



LOOKBOOK

Email Design & Content
Ideas to Help You Grow

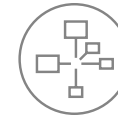
Email 2.0

Email marketing has matured. For years we assisted companies to go mobile with responsive templates. These days 8 out of 10 emails are mobile friendly. Now we see strong focus on three areas: value-added content, versioning based on audience segments and a more refined, simplified email design. We hope these pages will inspire your next campaigns and help you grow.

Matthew Caldwell

Matthew Caldwell
SVP Worldwide Creative

Icon Key



Dynamic Content Display

Changes based on user data, such as time remaining or location.



Template System

Unified header/footer with stacked sections that can be added, removed or reordered.



100% Readable with Images Off

All text is displayed and readable, whether or not images are loaded.



Web Fonts

An email that uses non-web-standard typography.



Responsive Design

A layout that utilizes CSS3 @media properties to alter its layout for PC or mobile.



Bulletproof Buttons

A button that can be read and clicked, even with images turned off.



Social Share

Social sharing icons connected to Main CTAs. Shares a portion of the email, not the whole message.



Mobile Scalable Hybrid Layout

One layout for big and small screens alike. 100% readable and functional, with no need to zoom or pinch.



Click-to-Launch App

A call-to-action that launches a smartphone app or desktop application.



Video

A pseudo video player, which clicks through to an autoplay video landing page.



Sticky Content

A light, recurring section, meant to engage readers (photo of the week, jargon watch, comics, trivia, etc).



Catch-All Bottom Navigation

Helps get clicks to other category levels with a series of links at the bottom of the message.



Poll

An interactive poll that shows results on a custom landing page.



Status Bar

Visual cue to display user progress or time remaining within a service period.



Mega Merge

Relevant user information is pulled in with an attention-grabbing graphical treatment.



Landing Page

An optimized web experience created in conjunction with the email to increase conversion.



Social Excerpts

Social content (like tweets, photos or comments) that are pulled right into the message.



Custom Mailto Link

A link that displays dynamic content within a mailto link.



Mobile Click-to-Call

Allows smartphone users to click-to-call.



Multi-Message Campaign

Multiple messages regarding the same topic with a series designation.



Next Generation Registration

Mobile optimized form fields with transitions and on-screen validation.



Brand Book

A standalone document that describes all aspects of brand messaging.

Visa Checkout

Template System & Campaigns

One of the main goals for the Visa Checkout Templates system is to be an extension of their payment experience — simple, fast and clean. This successful new program has been quick to garner steady engagement by delivering relevant offers and content.



Template System



Responsive Design



Social Share



Web Fonts



Video



Sticky Content



100% Readable with
Images Off

This fluid responsive template was designed mobile first

Spotlight: Travel

Getting there's easy with Visa Checkout.

EVERY NEW ADVENTURE STARTS WITH A CLICK. Are you ready for a getaway? With Visa Checkout you can book flights, hotels and rental cars easier. Spend less time filling out forms and more time planning your adventure.

See our Travel and Entertainment merchants.

Book your flight

United® flies to over 650 airports around the globe.

Search flights

WYNDHAM REWARDS

Earn points on a room

Book a stay through Wyndham Rewards mobile app and pay with Visa Checkout to receive 5,000 bonus points.

Earn points on a room

Visa Checkout Offer: Must book by 7/31/2016 and stay by 8/1/2016. See full terms below.

LANDS'END

Show up in style

Use Visa Checkout to pick up a new travel outfit on landsend.com.

Shop now

Half off your app order is so fire. Or mild. No judgment.

Order now

Share

Twitter

VISA Checkout

Give a \$10+ Starbucks eGift card and get \$10 when you pay with Visa Checkout!

Buy a Starbucks eGift Card of \$10 or more using Visa Checkout, and get a \$10 bonus, while supplies last. It's the easiest way to give miles, brought to you by the easiest way to pay online.

Buy a Starbucks eGift Card

Visa Checkout Offer: For one of the first \$25,000 to buy a Starbucks eGift Card from \$10. Limit one per person, while supplies last. Offer valid through 5/31/16. See full terms below.

everywhere you want to be

Seasonal spotlight lists relevant offers and fresh content with monthly how-tos and other tips.

Essentials

Make a healthy start this April.

SPRING IS A FEELING
It's that moment when you realize that the world is waking up. Visa Checkout makes it easy to find the latest health and wellness items so you can feel your best all season long.

Stock up and save

Play with Visa Checkout and get \$10 off qualifying \$50+ Walgreens.com orders.

Shop now

Must use Visa Checkout. One use per customer. Valid through 4/30/16. See full terms and restrictions below.

Anniversary sale

Take 24% off vitamins, medicines and more at SHOP.COM (up to \$24 off) when you use Visa Checkout.

Shop now

Must use Visa Checkout. Valid through 5/31/16. See full terms below.

Get your new gear

Get ready for spring with new styles from Under Armour.com.

Shop the gear

Get connected

The new Under Armour HealthBox is the world's first connected fitness system.

Learn more

Get all of your health and fitness gear with Visa Checkout

See all stories

Father's Day

Treat Dad to his favorite day ever.

SHOW HIM YOU CARE
Father's Day is almost here and you're just in time to get him what he really wants. From music to gear to fun with the family, Visa Checkout helps you find the perfect gift for your favorite dad.

See all stories

Get him the latest tech he deserves

Shop Newegg.com for the latest tech and more.

Shop now

Gear for the game

Get him ready for the game with team apparel from FanEdge.com.

Shop now

Skip the lines

Get tickets for a fun family flick using Visa Checkout and Fandango.

Buy tickets

Indulge his inner chef

Help him up his grilling game with tools from Williams-Sonoma.com.

Shop now

DAD'S DAY TIP

See top looks

See the Lands' End Father's Day

Give him style

Receive 30% off regularly priced men's styles!

Shop now

Offer valid through 6/21/16. See full terms below.

Get a head start

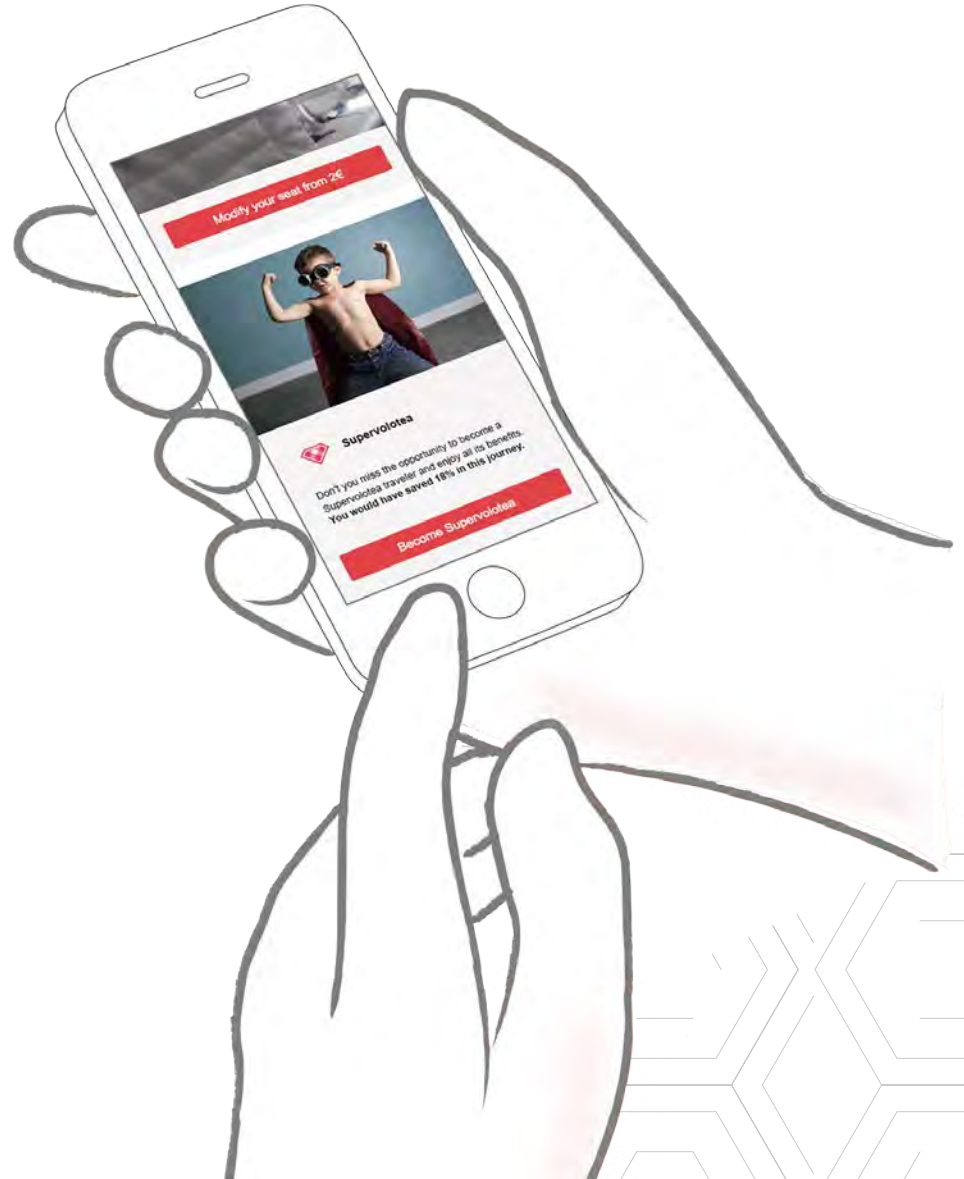
A LivingSocial package makes it easy to plan an activity for the whole family.



Volotea

Template System & Campaign

Stylish, efficient and clean—just like this Spanish Airlines. Meant to act as an extension of the booking system by utilizing extensive icons, maps and other dynamic data.



Template System



Responsive Design



Bulletproof Buttons



Web Fonts



100% Readable with
Images Off



Mega Merge



Mobile Click-to-Call

Minimal color
palette with
balanced
typography

VOLOTEA

Dear Edwin, your trip to Verona is in less than two days. These are the details. Have a nice trip!

Confirmation No.: **D1NWQY**
Flight: **V7 1711**

You leave from Alghero
Airport: Alghero (AHO)
Date: 15 April 2016
Time: 08:40

You arrive at Verona
Airport: Verona (VRN)
Date: 16 April 2016
Time: 06:40

Status: ☒ Check-in done

Recommendations for passengers with reduced mobility

Add extra baggage

If you need to check additional luggage, you can easily add another suitcase to your itinerary. Please add this extra suitcase at least 2 hours before your scheduled departure.

Add your baggage from 15€

Modify your seats

If you like, you can modify your seat to travel more comfortably and enjoy your flight.

Modify your seat

Before your flight, be sure to check the baggage measures more than 30 days before departure.

To carry your cabin baggage on board and place it in the above compartment, it cannot measure more than 55x40x20cm.

If your luggage exceeds the size or weight (up to 10kg weight both allowance, you'll have to pay 60€ per bag and journey).

Only 75 cabin bags (55x40x20 cm) can be carried in the cabin, so any remainder, even though they have correct measures and weight, shall be carried free of charge in the aircraft hold.

Please check our baggage policy, the 8 minutes before flight.

(www.volotea.com - 06)

Passengers who require special assistance or suffer from reduced mobility should notify us regarding said requirements at least 48 hours before your flight, and they should go to the special assistance counter at least 2 hours before their flight departure.

When you arrive, enjoy every location in Catania

These are our recommendations on hotels and rent a car at the best prices. We give you the codes to find the best locations to visit.

Discover all locations

Wake up the way you like

Enjoy the ride

Enjoy the ride

All from one
template: Promo,
Newsletters,
Triggers and
Transactional.

VOLOTEA

VOIS AILES

29€⁹⁹

L'offre s'achève dans : **05:03:41**
Jours Heures Min

À PARTIR DE 29,99€ L'ALLER SIMPLE, CAP SUR LES VACANCES !

RÉSERVEZ MAINTENANT !

Envolez-vous sans escale au départ de Strasbourg, Nantes, Bordeaux, Toulouse, Montpellier et 60 autres villes.

Meilleures Offres

29.99€ Venice	29.99€ Fuerteventura	29.99€ Figari Sud Corse
-------------------------	--------------------------------	-----------------------------------

SUPERVOLOTEA

Avoir accès à des nouveaux Super-pouvoirs, ça vous dirait ? Avec Supervolotea:

FLEX

Avec l'option Flex, vous pourrez effectuer des changements illimités jusqu'à 4

Choice Hotels

Template System

A great example of a modern email layout that uses bold colors and energetic photography. Plus unique touches such as mouse-over effect on buttons and web-fonts. A dynamic user-activity bar appears as the second module in all monthly newsletters to engage.



Template System



Responsive Design



Bulletproof Buttons



Web Fonts



100% Readable with Images Off



Video



Catch-All Bottom Navigation









Mega Merge



Honeywell | Leak Detector Series

Homeowners love their Lyric products. In this campaign, homeowners learn how to minimize potential dangers with the Lyric Water Leak and Freeze Detector. Honeywell designed this campaign with playful, clear graphics and bite-sized how-to's to educate and pre-sell the newest Lyric.

-  Multi-Message Campaign
-  Responsive Design
-  Bulletproof Buttons
-  Web Fonts
-  Social Excerpts
-  Video



Honeywell | Home



Flooding happens. So why let it ruin your life?

Wouldn't it be great if you could detect flooding before it starts? The Lyric Water Leak and Freeze Detector does exactly what you need. As soon as you spot a problem, it sends a text alert to you, a neighbor, or a trusted contractor. That way, you can arrange a repair before any real harm is done.

[LEARN MORE ABOUT THE DETECTOR](#)



Stop a small leak becoming a big problem

The Lyric Water Leak and Freeze Detector does exactly what you need. As soon as you spot a problem, it sends a text alert to you, a neighbor, or a trusted contractor. That way, you can arrange a repair before any real harm is done.

[More about the Lyric App](#)



Honeywell | Home



Water Leak Detection



Mobile & Audible Alerts



Battery Operated



Temperature & Humidity Sensing

[View Full List of Features](#)

As of this is empty, consider with the Lyric App and works in harmony with the rest of the Lyric family, having all your home and giving you peace of mind.





With the new Lyric Water Leak and Freeze Detector, you're in control.

[BUY NOW](#)



Honeywell | Home

Honeywell | Home




If there's a leak, Lyric will let you know.

Water: Most of the time, we hardly even think about it. But all it takes is a leak, drip, flood or a frozen pipe to cause havoc in your home.


The Lyric Water Leak and Freeze Detector puts you back in control — even if you're not around.

[LEARN MORE ABOUT THE DETECTOR](#)



Two minute setup. Three year battery life.

Just put the Lyric Water Leak and Freeze Detector where water could cause problems. In the basement. Under the kitchen sink. Next to the washing machine. Add one — or as many as you need. They'll all work together to protect your home.



Water Leak Detection


Mobile & Audible Alerts

Battery Operated


Temperature & Humidity Sensing

[View Full List of Features](#)

The Lyric App controls everything, reducing your other Honeywell Lyric products — and it sends you alerts too.



Lyric Water Leak Detector



Lyric Freeze Detector


The early warning system for water damage

As soon as Lyric spots a problem, it will send a text alert to you, a neighbor or trusted contractor. That way, you can arrange a repair before any real harm is done.

[More about the Lyric App](#)

With the new Lyric Water Leak and Freeze Detector, you're in control.

[BUY NOW](#)



Honeywell | Home

The early warning system for freezes and floods

The Lyric Water Leak and Freeze Detector puts you back in control — even if you're not around. As soon as Lyric spots a problem, it sends a text alert to you, a neighbor, a friend, a trusted contractor — anyone you like. That way, someone can take action before any real harm is done.

[More about the Lyric App](#)




Two minute setup and a three year battery life

Just put the Lyric Water Leak and Freeze Detector where water could cause problems. In the basement. Under the kitchen sink. Next to the washing machine. Add one — or as many as you need. They'll all work together to protect your home.

Water Leak Detection

Mobile & Audible Alerts

Battery Operated

Temperature & Humidity Sensing

Playful illustrations highlight the many benefits of this early warning system for water damage.

Marriott Rewards

Template System & Campaigns

An award-winning campaign that merges up to eight different points of user data and displays it in a unique “what’s your traveler type” format. Triggering a landslide of social shares due to the intriguing format.



Mega Merge



Template System



Status Bar



Sticky Content



100% Readable with
Images Off



Video



Bulletproof Buttons



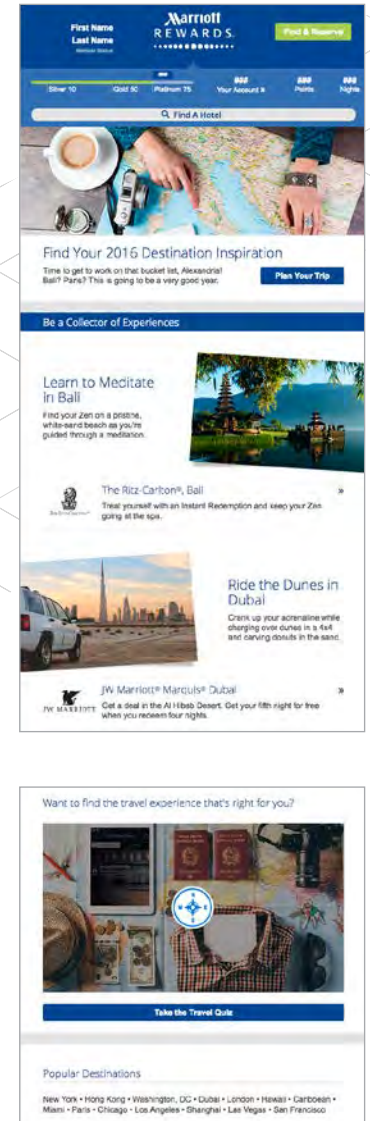
Responsive Design



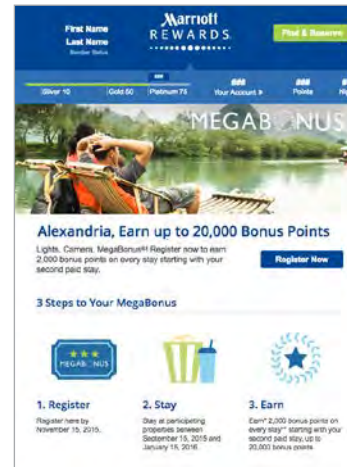
Web Fonts



Our comprehensive template system drives all messages to Marriott Rewards loyalty members. Everything from promotions and credit card offers to travel inspiration is “designed into code” from this versatile template system.

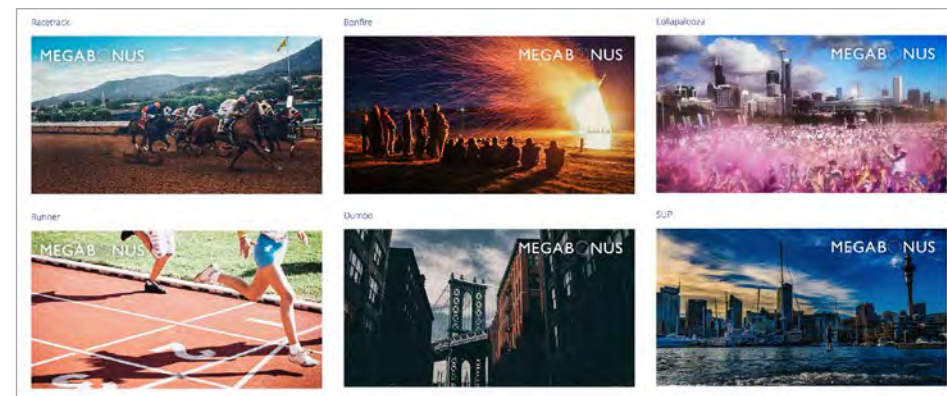


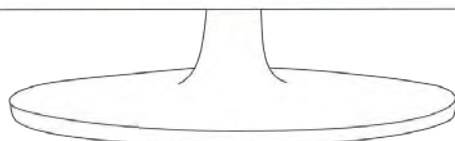
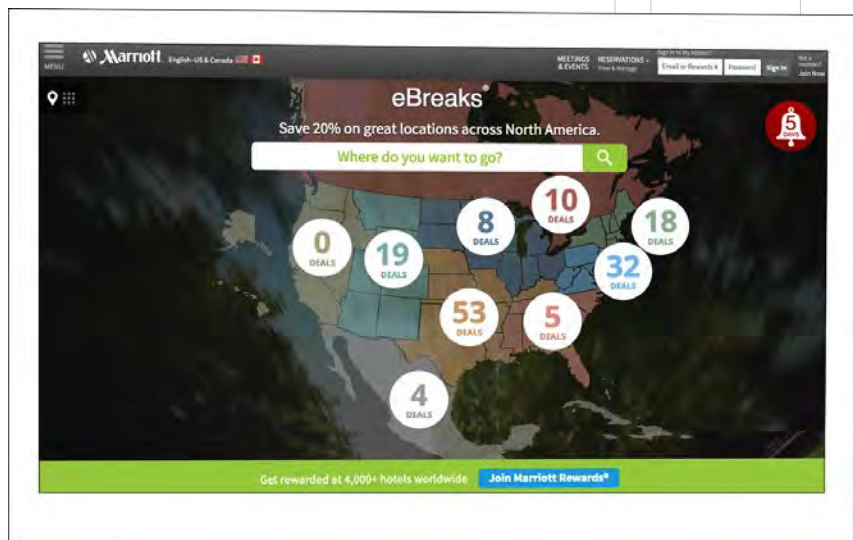
Sticky content is used to engage directly with members and inspire travel.



Our campaigns utilize the latest in email design trends, like live social feeds.

We provide multiple design options for each message.





Marriott Rewards

eBreaks Landing Page

This dynamic landing page updates regularly to feature weekly hotel deals. It's loaded with the best HTML5 features: background video, progressive scrolling, animations and more.



Landing Page



Responsive Design



Video

Marriott Rewards

Year in Review

An award-winning campaign that celebrates members' activity over the year. Up to eight user data points were merged into a dashboard with a personalized theme. Triggered a landslide of social shares due to the intriguing format.



Mega Merge



Video



Multi-Message Campaign



Landing Page



Status Bar



Dynamic Content



Poll



Marriott Rewards

First Name: [Blank] Last Name: [Blank] Find & Reserve

Silver 10 Gold 30 Platinum 75

Your Account: 8,424 Points 600 Points 100 Nights

Find A Hotel

You Traveled Like a Rock Star

You don't need the red carpet rolled out when you arrive (not that you'd say no to one). But you're used to a luxurious life at the top of the charts – and this year you outdid yourself.

Travelers like you are more likely to...

- Stay at a Ritz Carlton or a JW Marriott
- Upgrade their room
- Visit Europe more often

You Climbed the Charts in 2015!

8,424 Points 600 Points 100 Nights

Member Benefit: Redemption stays now earn credit toward Elite status.

Join Us for a Year of Adventure!

Register and stay 1 night by the end of this year to start 2016 with 3,000 bonus points.

Your New Playlist:

Your membership gets you togetherness with your favorite acts. Plus download a new song every Friday. Now that's rewarding!

Rock Stars, DJs or Producers – how do you compare? See the full list of Marriott Rewards travelers here.

2015 Amped Up Your Membership

4,070 HOTELS

More Places to Stay

You have 4,000+ hotels to stay at. Try visit them all – it's taken over 10 years!

53.3 MILLION

A Larger Member Community

You and your fellow members around the world make up a bigger population than Spain.

266.5 BILLION

266.5 Billion Points Earned

That's a lot of redemption power. You could stay in a hotel for 18,220 years with this.

1.35 BILLION

1.35 Billion Miles Earned

Travel more & travel farther. That's enough miles to fly 2,500 round-the-world trips!

Over 63,000 Hours Saved

The Marriott mobile app is downloaded 1.8 million times. Faster mobile check-in means more pool time.

Members Used Points Well

- 1,000 Noise Headphones Redeemed
- 400 Little Champs Redeemed
- 1,264 Pads Redeemed
- Holiday Flash Sale Tomorrow

More benefits for you

4 New Member Perks

Share points. Earn Elite night credits. The Fab Four new member benefits let you use your account in more flexible ways.

Your Tickets are Here

Points get you more than hotel stays. You'll get closer to touchdowns, slam dunks, and the world's biggest shows.

Earn unlimited Marriott Rewards points. Plus, get free stays faster. Learn more.

City Scene: Dubai

Dubai: An Extravagant Adventure for Rock Stars

Life is so lavish here that police drive Ferraris and you can own an island shaped like your favorite country.

Live Ducky!

The tallest building on Earth has a view that will put you on top of the world.

Eat Haute Cuisine

Check us for the most coveted dishes. From gold caviars to a \$2000 pizza.

Big Ship

Made with six decks and a market just for you, new shopping is an experience.

JW Marriott Marquis Dubai

Join the who's who of jetsetters at this swarming luxury hotel with picture-perfect views.

Check Out Our New Releases

We expanded all over the map this year, from Cape Town to Madrid and Austin to Vancouver.

JW Marriott Los Cabos

Unwind on the beach, hundreds of acres of pristine Pacific coastline.

JW Marriott Hotel Maui

The best real estate is a prime location in the Center Market entertainment megalopolis.

Marriott Port-au-Prince

Save your Holiday Rewards of 100 commemorative coins in the city's economic circle.

We Added 2 New Brands

Our family grew to 10 brands when Delta and Protege joined this year, expanding our presence in Canada and Africa.

Popular Destinations

New York • Hong Kong • Washington, DC • Dubai • London • Hawaii • Caribbean • Miami • Paris • Chicago • Los Angeles • Shanghai • Las Vegas • San Francisco

The 2015 Year in Review put a musical spin on members' travel data to pull in Marriott lifestyle partnerships.

The 2014 Year-in-review opened with a dynamic video where member data was seamlessly integrated into the animation. The campaign was a huge success, driving record conversion and winning seven awards.

Marriott Rewards

2014 YEAR IN REVIEW

Alexandra, Thanks For Your Loyalty This Year!

Members like you make our program great. We accomplished a lot together in 2014.

Your Year With Marriott Rewards

As of 12/14/2014

- 10 Nights Stayed
- 8 Cities
- 3 Nights Redeemed
- 9 Hotels
- 96,105 Points Earned
- 4 Brands

We Grew This Year!

3,800 HOTELS WORLDWIDE

15 DISTINCTIVE BRANDS

48 MILLION MEMBERS

Those Members Earned a Lot of Points

240+ BILLION points earned

1.4+ BILLION miles earned

And Redeemed Them, Too

- 134 Billion Points Redeemed For Nights
- 7 Billion Points Redeemed for Products
- 7 Million Points Redeemed to Charitable Causes

Members Loved These Things!

- Electronic Tablets
- Wireless speakers
- Noise canceling headphones
- Smart phones

Did You Know?

Members Loved These Cocktails in 2014

- Vodka Martini
- Margarita
- Pina Colada
- Bloody Mary

4 MILLION downloads of the Marriott Mobile App

plus 1 million mobile check-ins!

30% increase in mobile check-ins

51% of new hotels in 2014 opened in Asia

12 Year of Surprises celebrations

5 Member Favorites in 2014

- Hong Kong
- Washington, DC
- Toronto
- Las Vegas
- London

AND THE 2014 WINNERS ARE

NEW YORK

HAWAII

BAHAMAS

Hawaii: Most Redeemed Points
The island's most popular resort is the most popular in the state.

New York: Most Nights Stayed
Members stayed 5.4M nights in the city that never sleeps.

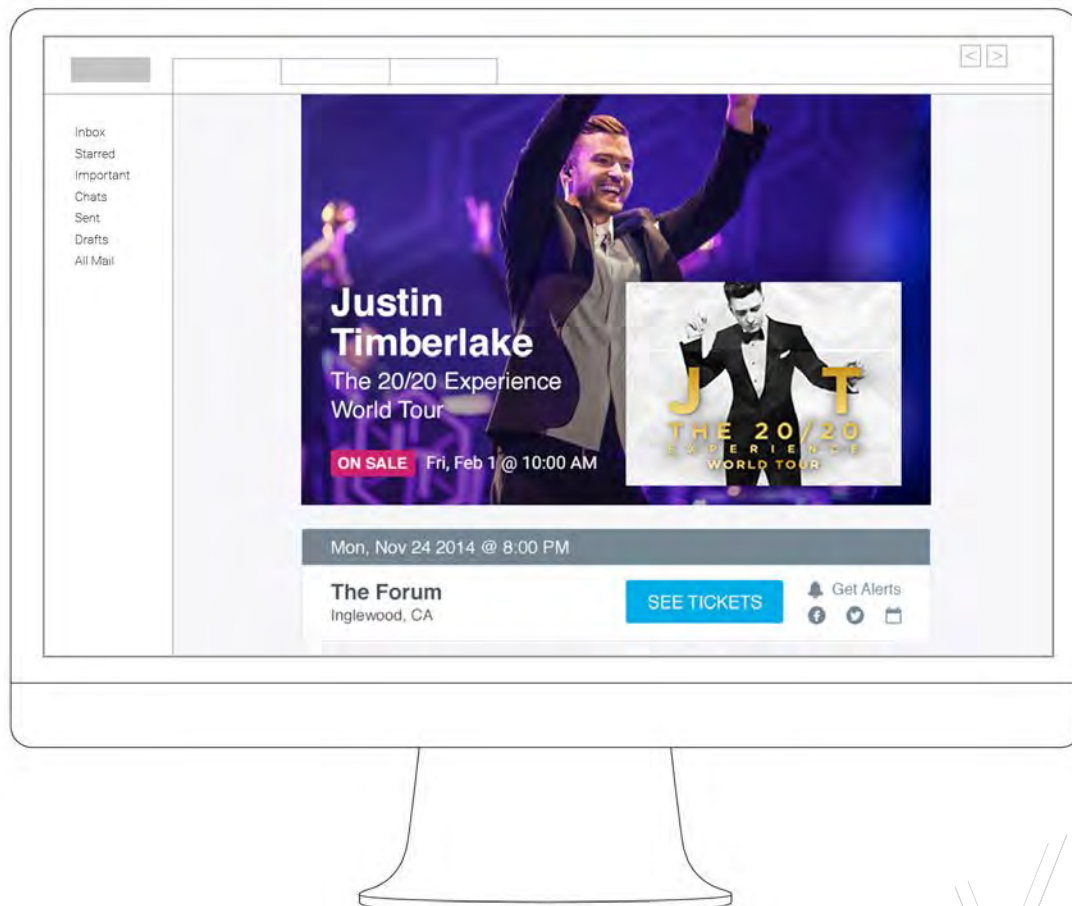
Bahamas: Newest Hotel Addition
The Autograph Collection welcomed Atlantis.

FREE Wi-Fi for Members Beginning January 1st!



Ticketmaster | Template System

Entertainment at your fingertips! One template drives all Ticketmaster email. From triggers to newsletters this extensive template system features a unique flat design with ticket-like organization of key info.



Template System



Responsive Design



Mega Merge



Web Fonts



Click-to-Launch App

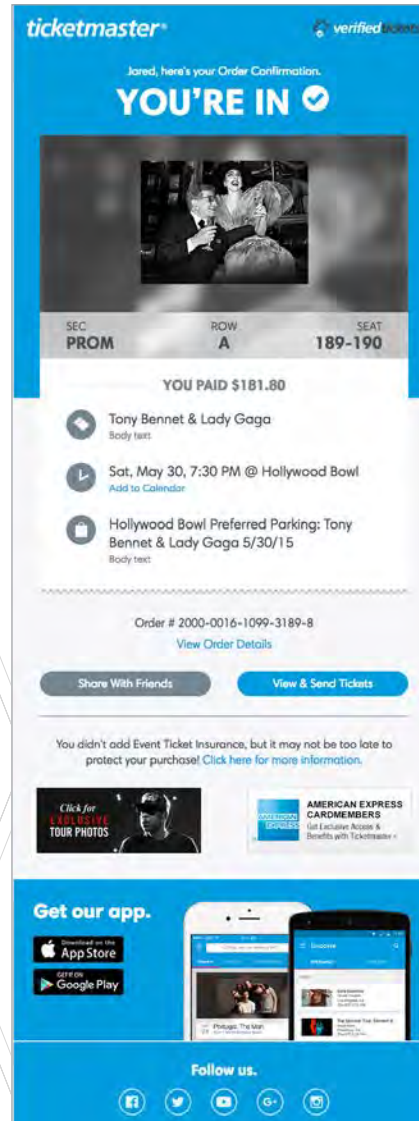


Social Share



This Flat UX template is a workhorse driving millions of unique email combinations 24 hours a day.

Extensive dynamic cross promotion displays relevant entertainers based on multiple data points.





Lands' End

Template System & Campaigns

Using our email template system, we love how this iconic brand designed their campaigns to show off its timeless quality and fresh season fashions by delivering gender-centric emails based on past purchase and user behavior.



Bulletproof Buttons



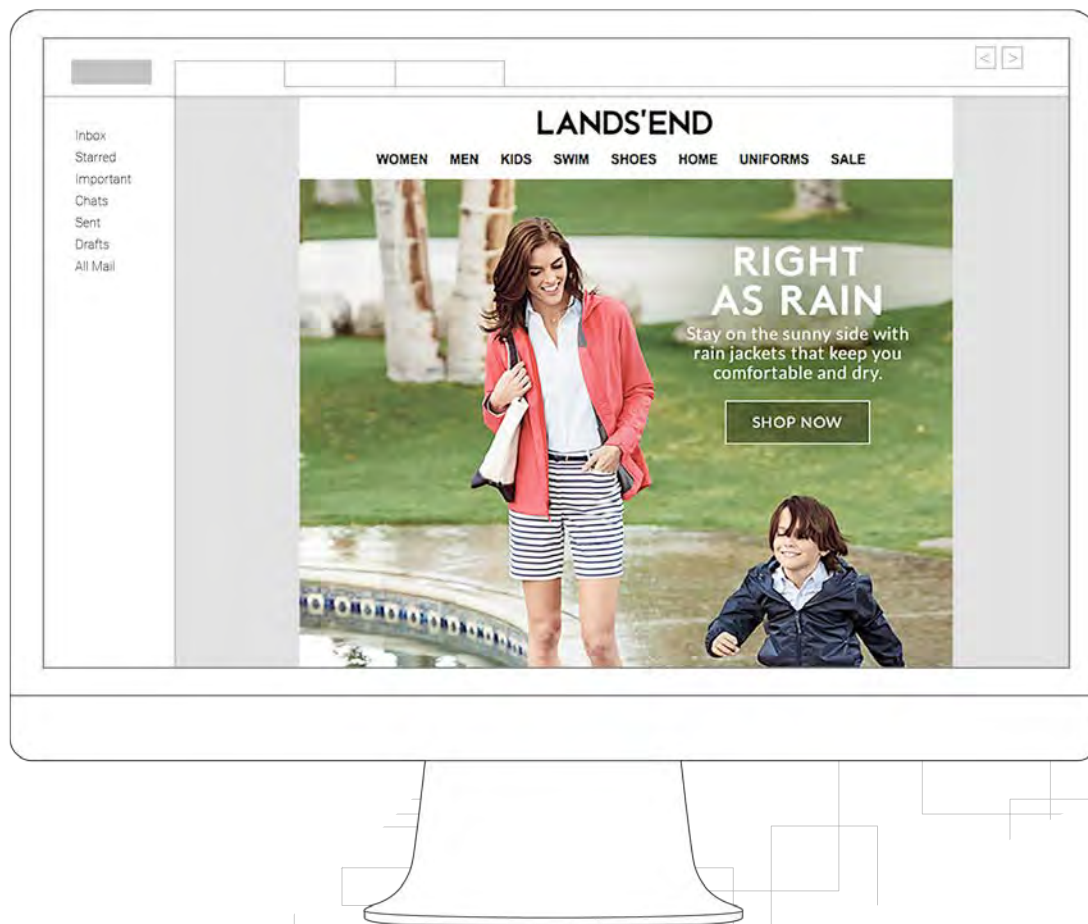
Responsive Design



Template System



Web Fonts

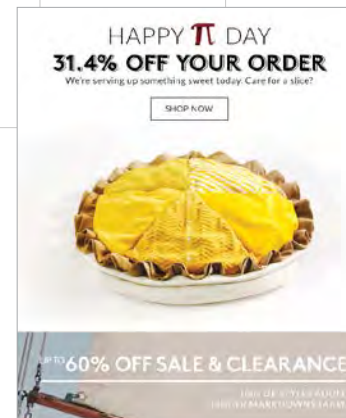
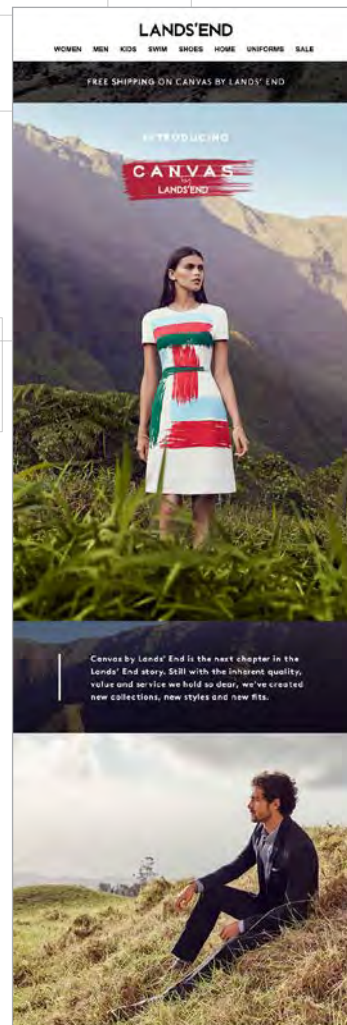




Clean white
modules pop
colorful photos.










Gender- and
product-based
versioning.



KEEN | Template System

People love their KEENs! Comfortable, adventurous and fun—this template was designed to embrace their brand and showcase the plethora of great outdoor content they enjoy.

-  Template System
-  Sticky Content
-  Bulletproof Buttons
-  Web Fonts
-  100% Readable with Images Off
-  Responsive Design
-  Video



MEN'S

WOMEN'S

KIDS

SALE

FREE SHIPPING AND RETURNS!

HIKING SEASON IS HERE

SHOP NOW

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style. Check 'em out, lace them up & let the adventures start.

PACK IT IN

NEW

★★★★☆

Jamison Daypack

(\$00.00) (\$00.00)

★★★★★

Aliso Daypack

(\$00.00)

★★★★☆

Harvest III Backpack

(\$00.00)

Feature module contains readable images off HTML web-font headlines.

KEEN is a great example of lifestyle content mixed with products—and their open rate shows.

MEN'S

WOMEN'S

KIDS

SALE

FREE SHIPPING AND RETURNS!

HIKING SEASON IS HERE

SHOP NOW

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style. Check 'em out, lace them up & let the adventures start.

HIKING SEASON IS HERE

Take on the trails in comfort and style

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style.

SHOP NOW

PACK IT IN

NEW

★★★★☆

Jamison Daypack

(\$00.00) (\$00.00)

★★★★★

Aliso Daypack

(\$00.00)

★★★★☆

Harvest III Backpack

(\$00.00)

KEEN IS CAMPING

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae.

GET SET GO

AMERICAN BUILT

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae.

MEET THE MAKER

#HYBRIDLIFE

GOOD

MILLION-STEP COMFORT

Integrated heel cushion to maximize shock absorption. Nubuck leather and breathable mesh upper. Dual compound outsole providing grip and durability.

SHOP NOW

GET OUT THERE

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae.

JOIN THE ADVENTURE

COMFORT & STYLE

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae.

SHOP WOMEN'S CASUAL

23



Herrington

Template System

Herrington's classic brand meets modern mobile responsive email in this template system that utilizes web fonts and bold product photos.



Template System



Responsive Design



Bulletproof Buttons



Web Fonts



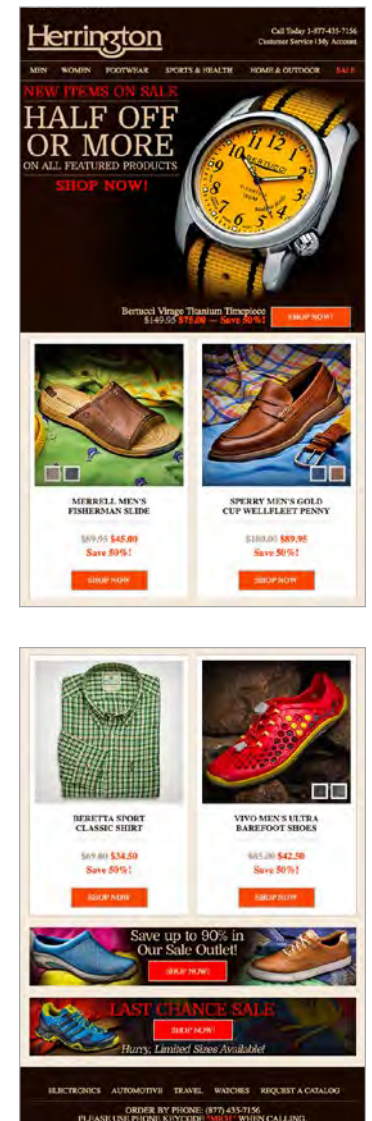
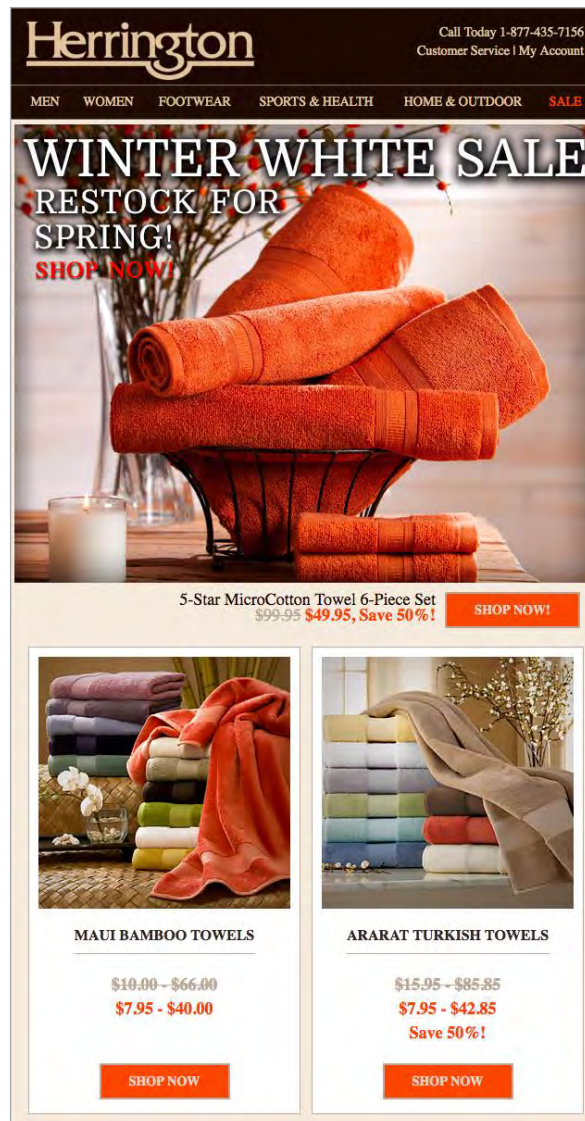
100% Readable with Images Off

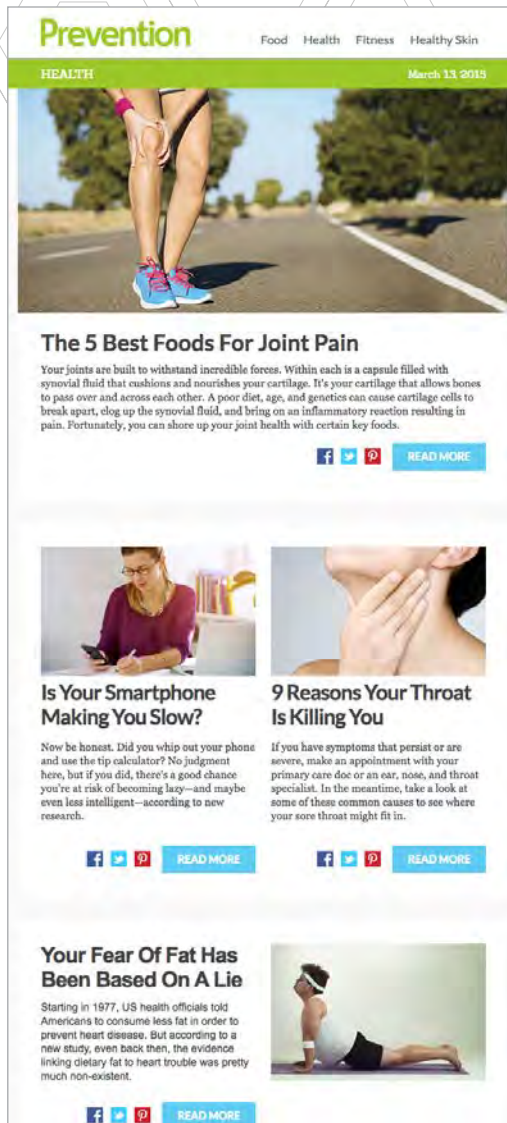


Video



Sticky Content





Rodale | Template System

Prevention Magazine, published by Rodale Inc, is loaded with health and wellness tips and is the trusted source for healthy lifestyle content. Their email template system was designed to showcase this useful content. Embedded video, authoritative articles, and social shares are distinctly displayed in a modern, minimalist design.



Template System



Video



Responsive Design



Sticky Content



Bulletproof Buttons



100% Readable with Images Off



Web Fonts

See's Candies | Template System & Campaign

This iconic brand is brought into the digital era feature delightful illustrations, throwback typographic and photos.



Template System



Responsive Design



Bulletproof Buttons



Web Fonts



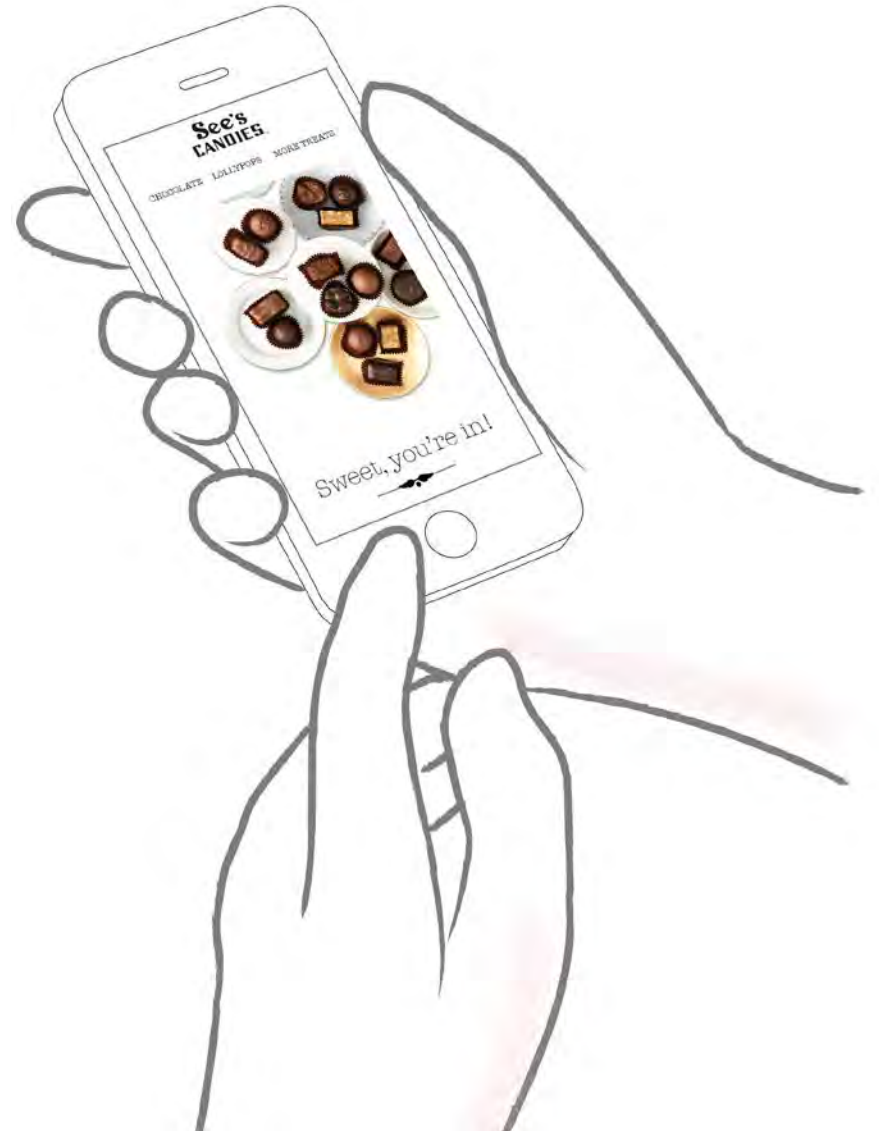
Video



100% Readable with Images Off



Sticky Content





See's CANDIES.
CHOCOLATE LULLYTOPS SEASIDE TREATS

A sweet deal for every bunny

Enjoy \$5 off your in-shop purchase of \$50 or more. Simply print this email or show us the barcode from your mobile device to redeem. Limited time only.

[PRINT COUPON](#) [FIND A SHOP](#)

See's CANDIES
\$5 off
your purchase of \$50 or more

*Valid only at the 5 Candies shops. Not valid on candy. Excludes a minimum purchase of \$50. One coupon per customer. Barcode only. Excludes all other offers or discounts. Cannot be used in conjunction with other offers or discounts. Limited time offer. © 2014 See's Candies. For more info, visit [www.seescandies.com](#)

[FIND A SHOP](#) [ABOUT SEE'S CANDIES](#)

See's CANDIES.
CHOCOLATE LULLYTOPS SEASIDE TREATS

Mother's Day is May 8th

Warm weather, cool savings

It's getting warm out there, but we're keeping it cool with the sweet one. Every Friday at participating shops, use code MDD15 to save 15% on all candy. Don't delay, this offer won't last!

[SHOP NOW](#)

Thank You

Show your sweet gratitude

Don't forget, Administrative Professionals Day is April 27th. Thank them with See's, and they'll be treating you!

[SHOP APPRECIATION GIFTS](#)

Strong black-on-white color with throwback modern type styles.

See's CANDIES. What's New | Event Delivery | Gift Cards | Custom Mix

Sweet things are coming your way...

We're building a new See's conf! Featuring improved chocolate and easier ways to find your favorites - even from your smartphone! So thanks for your sweet patience in the coming days as we polish things up.

Stay tuned for the big reveal!

[Find a Shop](#) [Order Gift Cards](#) [Buy Connected](#)

See's CANDIES. What's New | Event Delivery | Gift Cards | Custom Mix

Make the day off even sweeter

You've worked hard, so treat yourself to an assortment of your favorite sweets for Labor Day. You've earned them!

[Reset portal](#)

Send them love and candy

September 13th is National Gratitude Day, so surprise them with a sweet gift that says you care!

[Build a Box](#)

See's CANDIES. What's New | Event Delivery | Gift Cards | Custom Mix

Let the party begin!

We're kicking off May See's birthday celebrations nationwide! Stay tuned to see a chance of all May's birthday has to offer.

[Find a Shop](#) [Join us online](#)

See's CANDIES. What's New | Event Delivery | Gift Cards | Custom Mix

Sweet, you're in!

NAME HERE: welcome to our delicious world of business gifts where we make giving that very best sweeter than ever. Each week, we'll send a little piece of happy your way as you can be the first to hear about special offers, limited-time events, business gifting occasions, new flavors and more.

[COME IN AND TAKE A LOOK](#)

VIP customer service

Whether you're going to one or more, we'll make it easy.

[LEARN MORE](#)

Buy more, save more

Enjoy volume discounts that can save you up to 25%.

[LEARN MORE](#)

Customize your settings

You can adjust your email settings at any time to receive additional offerings that may interest you.

[REVIEW YOUR SETTINGS](#)

American-made delicious

Enjoying our ready-to-eat

[FIND A SHOP](#) [ABOUT SEE'S CANDIES](#)

Visa Canada

Template System & Campaigns

A high-end email to high-end clients, this responsive newsletter features exclusive events and benefits.



Template System



Social Excerpts



Video



Bulletproof Buttons



100% Readable with
Images Off



Responsive Design



Sticky Content



VISA
Infinite Privilege

EXPLORE THE GREAT CANADIAN OUTDOORS

Enjoy exclusive benefits at five of Canada's leading resort destinations

As a Visa Infinite Privilege® cardholder, you can enjoy exclusive benefits such as a dedicated guest services line and discounts on bike rentals, hiking trails, massages, lodging and more.

EXPLORE YOUR RESORT BENEFITS

Save with Fairmont this Summer

Book Fairmont's Choose Your Moment with Visa offer—receive a \$150 credit at check-out when you spend a minimum of \$850 on your Visa card®.

LEARN MORE

24/7 Complimentary Concierge

Your complimentary Visa Infinite Privilege Concierge service is available to assist with your requests — big or small — 24 hours a day.

1-888-853-1346

Entertainment Travel Food & Wine Sports f t

Dark colors and personal copy tones provide exclusive invite details.

VISA
Infinite

WELCOME TO VISA INFINITE

(FirstName)

Thank you for signing up for Visa Infinite® emails. Now you'll be among the first to know about the latest cardholder offers. Read below to discover a taste of the exclusive benefits that await you.

EXPLORE YOUR BENEFITS

Room Upgrades & More

With the Visa Infinite Luxury Hotel Collection, you can enjoy benefits with every stay at more than 100 properties worldwide. Get the best available rates, automatic upgrades where available and free Internet.

LEARN MORE

Exclusive Dining Events

Join Canada's top chefs at uniquely curated culinary events, hosted in some of the nation's top dining rooms as part of the Visa Infinite Dining Series.

LEARN MORE

24/7 Complimentary Concierge

Your complimentary Visa Infinite Concierge service is available to assist with your requests — big or small — 24 hours a day.

1-888-853-4456

Experience your favourite music

From headlining pop artists to emerging songwriters and award-winning theatre, find out how we can help find you a seat for your favourite live acts around the globe.

LEARN MORE

Explore all of your cardholder benefits
Or call your Concierge at 1-888-853-4456

LEARN NOW

VISA
Infinite

YOUR 2016 INFINITE DINING LIST

FirstName

The Visa Infinite Dining Series offers you exclusive access to one-of-a-kind culinary experiences featuring legendary chef collaborations, interactive cooking demonstrations and more at Canada's hottest restaurants.

As a Visa Infinite cardholder, you have access to upcoming events with top chefs like Derek Dammeron, Jamie Kennedy, Michael Noble and Michael Mina.

EXPLORE DINING EVENTS

Top Brigade Reunites

On May 11, Chef Michael Noble and seven of his all-star protégés will collaborate for an unforgettable multi-course feast at Calgary's The North.

LEARN MORE

Seafood Superstars

On April 21 in Vancouver, join celebrity chefs and ocean educators Michael Mina and Ted Bell for an epic West Coast-style seafood dinner at YEW Seafood + Bar.

LEARN MORE

VISA
Infinite Privilege®

WINERY TOURS, TASTINGS & MORE

Chris,

As a Visa Infinite Privilege® cardholder, you get exclusive access to over 60 wineries in Ontario and British Columbia. Just show your card to receive access to discounts, complimentary tastings, private vineyard tours and so much more.

EXPLORE WINERY BENEFITS

f t

Evening at Burrowing Owl

On September 11, join guest chefs Mark F. Howe, Duncan Ly, Nicholas Nuffing and Andrew Springett for an unforgettable Okanagan feast paired with spectacular wines.

LEARN MORE

Grand Okanagan Weekend

September 25-27, join us at Hotel Delta Grand Okanagan Resort in Kelowna. Experience the best of the Okanagan with the exclusive weekend of unique dining, bookings and hours in one of the country's top wine destinations.

LEARN MORE

Call your Concierge

To learn more about your exclusive winery benefits or to book a Wine Country excursion, call your Visa Infinite concierge.

1-888-853-4456

Entertainment
Travel
Food & Wine
Sports
f t



eBay Sellers

"I Sell,
So i Can..."

eBay wanted to inspire others to sell and make money. Rejecting common stock photography this campaign found actual sellers and featured them and the reasons why they sell on eBay, such as travel, art or family.



Bulletproof Buttons



Responsive Design



Social Excerpts



Sticky Content



Web Fonts



100% Readable with
Images Off

How-to videos

Selling on eBay: How to create a compelling title...

How to create a compelling title and description

Selling on eBay: How to select the right shipping...

How to select the right shipping option

Webinar FREE!

Listing and Selling on eBay
Jim "Grit" Griffith, Dean of eBay Education
June 10, 2014, 5AM PST

[Register now >](#)

Selling checklist

It's easy to sell on eBay. Download our checklist for the essential steps.

[Download now >](#)

eBay Seller Protection

The Seller Protection Team works behind the scenes to protect your interests for the rare times when something goes wrong.

[Learn more >](#)

Share your story

There are thousands of people doing amazing things on eBay. Are you one of them? If so, we would love to hear from you!

[Share now >](#)

Custom landing pages loaded with how-to-sell tips and videos.

SHIPPING JUST GOT EASIER

with **Shyp**

No packaging? No labels? Want to avoid the seasonal rush? Shyp does it all for you when you sell on eBay.

[Try Shyp for FREE](#)

Standard shipping, limited supply

Best of all, as an eBay user, you won't pay the usual \$5 pickup and packaging fees when you send with Shyp through January 31.

SUMMER SELLER CELEBRATION WEEK
June 19-22

Sell to fund your summer fun

List up to \$5K more for free, plus get a chance to win a car of your choice up to \$100K!*

Ends June 22.

[Get started now](#)

eBay is helping you kick-start your summer selling this week with tips, tools, and two special offers. [Get started!](#)

Top selling items for summer

\$37 Avg. selling price

SELL YOUR PHONE, GET UP TO \$450*

Sell your phone on eBay and get the most money! Plus, sell up to five phones by September 30 and pay only \$5 in fees for each one.

[Activate offer](#) Eligible 5-, 7-, 10-, and 20-day listing durations

Get the most for your phone on eBay!

eBay

Apple iPhone 6 (16GB) **\$455**

Apple iPhone 5s (16GB) **\$235**

Samsung Galaxy S4 (16GB) **\$210**

Final value fees	Final value fees	Final value fees	Final value fees
You make	\$400	\$230	\$205
AT&T	\$300*	\$135*	\$125*
Verizon	\$315*	\$165*	\$145*

PEOPLE WANT WHAT YOU GOT

Prepare to sell your phone

Back up your phone

Back up your data and media so you don't lose anything important.

[Learn the steps >](#)

Erase your data

Reset your phone to its factory default settings for the new owner.

[Learn how >](#)

Deactivate phone and services

Ensure your cell carrier plan stays with you.

[Find out more >](#)

LIST FOR FREE
JUNE 25-29

FIND CASH ALL AROUND YOUR HOME

List for free* and turn items you no longer need into money. What will you sell for extra cash?

[Claim offer](#)

30-day fixed price listings, newly listed items only

\$50 coupon

Get rewarded for making your first sale!

[Activate now >](#)

BONUS OFFER

ebay Start Selling How to Sell What to Sell Success Stories

SELL NOW AND GET AN EXTRA \$50

Time's running out to sell and make extra holiday cash. Don't miss out! Offer ends December 31.

[Claim offer](#)

Snowboard

Avg. selling price: \$185
+ Coupon: \$50

You get **\$235**

Action figures

Avg. selling price: \$44
+ Coupon: \$50

You get **\$94**

Headphones

Avg. selling price: \$96
+ Coupon: \$50

You get **\$146**

Not sure what to sell?

Phones, tablets, and high-tech toys are hot right now. Sell yours today!

[See the full list of hot holiday gifts >](#)

CASH IN AND GIVE ITEMS NEW LIFE

With millions of buyers, eBay is the best place to get more money and find new homes for your once-loved items.

Claim your offer now to list them for FREE* and get 50% off fees when your items sell.

[Claim your offer](#)

*Online feature fees apply. Excludes reserved items.

ebay makes it easy for people around the world to find items they're searching for.

— Jessica Linchay

Jessica's sold items

50% OFF

Community Coffee

Master Template

Community Coffee's delicious brew is on full display in this bold template system. Craft colors, slab-serif fonts highlight their deals and bite-sized sticky content keep their audience engaged.



Template System



Responsive Design



Sticky Content



Bulletproof Buttons



Web Fonts



Video



100% Readable with
Images Off

One template drives all messages from promos to newsletters and triggers.

SUMMER GIFT IDEAS

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

LIST ITEM ONE HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

LIST ITEM TWO HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

LIST ITEM THREE HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

DID YOU KNOW?

FUN FACT OR OTHER STICKY CONTENT

Aliquam vel condimentum tortor, nec vestibulum diam. Cras velit risus, euismod id morcus eu, laoreet sed justo.

LEARN MORE

FREE SHIPPING

ON ORDERS OF \$60 OR MORE

A GOOD DAY STARTS WITH A GOOD CUP OF COFFEE

SUBHEAD TITLE HERE

LEARN MORE

A GOOD DAY STARTS WITH A GOOD CUP OF COFFEE

SUBHEAD TITLE HERE

LEARN MORE

ARTICLE LEFT HEADER GOES HERE

LEARN MORE

ARTICLE RIGHT HEADER GOES HERE

LEARN MORE

SUMMER GIFT IDEAS

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

Pellentesque id diam dignissim, sollicitudin sapien at, ultricies elit.

SHOP NOW >

LIST ITEM ONE HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

LIST ITEM TWO HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

LIST ITEM THREE HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

DID YOU KNOW?

FUN FACT OR OTHER STICKY CONTENT

Aliquam vel condimentum tortor, nec vestibulum diam. Cras velit risus, euismod id morcus eu, laoreet sed justo.

LEARN MORE

FREE SHIPPING

ON ORDERS OF \$60 OR MORE

CHOOSE YOUR FAVORITE:

POLL ITEM 1

POLL ITEM 2

POLL ITEM 3

A GOOD DAY STARTS WITH A GOOD CUP OF COFFEE

SUBHEAD TITLE TO BE PLACED HERE

LEARN MORE

VIDEO SECTION HEADER GOES HERE

LEARN MORE

ARTICLE LEFT HEADER GOES HERE

LEARN MORE

LIST ITEM TWO HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

LIST ITEM THREE HEADLINE

Sed vel erat ligula. Phasellus orci velit, scelerisque quis ex quis, consectetur sagittis arcu. Etiam elementum id eros ut cursus.

DID YOU KNOW?

FUN FACT OR OTHER STICKY CONTENT

Aliquam vel condimentum tortor, nec vestibulum diam. Cras velit risus, euismod id morcus eu, laoreet sed justo.

LEARN MORE

FREE SHIPPING

ON ORDERS OF \$60 OR MORE

CHOOSE YOUR FAVORITE:

POLL ITEM 1

POLL ITEM 2

POLL ITEM 3

Multi-CTAs that
drive to iTunes or
Google Play.

Microsoft Groove

Template
System

An email template system that educates users about Microsoft's most recent media player. Featuring bullet-proof copy over images and dynamic content all in a modern design.



Template System



Responsive Design



Video



Bulletproof Buttons



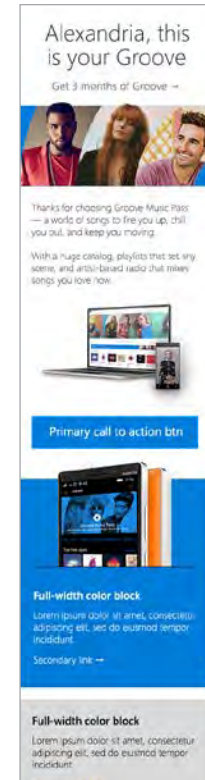
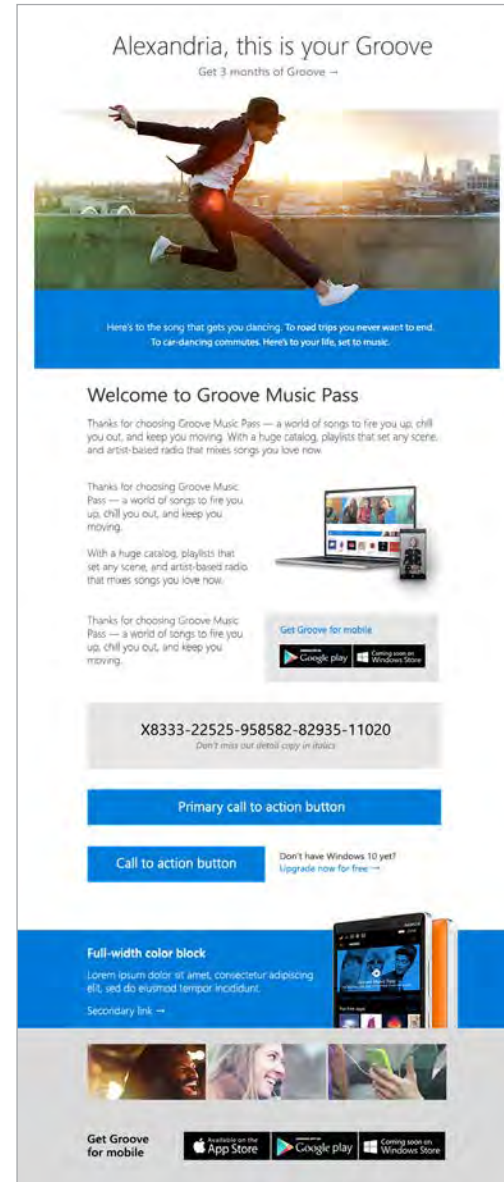
100% Readable with
Images Off

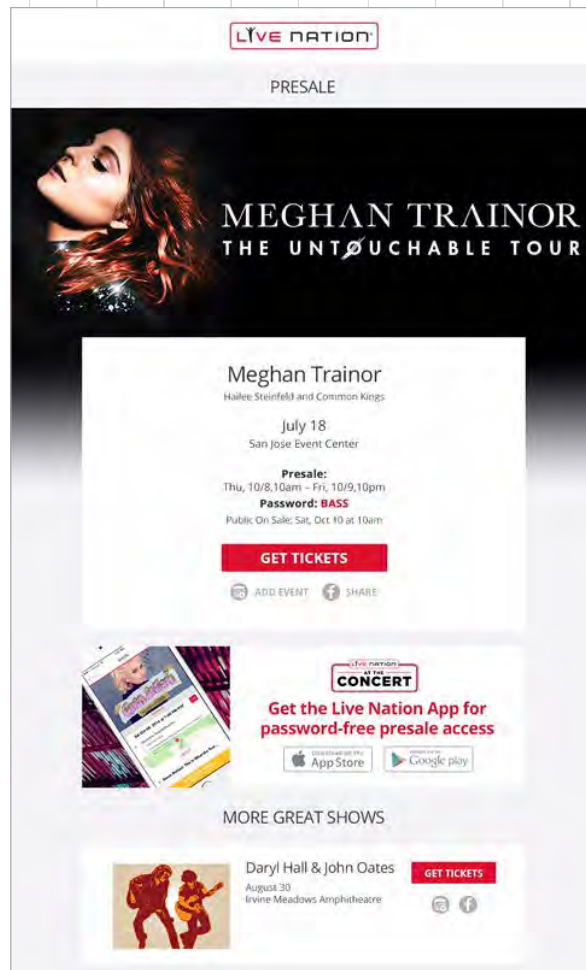


Responsive Design

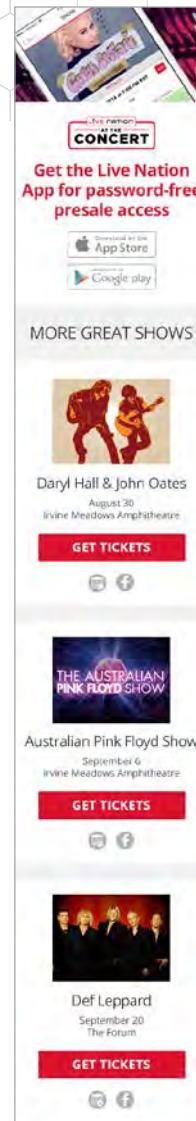


Sticky Content





With clean headers and a sleek, modern layout, this template system steals the show.



Live Nation | Template System

Get ready to rock with Live Nation's updated email layouts. Designed to remind and cross-promote your favorite shows using data from past purchase and browsed. The template features a unique color-code system and ultra-clean headers (by hiding the preheader and removing everything else).



Template System



Responsive Design



Mega Merge



Bulletproof Buttons



Web Fonts



Status Bar



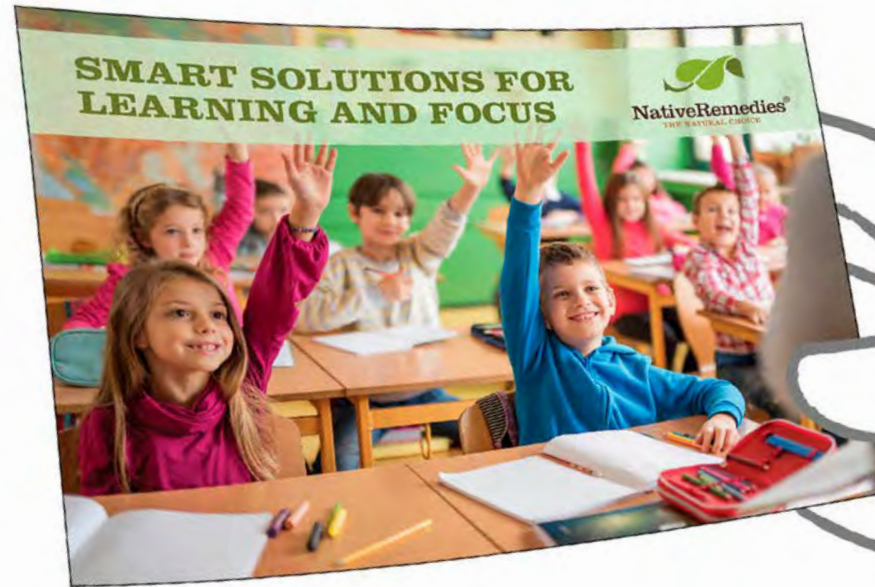
Click-to-Launch App



Direct Mail | Print

Is it becoming overlooked? Still super-effective. A recent campaign that combined print and email performed over 7% higher (than email alone).

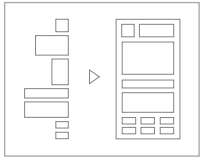
Compared to email, direct mail is fast and easy. Best of all, our colleagues at our parent company, Infogroup, rock the print, fulfillment and data. Fast turns!



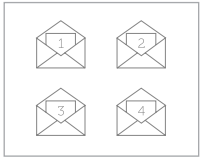
Founded in 2000

Longest-Running Dedicated Email Agency

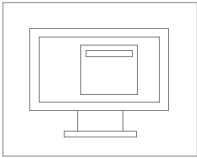
Products & Services



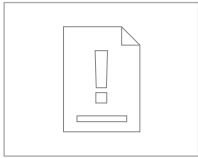
Template
Systems



Email
Campaigns



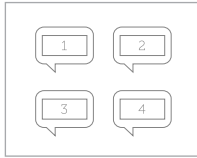
Landing
Pages



Content
Creation



Banner &
Display



Social
Campaigns



Registration
& Preference
Sign Up
Pages

Locations



- Chicago
- Portland
- NYC
- San Francisco
- Boston
- Atlanta
- Denver
- London
- Singapore



Awards

2016

2016 Internet Advertising Competition Award

Best Hotel And Lodging Email Message, *Marriott Rewards Atlantis Resort*

2016 Internet Advertising Competition Award

Best Financial Services Email Message, *Visa Checkout Super Bowl*

2015

2015 Marketing Quarterly Email Marketing Award

Best Loyalty Email, *Marriott Rewards Year in Review*

2015 Horizon Interactive Awards

Bronze Winner, *Purity Products' Healthy Triggered Email Program*

2015 Internet Marketing Association IMPACT15

Outstanding Achievement in Email Marketing, *Marriott MegaBonus Series*

2015 Relevancy Ring Client Satisfaction Awards

Gold Customer Satisfaction Award for Product Innovation, Account Management Servicing, Services (Creative, Strategy, Technical), Integration and Deliverability Tools & Services

2015 Chief Marketer Pro Awards

Silver, *Marriott's 2014 Year in Review*

2015 Relevancy Ring Client Satisfaction Awards

Silver Customer Satisfaction Award for Strategic Services, Technical Services and Production Services

2015 Horizon Interactive Awards

Bronze Winner, *Body Central Finds the Right Fit with Triggered Emails*

2015 Horizon Interactive Awards

Silver Winner, *Marriott Mobile Check-In*

2014

2014 Internet Marketing Association IMPACT 14

Email Marketing Winner, *VSP EnVision Email Newsletter*

2014 Marketing ARC Awards

Conversion Optimization Winner, *Marriott Mobile Check-in Campaign*

2014 Chief Marketer Pro Awards

Recognizing outstanding promotion marketing in 27 categories, *Marriott MobileCheck-In Campaign*

2014 The American Business Awards

Best Newsletter, Gold Stevie Winner, *VSP EnVision Email Newsletter*

2014 Horizon Interactive Awards

Silver Winner, *Marriott Mobile Check-In Email Promotion*

2014 Horizon Interactive Awards

Silver Winner, *VSP EnVision Email Newsletter*

2014 Relevancy Ring Client Satisfaction Awards

Gold Customer Satisfaction Award in Product Innovation, Account Management, Servicing Services (Creative, Strategy, Technical), Integration Deliverability, and Tools and Services

2014 Relevancy Ring Client Satisfaction Awards

Silver Customer Satisfaction Award in Infrastructure Campaign Execution (Production Services), Educational Resources, Technical Customer Support, and Omni-Channel Marketing Capabilities



877.937.6245



sales@yeslifecyclemarketing.com



yeslifecyclemarketing.com

