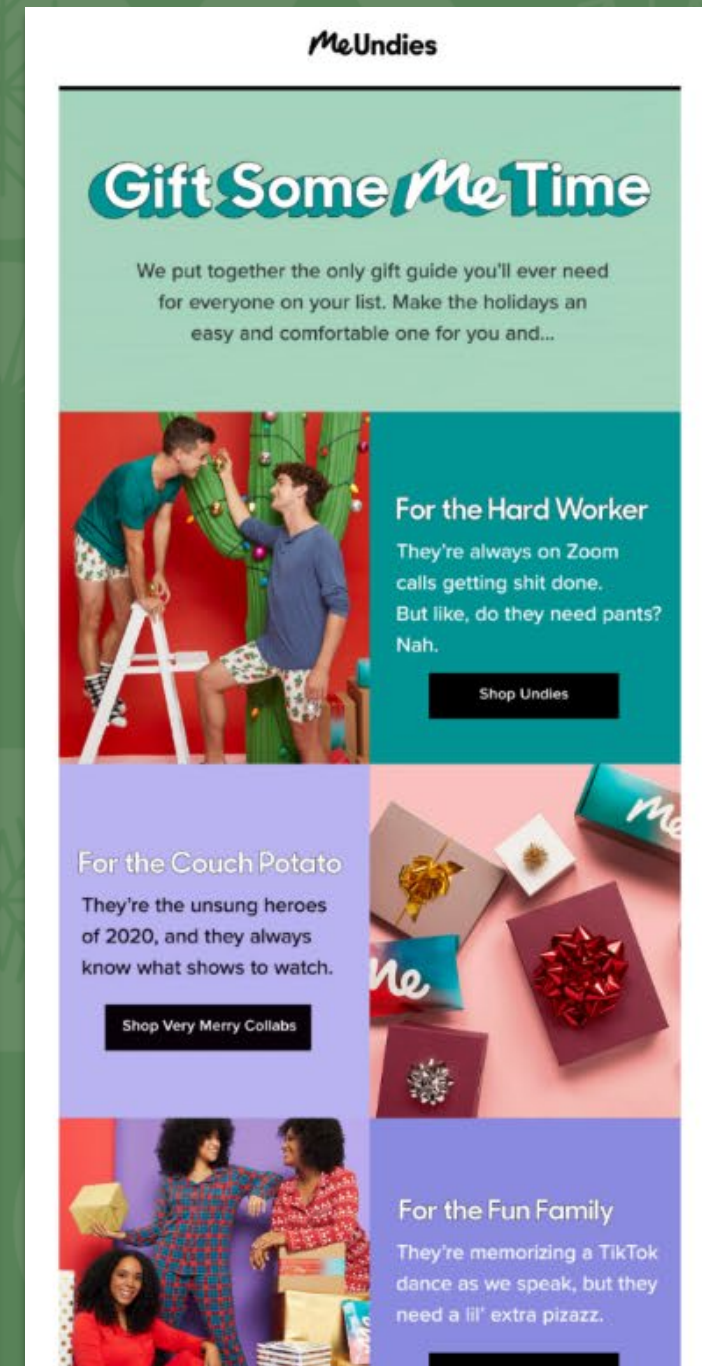
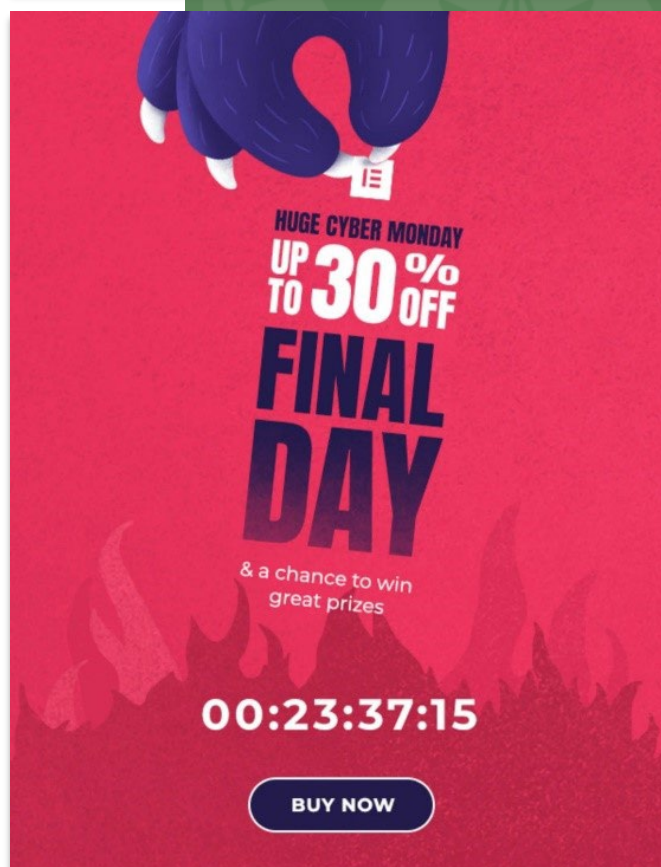


Maintain consistency with your brand while embracing the season



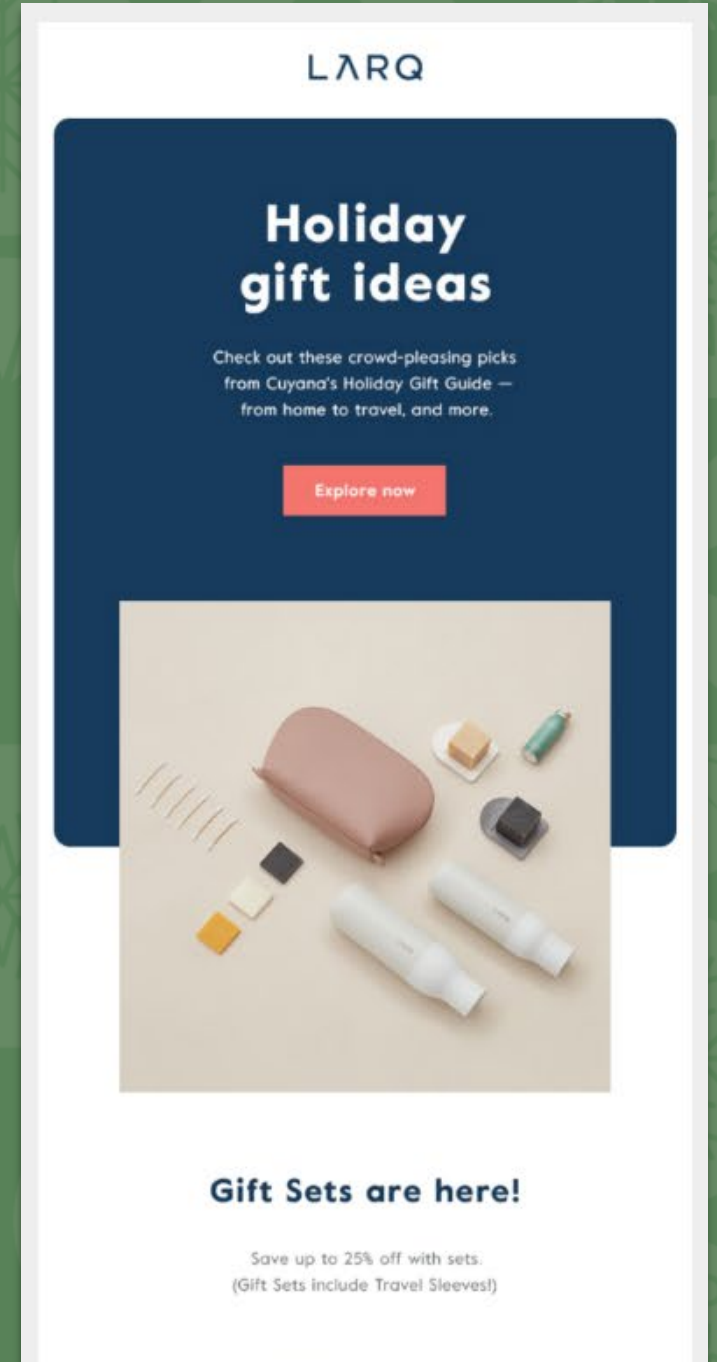
Pro Tip:

Approximately half of all emails are checked on mobile devices, so make sure your messages are optimized for desktop and mobile



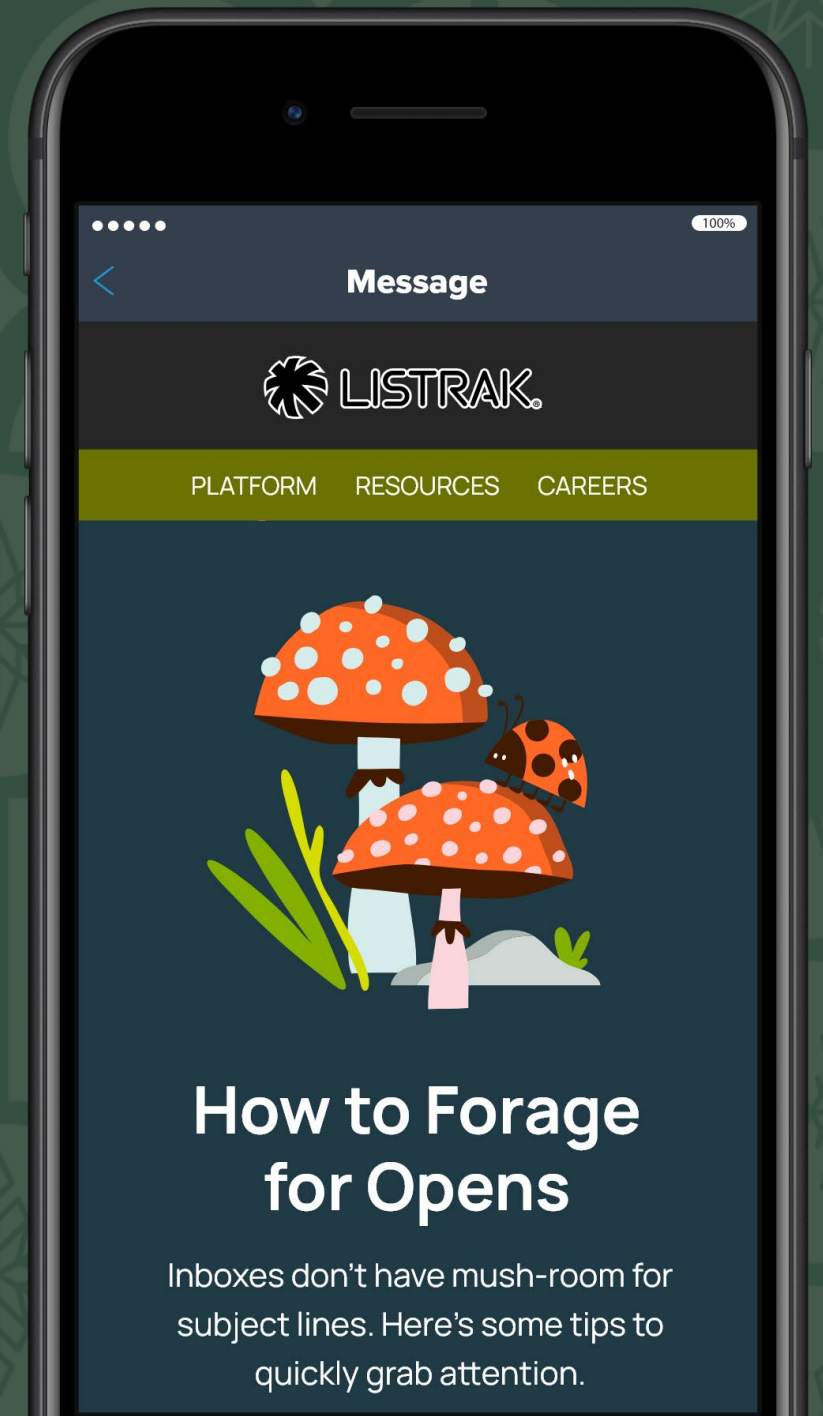


Have fun but keep best practices in mind! Optimize your messages for dark mode, accessibility and high-definition screens.





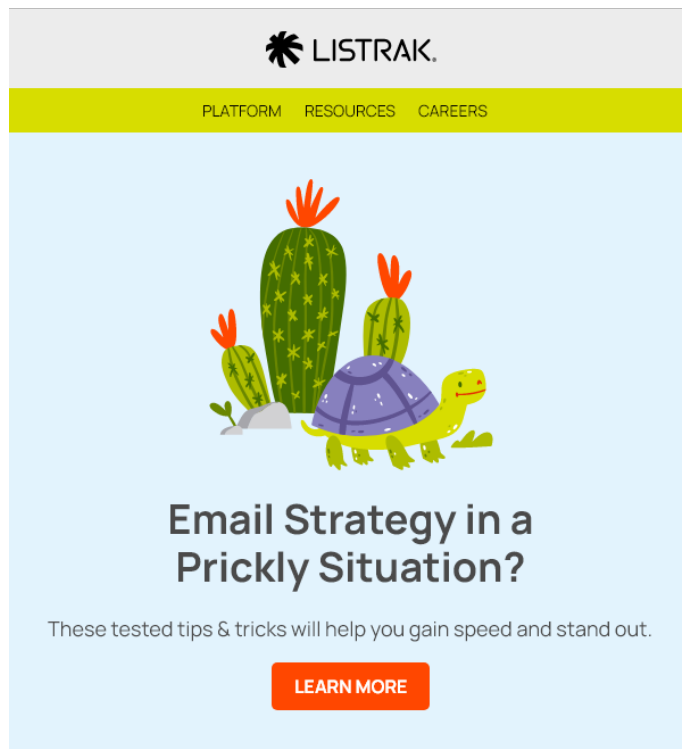
Optimize for dark mode



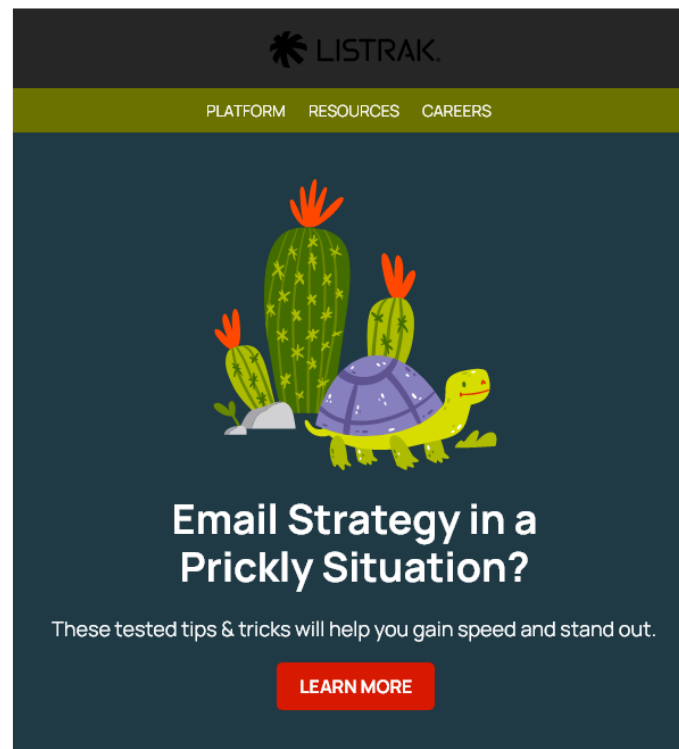
Design for inversion



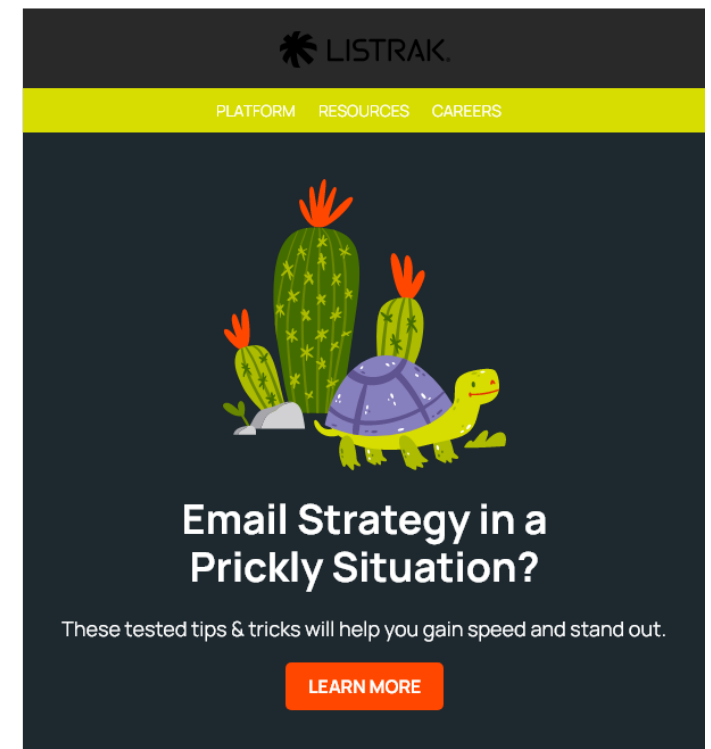
ORIGINAL LIGHT EMAIL
No Color Inversion



OUTLOOK.COM
Partial Color Inversion



WINDOWS
Full Color Inversion





Design for inversion



Pro Tip:

Keep it readable! Leverage transparent images with strokes or glows and live text to maintain readability in both modes.

LIGHT MODE



DARK MODE
no change



DARK MODE
background color



DARK MODE
border



DARK MODE
glow



