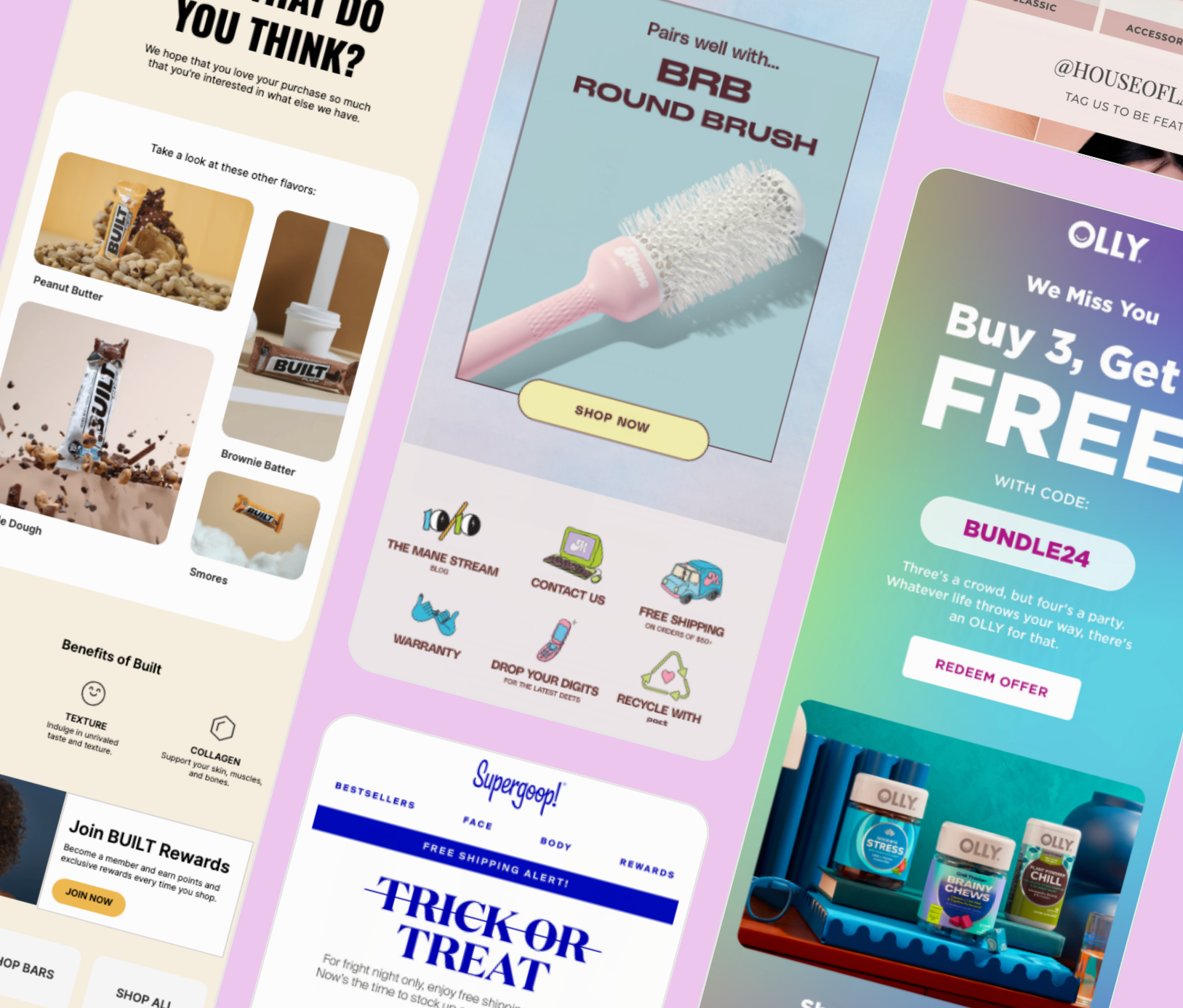


attentive®

# 25 Impressive Examples to Inspire Your Email Marketing Program





## Introduction

Email is an essential part of any well-rounded marketing program and tech stack. You can use it to build awareness and relationships with customers, deliver valuable content, and, of course, generate revenue.

But if you're a marketer who manages email for your brand, you know that it takes time to come up with effective messaging and strategies that drive the

results you want. And, sometimes, a few design tweaks can make a world of difference when it comes to driving clicks and conversions on your emails.

Keep reading to discover how leading brands use triggered and campaign emails in Attentive to engage subscribers and drive revenue across the customer lifecycle.



# About Built Bar

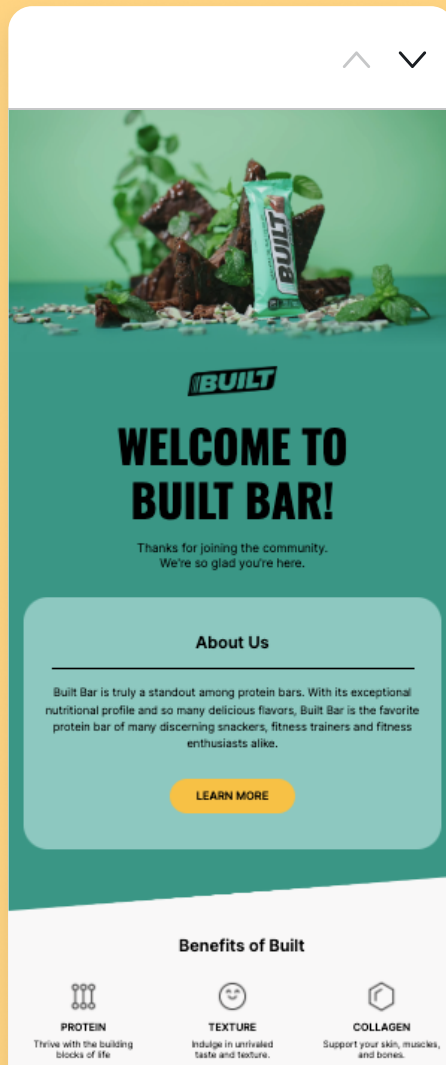
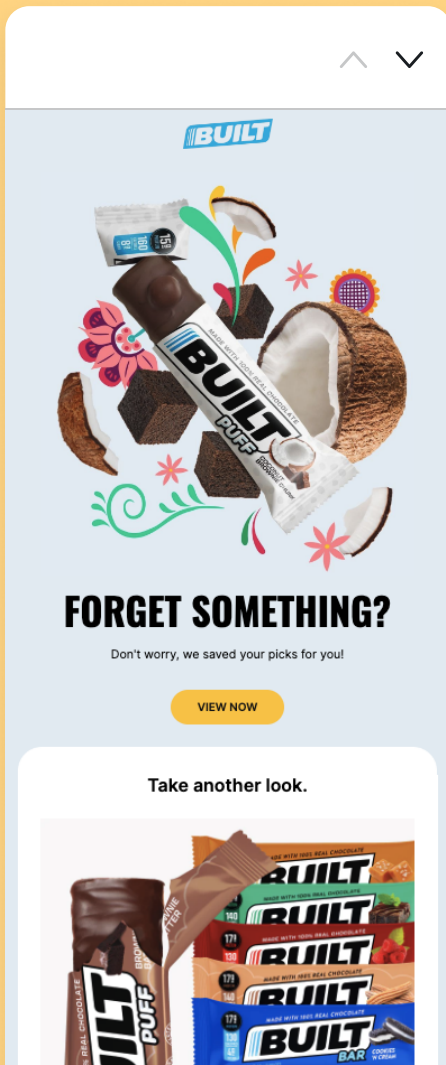
Built Bar is a standout among protein bars with its exceptional nutritional profile, dedication to premium ingredients and delicious flavors. Whether you're running errands or heading to the gym, Built Bar makes it easy to stay fueled throughout the day and is a favorite among discerning snackers, fitness trainers and fitness enthusiasts alike.

## Challenge

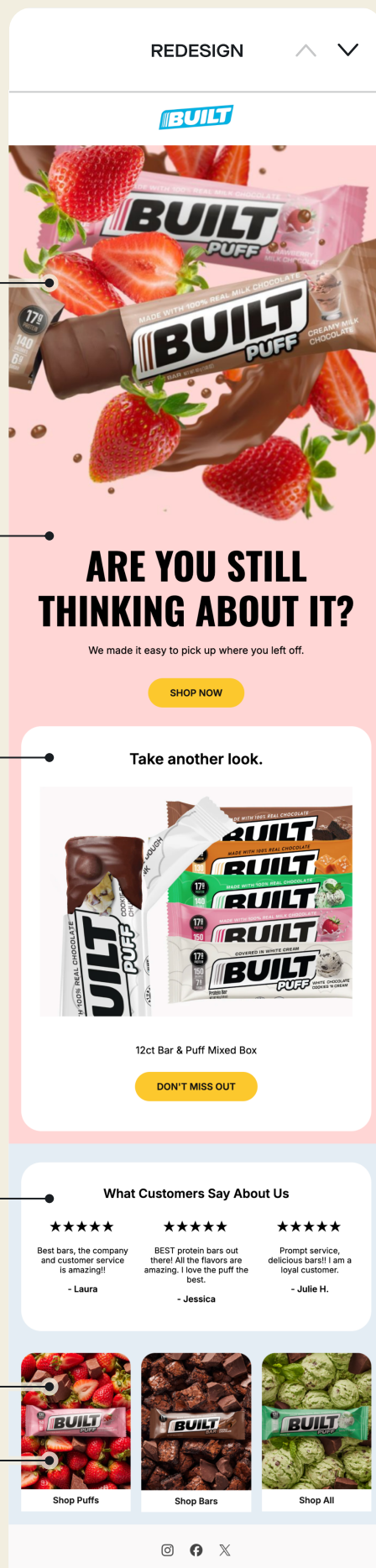
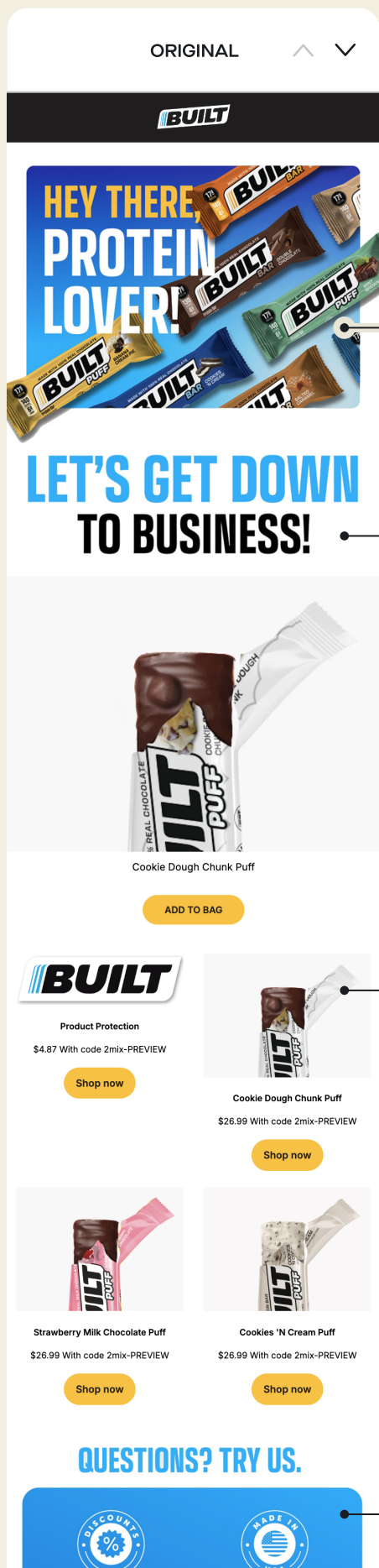
Built Bar had already been working with another email service provider but wanted a platform that could more seamlessly orchestrate between their email and SMS marketing channels.

## Solution

With Attentive Email, they had the opportunity to refresh their triggered email designs to optimize conversions with help from Attentive's Strategic Design team. The team partnered with Built Bar to implement best practices and elevate the look and performance of numerous triggered emails.



# Browse Abandonment Email



Eye Catching Imagery

Refreshed Branding

Updated Copy

Category Recommendation

Replaced FAQs with Customer Reviews for Social Proof

Added Product Imagery

Take another look.

What Customers Say About Us

★★★★★

Best bars, the company and customer service is amazing!

- Laura

★★★★★

BEST protein bars out there! All the flavors are amazing. I love the puff the best.

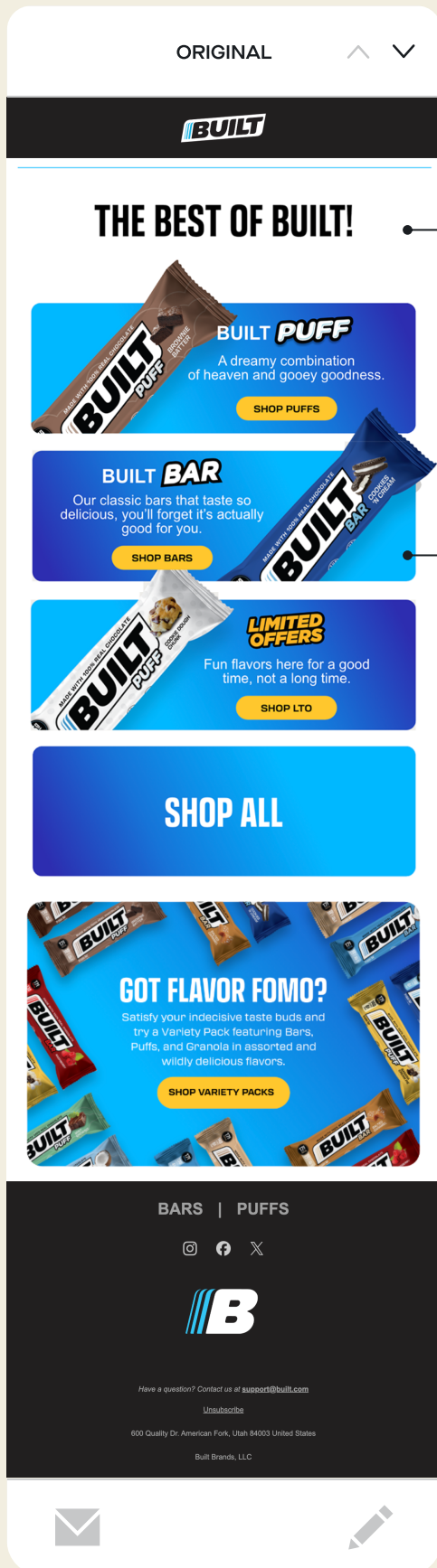
- Jessica

★★★★★

Prompt service, delicious bars! I am a loyal customer.

- Julie H.

# Session Abandonment Email



Responsive Design Layout

Varied Brand Imagery + Styling

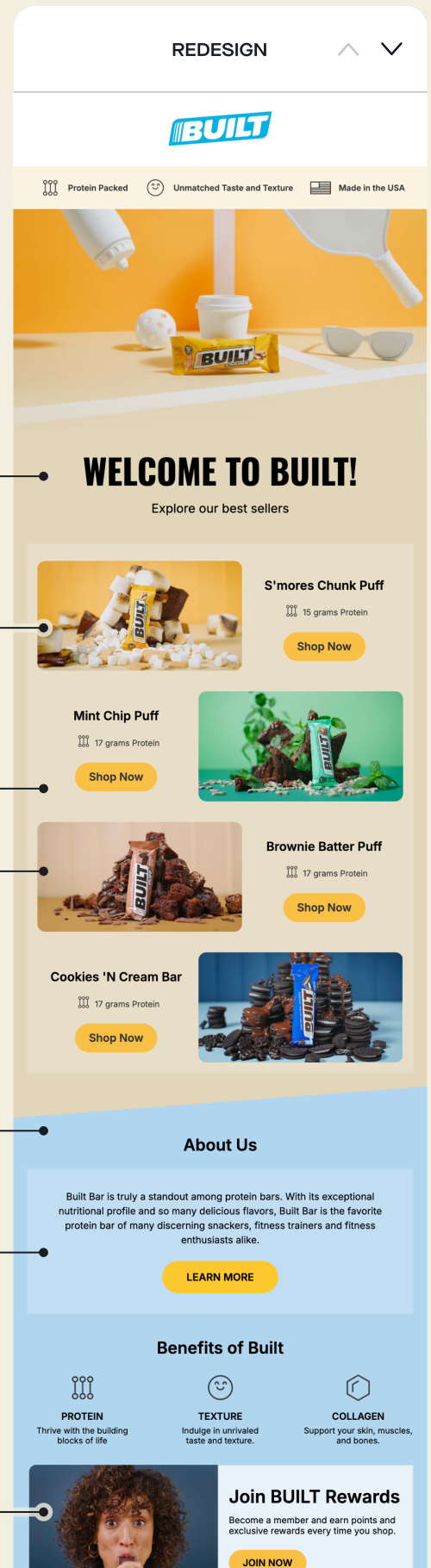
Unique Layout

Custom Icons + Labeling

Stylized Dividers

Custom About Us Row

Custom Rewards Row



**S'mores Chunk Puff**  
15 grams Protein  
Shop Now

**Mint Chip Puff**  
17 grams Protein  
Shop Now

**Brownie Batter Puff**  
17 grams Protein  
Shop Now

**Cookies 'N Cream Bar**  
17 grams Protein  
Shop Now

**About Us**  
Built Bar is truly a standout among protein bars. With its exceptional nutritional profile and so many delicious flavors, Built Bar is the favorite protein bar of many discerning snackers, fitness trainers and fitness enthusiasts alike.  
LEARN MORE

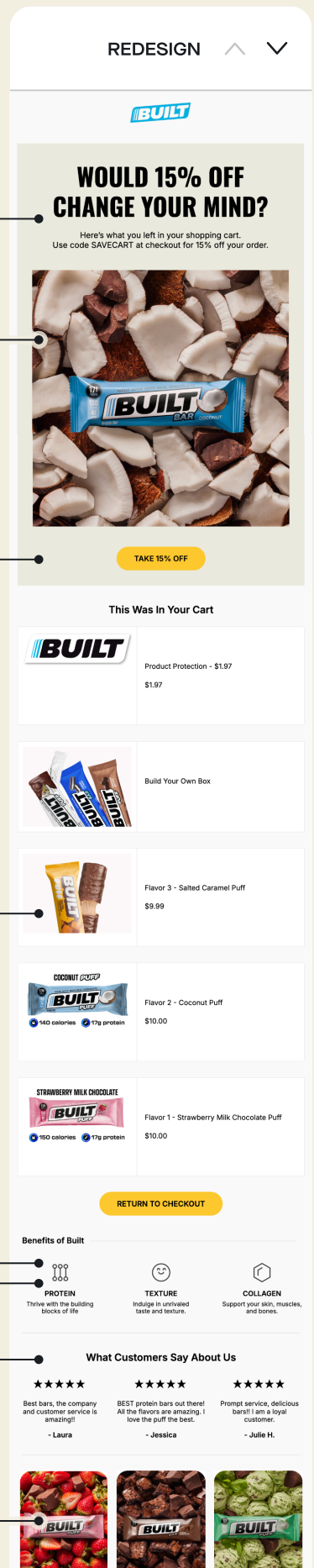
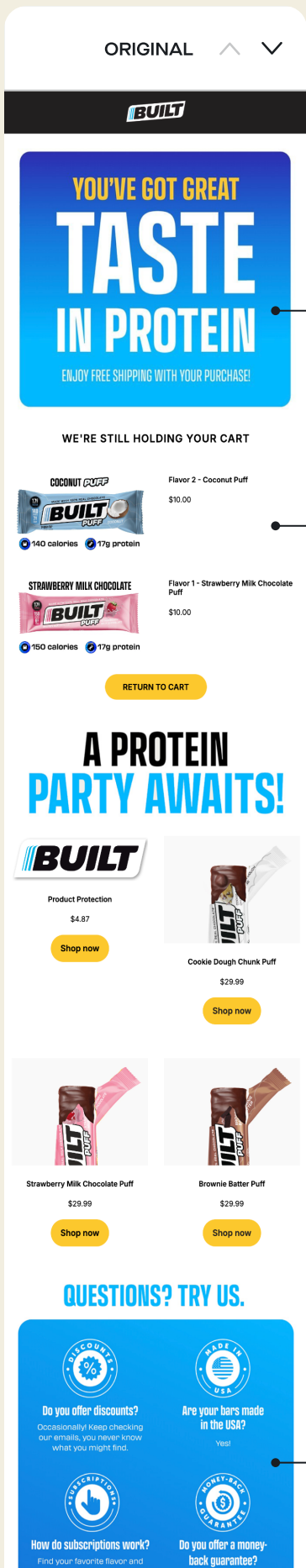
**Benefits of Built**

- PROTEIN**  
Thrive with the building blocks of life
- TEXTURE**  
Indulge in unrivaled taste and texture.
- COLLAGEN**  
Support your skin, muscles, and bones.

**Join BUILT Rewards**  
Become a member and earn points and exclusive rewards every time you shop.  
JOIN NOW



# Cart Abandonment Email



Leads with an Incentive

Eye Catching Hero Image

Refreshed Branding

Stylized Dynamic Cart Abandoned Row

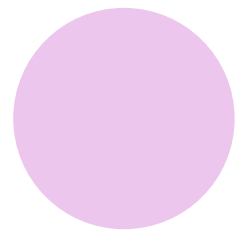
Added Value Propositions

Added Customer Reviews

Swapped FAQs for Shoppable Product Categories



# Designs We Love




Borrow some inspiration from this curated collection of real triggered emails and campaigns sent by our customers.

# Email Sign Up Units

Convert more of your site traffic into loyal email subscribers.

The email address field and submit button are side-by-side in this sign-up unit from Supergoop!, mirroring the rest of the website's UI, providing a seamless and integrated experience.




**THE SPF YOU WANT TO WEAR**  
**ENJOY 10% OFF YOUR ORDER**

Unlock this exclusive discount when you sign up for emails, plus get a first look at new products, special offers and more!

By submitting your email address, you agree to receive marketing emails from Supergoop!. We may use information collected about you on our site to suggest other products and offers. You can unsubscribe at any time. View [Terms & Privacy](#).


Email address



**Enter your BIRTHDAY**

below and we'll send you a special gift to celebrate, #WithLove!

**BIRTHDAY:**



00 00 00  
Day Hr Min

**FINAL HOURS**  
Friends & Family Sale  
**20% OFF ALL SPF\***

+ SIGN UP FOR AN EXTRA 10% OFF YOUR FIRST PURCHASE

\*Limited time only. Terms apply.

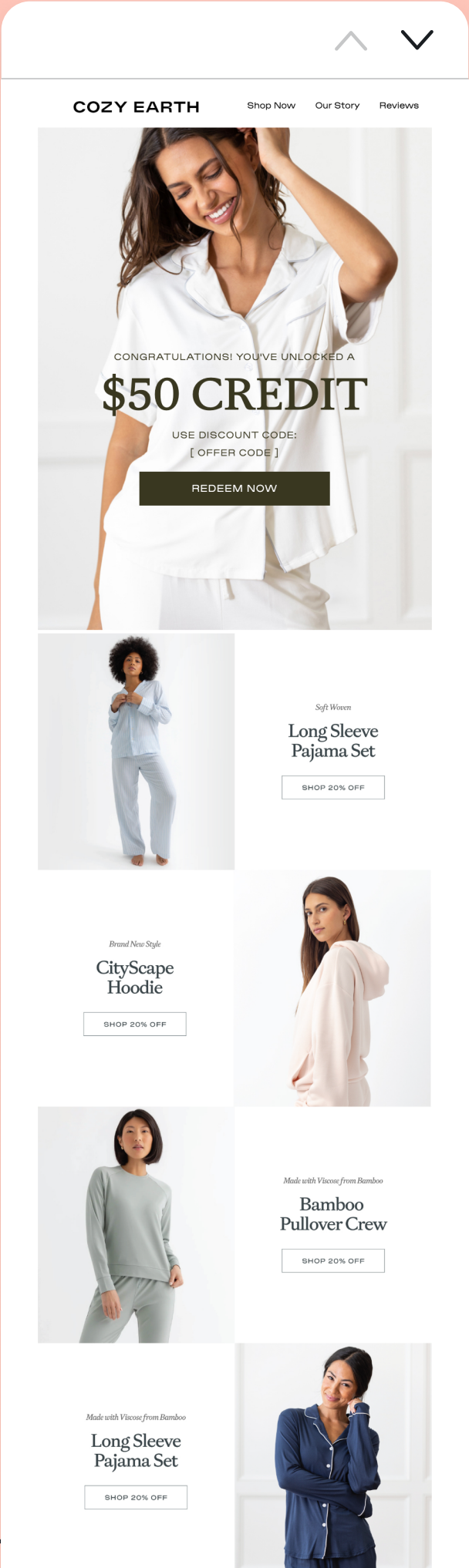
By submitting your email address, you agree to receive marketing emails from Supergoop!. We may use information collected about you on our site to suggest other products and offers. You can unsubscribe at any time. View [Terms & Privacy](#).

Email Address

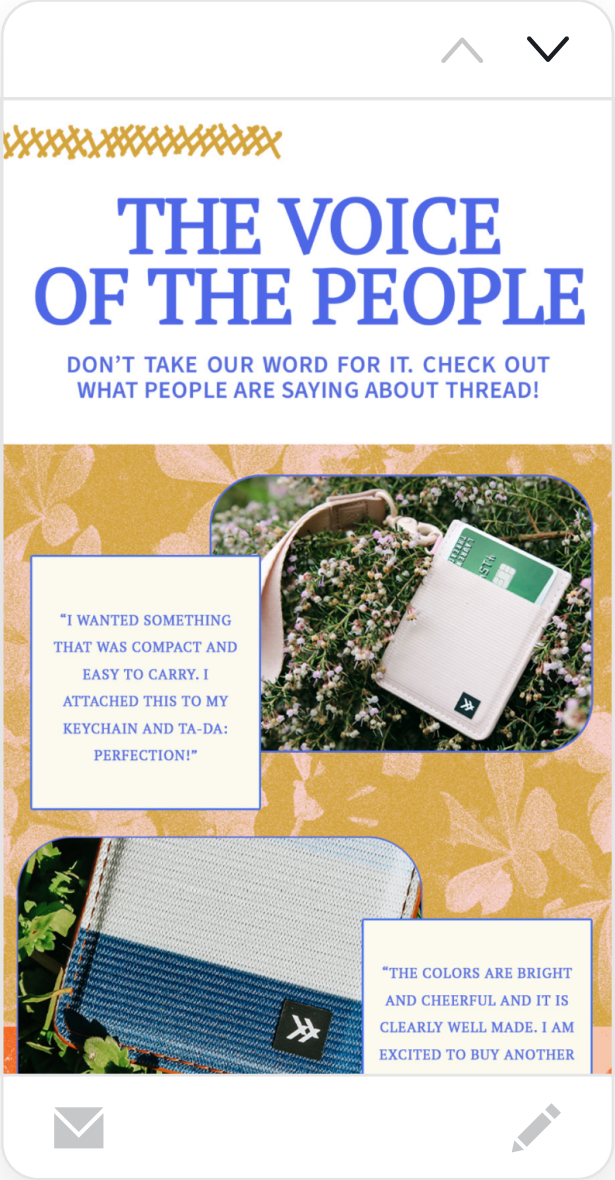
Clove collects subscribers' birthdays alongside their email address to help build strong relationships right from the start.

Supergoop! uses a custom countdown timer to match their branding and drive urgency for their Friends & Family sale.





Cozy Earth's welcome email design is clean and aesthetic, just like their brand. Plus, they're using live text against an image background, making it easier to swap out copy and images that keep their emails fresh.



Thread sets the right tone with new subscribers by incorporating happy customer reviews.

### CORE JOURNEYS

# Welcome Journeys

Make a strong first impression and welcome new subscribers to your brand with an opt-in email.

# Browse Abandonment Journeys

Remind website visitors to come back to your site and fill their cart.

**GIMME**

## Here's 10% off

You don't want to miss this. Use code BROWSE for 10% off your order.

[VIEW NOW](#)

**TAKE ANOTHER LOOK**

### Wavy Baby Claw Clips

\$15.00

[SHOP HERE](#)

**LOOKING FOR SOMETHING ELSE?**

## SHOP BY HAIR TYPE

**Fine Hair Products**

[SHOP HERE](#)

GIMME grabs subscribers' attention right away with a prominent incentive above-the-fold that's sure to bring browsers back to their site.

Territorial Seed Company uses colorful illustrations to represent their product categories and help shoppers visualize the end result.

**SUPER SUGAR SNAP - SEED / 3 ounces**

[DON'T MISS OUT](#)

**VEGETABLES**

**FLOWERS & HERBS**

**FRUITS & VINES**

**ORGANICS**

**TERRITORIAL**  
SEED COMPANY

*When quality matters, plant Territorial Seed.*

[f](#) [X](#) [@](#) [▶](#)

[Privacy Policy](#) [Unsubscribe](#)

[View in Browser](#)



# Cart Abandonment Journeys

Recover more sales with perfectly timed messages that remind subscribers about the un-purchased items in their carts.

Friends & Family Sale

**20% OFF SITEWIDE\***  
Your sale of the summer!  
\*Terms apply

TIME ONLY!

**ADD TO BAG**

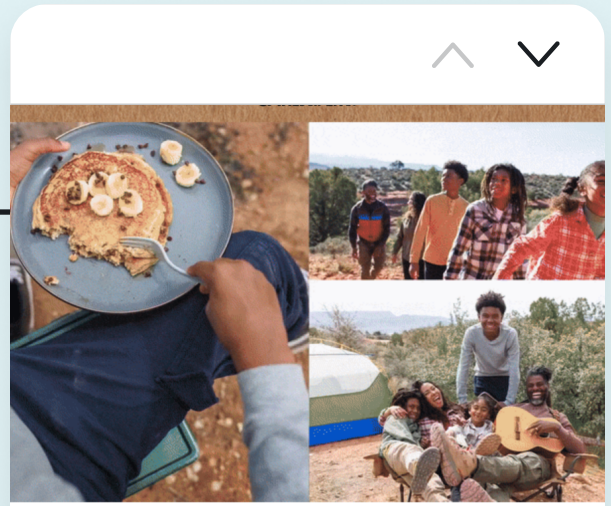
With 20% off, now's the time to shop the SPF you want to wear.

**SHOP NOW**

**Supergoop!**  
**GLOW SCREEN**  
SUNRISE  
SPF 40  
Broad Spectrum Sunscreen  
SPF 40 PA+++  
0.68 fl. oz. / 20 ml.

Glowscreen SPF 40 - Sunrise / .68 fl. oz.

**SHOP NOW**



## At Home Or In the Wild...

Kodiak fuels the fun. The adventure. The epic day! We saved your cart for you so you don't go hungry.



2024 Keep it Wild- Cotopaxi Bag Allpa 35L

**Return to Cart**

## Keep Explorin' Our Pantry



**Buttermilk Power Cakes**



**S'mores Flapjack Cup**



**Dark Chocolate Power Cakes**



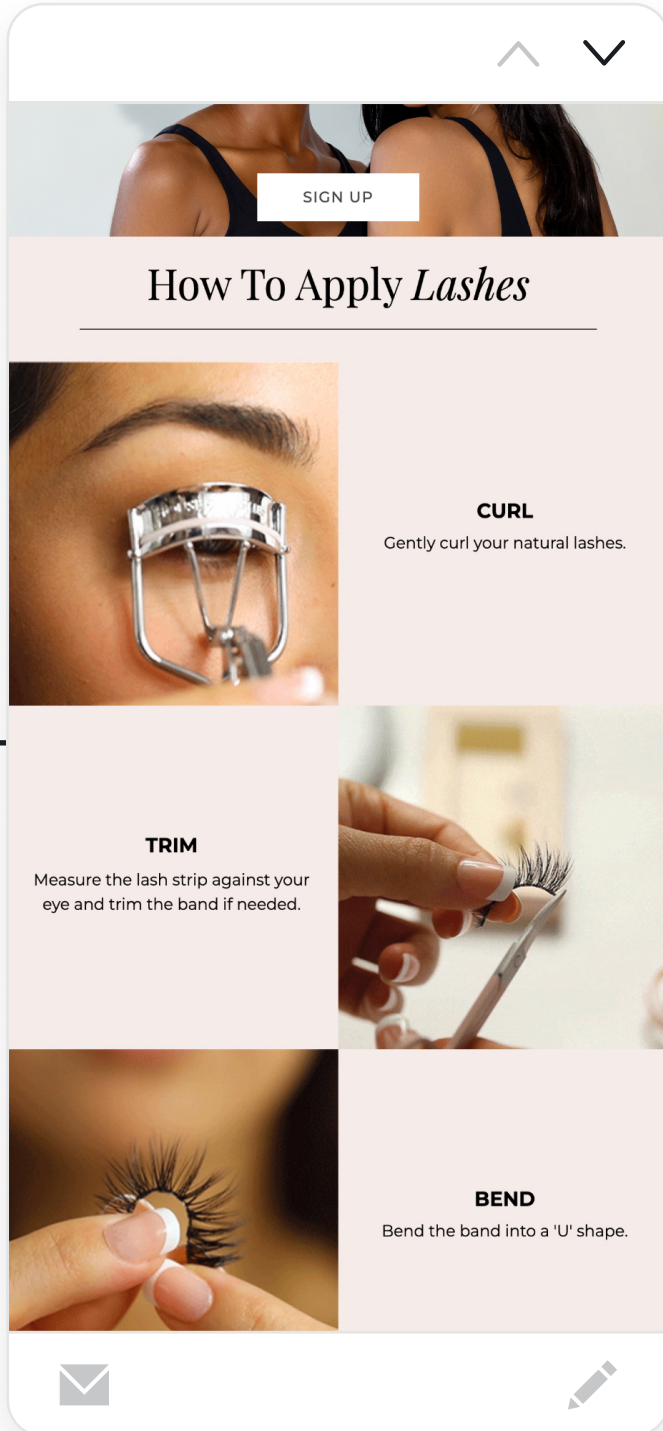
On top of using playful copy to let cart abandoners know what they're missing, Kodiak also uses saved synced rows to turn this email into an opportunity to grow their social communities.

Supergoop! makes the left-behind items the stars of this cart abandonment email, reminding shoppers exactly what they're missing.



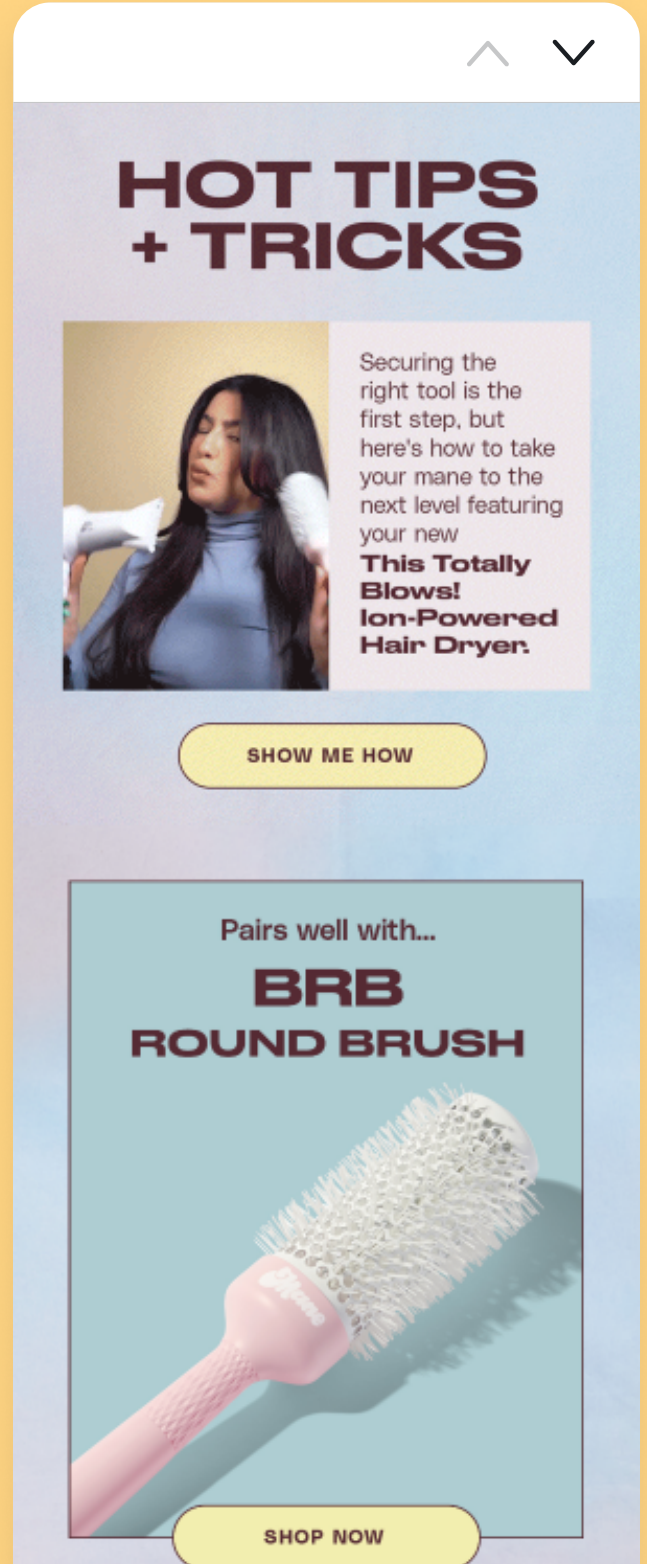
# Post Purchase Journeys

Delight subscribers with a message thanking them for their purchase.



A post-purchase email is the perfect place to educate customers on how to use their new item, just like House of Lashes does here.

Mane shares tips and tricks to help customers get the most out of their purchase, along with highlighting complimentary product suggestions to nudge them towards their next order.



# Winback Journeys

Stop churn in its tracks and turn lapsed subscribers into engaged purchasers.

Three Bird Nest leads with a strong incentive and lively brand imagery to pique lapsed shoppers' interest.

We Miss You

# Buy 3, Get 1 FREE

WITH CODE:

**BUNDLE24**

Three's a crowd, but four's a party. Whatever life throws your way, there's an OLLY for that.

**REDEEM OFFER**

Shop by Category

**SHOP BESTSELLERS →**    **SHOP MOOD →**

OOTW • Essentials • New • Popular

READY FOR ANOTHER  
*adventure?*

We've missed having you as part of our flock!  
As a special welcome back here's

**20% OFF**

Here's 20% OFF  
[ OFFER CODE ]

✉    ✎

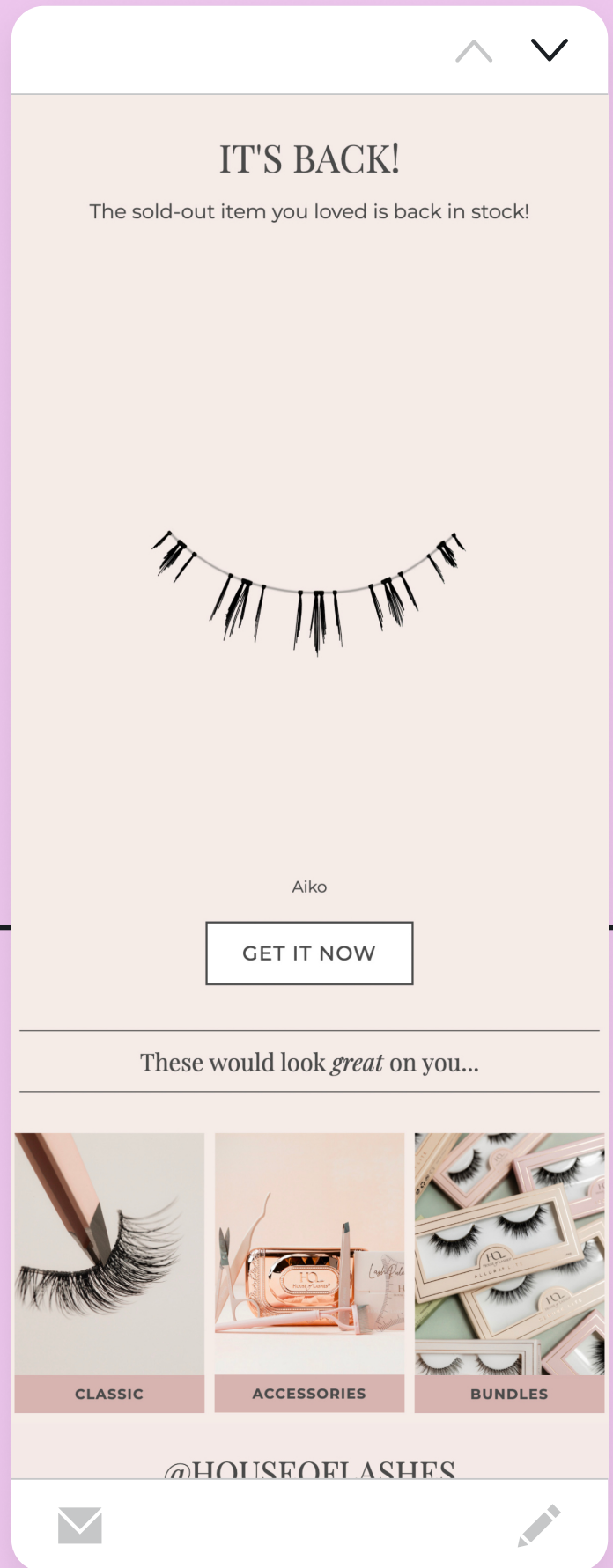
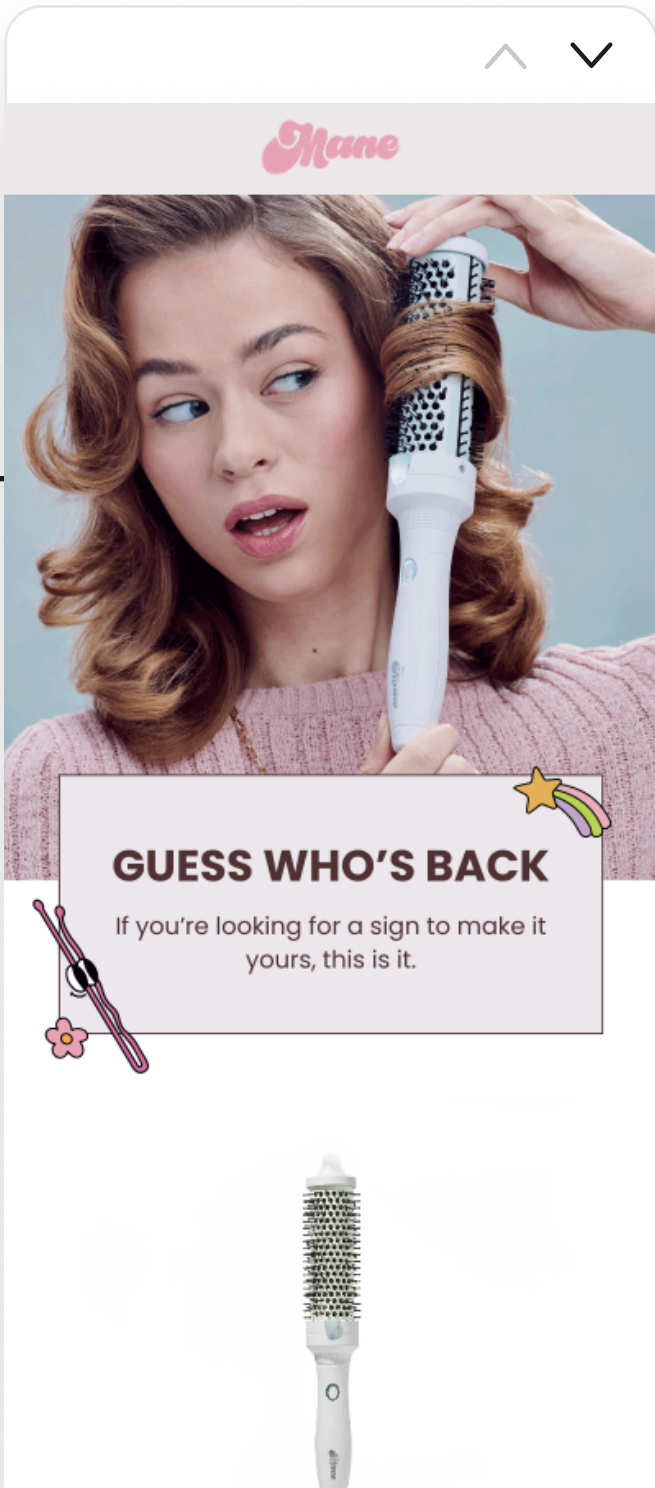
Ollly's gradient background adds a creative flare to their email, while their bundle offer to win back customers is hard to beat.



# Back-In-Stock Journeys

Drive revenue from high-intent subscribers when items are restocked.

House of Lashes puts the back-in-stock item front and center of this email, along with a strong call to action to "Get It Now."



Mane's email features a bold announcement to encourage shoppers to take the leap and make the restocked item theirs.





Priced to **LOVE**. Made to **LAST**.

*clove.* **NEARLY NEW**



## Discover Clove Nearly New

Our official shop for ever-so-lightly loved Clove shoes, featuring deep discounts and an exciting array of styles.

[EXPLORE NOW](#) →

### SPEND LESS

Try your first pair (or grow your collection) with a friendlier price tag!

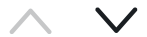


Clove recaptures unengaged subscribers' attention with their Nearly New program that invites shoppers to explore deeply discounted styles.

# Sunset Journeys

Renew subscriber interest and remove unengaged subscribers when the time is right.

Baby Delight offers an incentive to bring subscribers back into the fold, but also makes it easy to unsubscribe to help keep their list healthy and engaged.



LAST CHANCE TO UNLOCK

**10% OFF**

USE CODE: WELCOME-10

[SHOP NOW](#)



### NEW ARRIVALS

Check out our newest products and see if there's anything you like



### BATHERS

Browse the perfect solution for bathing in comfort, safety and style.

[BASSINETS & SLEEPERS](#)

[CRIBS](#)

[PORTABLE BASSINET](#)

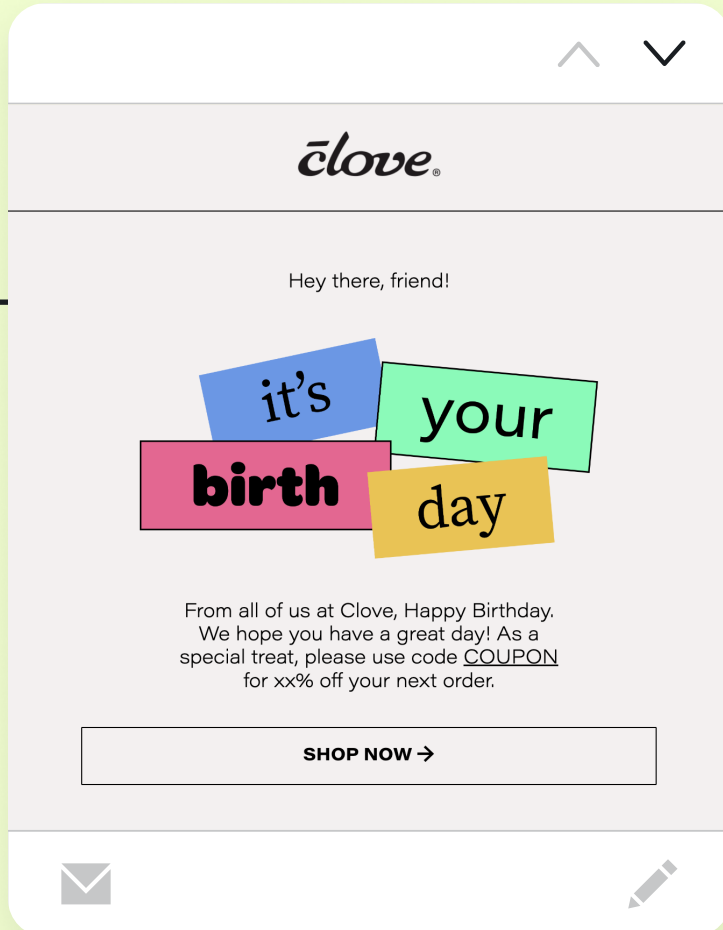
## No hard feelings

It's been a while since you opened our emails. If you'd like to unsubscribe or update your preferences, let us know so we can serve you better.

[UNSUBSCRIBE](#)

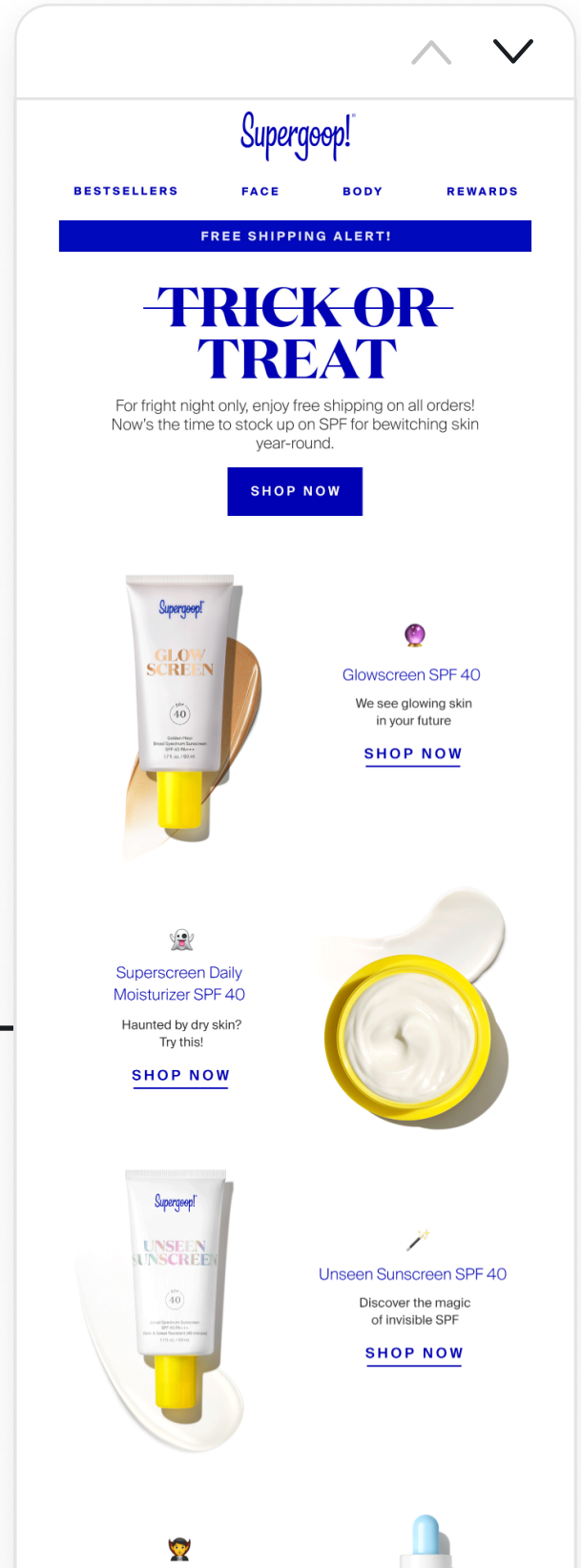
# Promotional Campaigns

Email marketing campaigns serve so many purposes for your brand, from driving traffic and purchases to building authentic customer relationships. Campaigns are a great way to flex your brand's unique aesthetic and values—just like these brands do here.



A campaign celebrating your subscribers' birthday is a great way to put a smile on their face. Clove leans into the celebration with imagery that evokes a birthday cake and a treat in the form of a special coupon code. (Psst: Our in-house Strategic Design team created this image for Clove.)

Holidays like Halloween are the perfect time to offer subscribers' scary-good deals. Supergoop! plays up the holiday fun with Halloween-inspired copy and emojis that make for an on-brand and effective campaign.



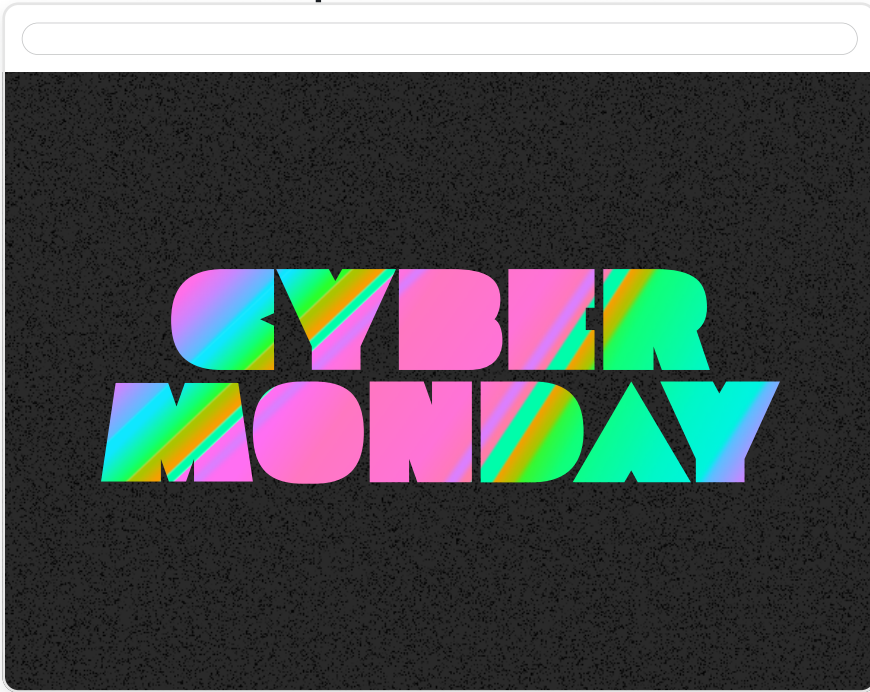


# Attentive Email Design Features

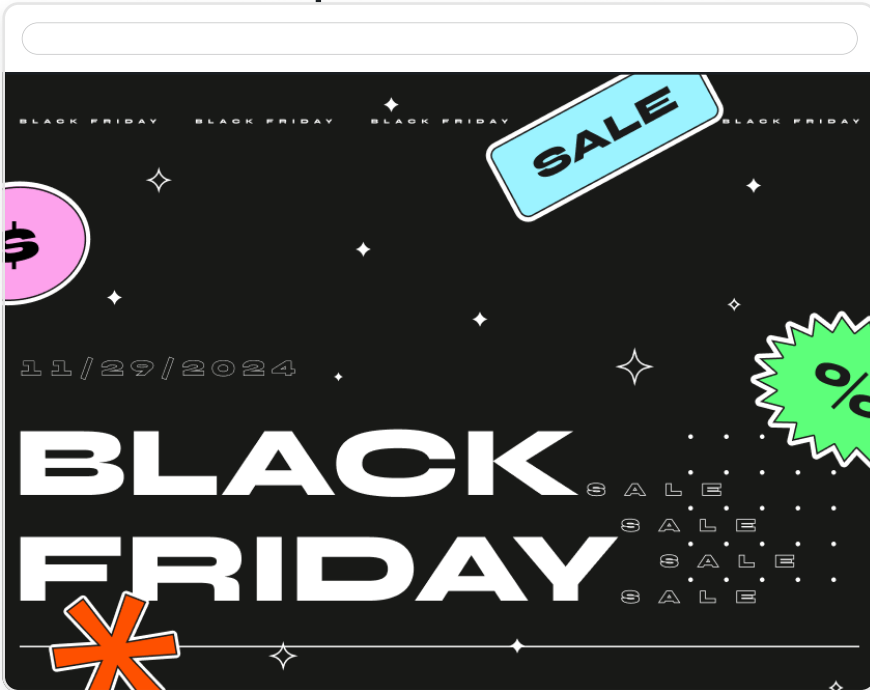
Attentive offers email templates and saved rows. These customizable components streamline email creation by allowing you to create and re-use pre-designed emails or specific sections of emails, like footers and headers. Take a peek at some examples for some of the busiest shopping days of the year—holidays!



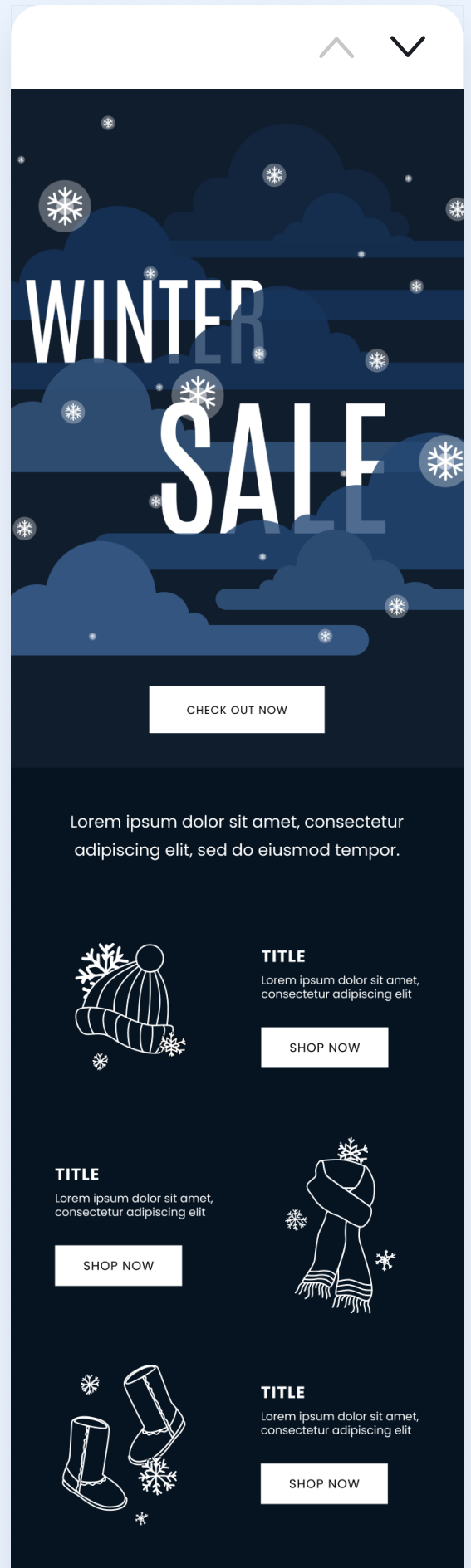
# Saved Rows & Templates



Promote holiday offers across multiple emails with easily-added saved rows.



Prebuilt email templates come with best practices baked in, with flexibility to customize your copy, offers and images.





# Conclusion

Attentive Email is the performance-proven choice for brands looking to drive more revenue through email. Developed on the leading SMS platform, our mobile-first email solution recognizes more subscribers and increases revenue for our customers. Some of the world's biggest brands rely on Attentive Email, our exceptional support teams, and strategic designers to get the most out of their email marketing. [Learn more about what Attentive Email can do for you.](#)

