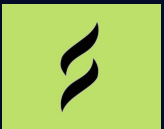


36 Post-Purchase Emails To Drive Repeat Purchases



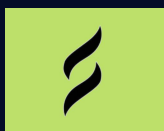
Before you scroll...

This eBook includes a highly curated selection of post-purchase emails across various industries.

I analyzed 8,851 emails from leading eCom brands, and narrowed it down to 36 best post-purchase emails.

You won't find anything like this for free on the internet.

Use it to find ideas for your own business, and create a post-purchase sequence that builds trust and drives repeat purchases.



1) Personal thank you message

Send a personal order confirmation email from the founder. Direct them back to your website.

 BIG BLANKET

Thank you.

My name is Bryan – I'm one of the founders here at Big Blanket Co. I wanted to say thank you for your order.

We have a simple ethos that guides our company: The never-ending pursuit of cozy, happy customers.

If we can do anything to make your experience a little cozier, just reply to this email. We've got you covered.

from

 BIG BLANKET



Check out our latest best sellers:



Original Stretch™ Blanket



Sherpa Stretch™ Blanket

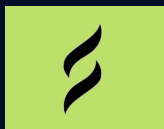
 Premier Plush™ Blanket

SHOP NOW



2) Quick shipping update

Provide timely shipping updates to avoid any bad surprises from happening.



GRAZA

EN ROUTE

Well, almost

We're getting your next order ready to ship!



✧

Need to make a change?

No biggie. Click below to update your order!

[Manage My Subscription](#)

✧

Gift your Graza

Feeling particularly generous? Got enough Graza to last a little bit? Gift your next order to a pal!

[Gift My Next Order](#)



GRAZA

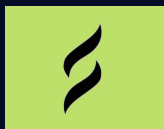
Squeezable
Single Origin
Extra Virgin
Olive Oil.

© GRAZA 2025
185 Wythe Ave 2nd Floor Brooklyn, New York 11249
[Manage Preferences](#) or [Unsubscribe](#)

3) Explainer video

Send a short video explaining how to get the most out of your product. Make it plain text and from the founder.





Thank You! Seriously You're Awesome!!

Please watch this thank you video from CEO, XXXXX, for some important next steps :)



Follow These Next 3 Steps

Hey XXXXX!

I'm the Inventor and CEO of Jawzrsize, XXXXX. I wanted to personally thank you (again!) for your purchase yesterday.

Welcome to the Jawzsize family!

I made a short video for you, detailing the next steps you should take to get the most out of your new Jawzsize order!

[>>> Watch the video here <<<](#)

Oh and after you watch...

If you'd like to order more Jawzsize units for yourself, friends, or family...

Make sure to use this code: **UPGRADE25**

To save 25% OFF your next order!

You made a great decision in joining over 500,000+ satisfied customers who trust Jawzsize. I just wanted to let you know that we are here to serve you.

Don't hesitate to reply back to this email to speak directly to our customer service team if you have any questions, comments, or concerns.

I want to make this the best experience possible!

Aloha,

XXXXX

CEO & Inventor of Jawzsize

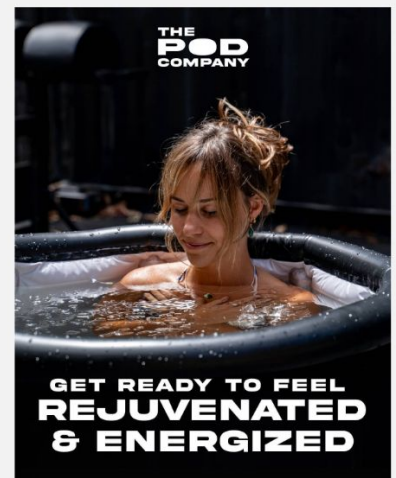
4) eBook / info product / PDF

While they wait for their package to arrive, send them a free eBook or any type of PDF that complements your product.



5) Assembly tutorial

Help them assemble the product. Re-state product benefits and get them excited.



Hi Adam,

Get excited about your Ice Pod purchase!

Say goodbye to long and grueling recovering times and hello to a rejuvenated and energized you. With improved sleep and the kind of mental and physical boosts you've only ever dreamt about, you'll soon have the energy and motivation to take on whatever the day throws your way.

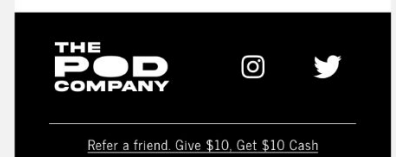
With benefits like these you won't want to delay your health journey one more day, right? We've put together a handy Ice Pod Assembly Guide so you can get started right away.



[WATCH NOW](#)

Our mission is to help you build a healthier and pain-free life. We are there to support you every step of the way, so don't hesitate to reach out if you have questions.

Reply to this email with any queries.



The Pod Company 8 The Green STE R Dover, Delaware 19901

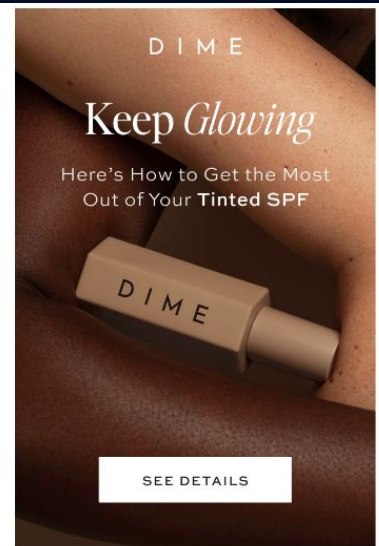
© All rights reserved. [Privacy Policy](#)

[Manage Preferences](#) | [Unsubscribe](#)



6) Product usage tips

Show them how to use the product. Offer them a deal on the same product.



You're glowing — Tinted Glow Wonderscreen SPF 30 has officially joined your daily skincare routine.

Tinted Wonderscreen Tips and Tricks:

Prep skin — cleanse, tone, and moisturize.

Apply SPF as the last step in your skincare routine.

Apply 2-3 pumps to face, neck, and chest.

Let absorb and then apply makeup if desired.

Reapply every two hours for the best results.



Once you're hooked on the glow, you'll never go back! Set up **auto-renew** every 30 or 45 days to always have it on hand.

[AUTO-RENEW NOW](#)



Ready to Keep Building Your Routine?

Try some of our clean, skincare must-haves.

[SHOP CLEAN](#)

7) Product maintenance tips

Some products require proper care.

Educate them on to make their item last a long time.



[Bestsellers](#)

[Hair Quiz](#)

[Blog](#)



Straight talk.

Thank you for choosing T3. As you get to know your new flat iron, we thought we'd share some tips to help you care for your tool and your hair.

Happy styling.



Tips to care for your tool.

Clean your iron regularly.

Make sure it's unplugged and cool before cleaning. Use a slightly damp, lint-free cloth to wipe the exterior and plates. Avoid chemicals or abrasive products.

Store your iron safely.

Store in a safe, dry spot. Do not wrap the cord around the iron. Allow the cord to hang loose and straight at the point of entry into the iron. Use attached cord wrap to gather and fasten cord.

8) CS / support assurance

Give them a chance to ask any questions by replying to your email. You can send this email from CS or from founders.

Hi Regis,

Thank you for ordering your CRAFTD to Last piece!

We hope you're loving it. Our mission is to deliver the best possible jewelry. And push the boundaries of the industry. So, quality always comes first.

If you have any questions (or feedback) for us, we're always here to answer them.

In the meantime, enjoy your piece and make it yours.

Cheers,

Alex & Danny

Co-Founders

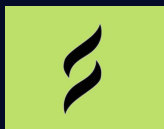
P.S. Don't forget to claim 15% off your next order! Use code: PP15SMH36PWG .



9) Customer onboarding

If you sell supplements, advise them when and how to consume them.

Add reviews and testimonials for social proof.



Hi Michaelin,

In this email, we'll explain everything you need to know to get the most out of your new Heart & Soil supplements.

Remember, these are the most nutrient-dense supplements on the planet, and they have the power to radically transform your health.

Here are three steps to getting started: ☺

Step #1 Start slow ☺

It's always best to start with a small serving and gradually work your way up to a full serving (6 capsules per day for most of our products) over the course of a week or two.

Try one to two capsules daily for the first week, then add 1 capsule every two to three days until you reach 6 capsules per day.

Or if you're sensitive to supplements or new foods, try starting at 1 capsule per day and increase by 1 per week instead.

Our Her Package and Whole Package supplements are especially potent, so we strongly suggest the conservative approach with these formulations. Plus, many women find that just one capsule of Her Package daily is all they need to feel their best.

Step #2 Take them consistently

We want to help you get to the point where taking your new Heart & Soil supplements becomes just another part of your daily routine.

And the best way to do that is to incorporate them into an existing daily habit... like brushing your teeth or eating breakfast.

Keep them in the kitchen right where you prepare your food, and taking them will quickly become second nature!

As the weeks go by, you'll be nourishing your body with the building blocks it needs to look, feel, and perform at its very best!

Step #3 Give it time ☺

For some people, the benefits of our products are felt very quickly, like Charles:

"Approximately one week after starting, it was clear it is working for me.. my thoughts became much clearer, and short term memory seemed to be improved.. I'm now taking Fire Starter, Mood, Memory, and Brain, and Whole Package.. All of these products showed almost immediate positive results.. STRONGLY RECOMMENDED!!!"

And for some it can take a little longer, like Brooke:

"I started in February. It's now April and I can absolutely notice it doing its job. My metabolism has sped up significantly, my appetite is curbed but still allows me to eat meals necessary throughout the day and my energy levels are much higher. It really is worth the wait and consistency."

So right now, focus on incorporating your new supplements into your routine.

Gradually work up to a full serving for each product, and aim for several weeks of consistent use at the full serving.

Please keep us posted on your progress, we can't wait to hear how our products work out for you...

And if you've got any questions, check out our [Frequently Asked Questions here!](#)

The Heart & Soil Team

P.S. Don't forget about our Subscribe & Save program for your next refill. Not only will it ensure you never skip a beat on your health journey, but it also saves you 10% ☺

10) Buyer's remorse

Make them feel good about their recent purchase by showcasing a collection of testimonials.

every formula features good-for-you ingredients

&

*your subtl products
should be there soon!
keep an eye out*



*you just perfected your
beauty routine*

it's true — just ask them.

★★★★★

"I really love my stack! Been using the concealer every day! The color is such a great match for my skin, and it is creamy and blends very well."

Bindu H.

★★★★★

"I absolutely love this product. It's so compact and easy for those with busy schedules like myself. I have everything I need in one place. Everyone should use subtl stacks!"

Tifannie S.

★★★★★

"I am in love with these products. I will never buy anything but these stacks."

T. M.

the only question is... are you ready?

[READ MORE REVIEWS](#)



11) Community invitation

Send a personal invitation to your Discord / Facebook community, or social media channels.



Free shipping on orders of \$150+

Hey Daniela,

I'm Christian, founder of Kinetic Labs, and I just wanted to say a huge **THANK YOU** for your order! It truly means the world to our small team.

Kinetic Labs started because we were tired of long wait times, sky-high prices, and the endless search for quality keyboard parts. So, we set out to change that—offering premium mechanical keyboards and parts that are in-stock and fairly priced.

Now, your new gear is getting packed and prepped for its journey to you. I can't wait for you to try it!

While you wait, I'd love to invite you to join our [Kinetic Labs Discord community](#)—a space where thousands of keyboard enthusiasts share builds, modding tips, and exclusive behind-the-scenes updates. Plus, members get early access to new launches and special perks!

If you have any questions, need help with your order, or just want to chat keyboards, shoot us an e-mail at support@kineticlabs.com (mention my name if you'd like to reach me personally ☺).

Happy Typing,

Christian
Founder, Kinetic Labs 



No longer want to receive these emails? [Unsubscribe](#).
Kinetic Labs



12) New routine establishment

If your product requires daily / weekly usage, list out the steps of their upgraded routine.

Mention their dream scenario e.g. your best beard is on its way.

**BEARD CLUB**

**WELCOME TO THE CLUB**

Your **BEST BEARD** Is On Its Way!

Follow Our
ADVANCED BEARD GROWTH
Routine For Best Results:

1. BEARD SHAMPOO ☀️
2. APPLY GROWTH OIL ☀️🌙
3. APPLY GROWTH VITAMIN SPRAY ☀️🌙
4. DISTRIBUTE WITH BOAR BRISTLE BRUSH ☀️🌙
5. TAKE 2 GROWTH VITAMINS ☀️
6. USE YOUR DERMA ROLLER 🌙
2X WEEKLY

NOTE: After each Derma Roller use (2x per week), allow clean skin to rest at least 12 hours before continuing routine.

WATCH ROUTINE HERE



Any Questions?

If you need help, don't hesitate to contact our VIP Beard Growth Onboarding Team.

GET HELP



Contact Us

Blog

All Products

Get \$10

No longer want to receive these emails? [Unsubscribe](#)
The Beard Club XXXXX



13) Craftsmanship display

Show the craftsmanship and care that goes into making your product.



amberjack


**A Peek
Behind the Scenes**


Ever wondered how an
Amberjack shoe is made?

Let us show you how, with an
inside look at the process and
people at our factory in Portugal!


Watch the Video

If the link above does not work for you,
please [click here to view](#).

Need Help?
Just reply to this email 📧

Free Shipping | Free Returns

amberjack

© 2023 Amberjack

[Unsubscribe](#)

14) Free consultation

Offer a free consultation and give them personalized advice.

Works well for beauty / health products.



Hey,

XXXXXX here from Rosabella.

I noticed you haven't booked your free consultation yet.

Here's what's happening:

Your 15-minute health consultation expires in 24 hours.

After that, we release your spot to someone on the waiting list.

[>> Click here to see available times](#)

Most supplement companies sell you a bottle and that's it.

You're on your own to figure out if it's working or not.

We do things differently...

Your health journey is unique.

What you're dealing with, what you've tried before, your lifestyle – it all matters when it comes to getting real results.



15) Review + reward

Ask for a review to increase website and Meta retargeting ads conversion rates.

Give them a thank you offer.



easyplant

We'd love to hear

How is your easyplant doing?

We love our leafy friends and want to make sure yours is thriving!

Review easyplant and
get 10% off your next order

☆

☆

☆

☆

☆

1

2

3

4

5



Review us now and we will redirect you to complete a short product survey. At the end, you will receive **10% off** your next order.

Review easyplant:

☆

☆

☆

☆

☆

1

2

3

4

5



follow us on instagram @easyplant

easyplant

[Shop Plants](#) [Frequent Questions](#) [Plant Care](#)

No longer want to receive these emails? [unsubscribe](#)

XXXXX © easyplant 2024

16) Video testimonial + reward

Ask for a video testimonial to increase website and Meta retargeting ads conversion rates.

Make sure you set the ground rules for sending videos and give them a thank you offer.

BAMBU  EARTH

Hi XXXXX,

We wanted to take a moment and say thank you for trying XXXXX.

As one of XXXXX's supporters, we have a favor to ask you. You've probably noticed that we value authenticity, which is why we use real customers in our advertisements.

We think real customers sharing their real experiences with our products is the best way for people who are new to our skincare to learn about it and decide if it's right for them.

So here's the ask.

If you feel up for it, please take a moment to [click this link](#) to record a short video sharing your experience. And... if you agree to allow us to use this content for training and marketing purposes we have a special gift we'll be sending you.

We would be eternally grateful.

XXXXXX Research Team

[Learn More](#)



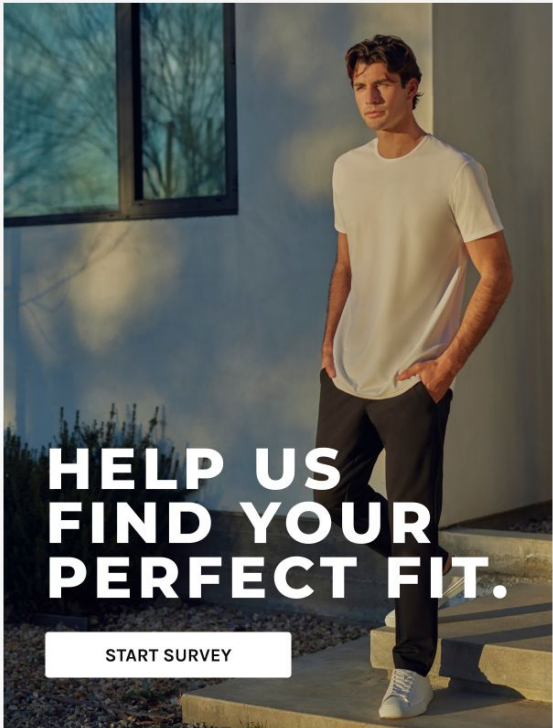
17) Survey + reward

Send them a survey to collect feedback and offer them something in exchange.

Works well as a winback campaign.

BYLT[™]
PREMIUM BASICS

MENWOMENBUNDLESLAST CALL



HELP US FIND YOUR PERFECT FIT.

[START SURVEY](#)

Hello XXXXX!

We're working to improve our sizing and fit across our product lines. We would love to get your feedback from your recent purchase.

Please help us fill out the survey below (takes less than 2 minutes, we promise!).

In appreciation for your time and input, we'd like to offer you **20% off your next order!** Keep an eye out for your discount code on the survey's final Thank You page.

The survey is a 2-step process:

Step 1: Complete your body survey, then click 'Next'

Step 2: Click 'Next' to provide feedback on your best fitting size

[START SURVEY](#)

or copy the below link into your browser:
XXXXX

Best,
The BYLT Team



18) Complimentary products cross-sell

Cross-sell low ticket items that they actually need. For example, if you sell an e-bike, can you cross-sell them a helmet?

If you sell an electric toothbrush, can you offer them toothpaste?

thousand

But Wait... There's More

Complement your last purchase with these must-have gear essentials for a smooth and safe ride, every ride.

[Complete My Riding Kit](#)



Traveler Lights:
Designed to be stylish and sustainable, so you can stay visible at night—where in some states, it's even required by law.

[SHOP TRAVELER LIGHTS >](#)



19) Similar products cross-sell

Offer them the same item but in a different color / flavor, at a discount.

Make sure the discount is relevant e.g. bigger than your welcome promo.

HONEYLOVE



GROW YOUR
Honeylove
collection

Because you bought the Mid-Thigh Bodysuit, we have a hunch you'll love these personalized picks we made just for you. To keep this friendship going — we'll even sweeten the deal.

20% OFF your next order

Use code **R-PP2-R5KFF9PQ** at checkout.

SHOP NOW



Cami Bodysuit LiftWear Cami LiftWear Tank



20) Hero product cross-sell

If they didn't buy your hero product or bundle, offer it to them at a discount.

B BEARD CLUB

LIMITED-TIME ONLY

★★★★★

OUR BEST-SELLING GROWTH KIT FOR A REASON

The Starter Growth Kit works efficiently to fill in the patchy areas on your beard and prevent itching, so you can show off a fuller, healthier beard ASAP.

USE CODE: GBC35

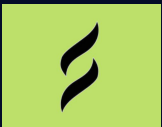
TAKE 35% OFF

35% OFF
with code: GBC35

BEARD CLUB BEARD GROWTH KIT

★★★★★

"I've only had the growth starter kit for about 2 weeks now and I'm already seeing steady results"



21) Yearly discount upsell

Offer the same product at a large quantity for high AOV shoppers. Encourage volume shopping.

But if you know this is working then keep the good times rolling!

Don't lose your momentum!

Keep improving by locking in a future filled with good sleep and everything that comes with it.

right now you can get our best price on a years supply of Hostage Tap and an extra Tape Tin for FREE!

Get a year's supply of the world's most comfortable mouth tape at almost HALF the cost of our monthly package with \$100 OFF! And an extra FREE Tape Tin!

No code needed - we'll ship the tin once you get a year's supply of Hostage Tape.

Secure My Free Tin & Yearly Package



22) Replenishment offer

Send a timely replenishment email and offer them a discount.



PUBLIC
GOODS

CONDITIONER

20% OFF
REFILLS

HAI

USE CODE: REFILL

Because good habits deserve to be rewarded.

Refill & Save 20%

REFILL FAVORITES

Hand Soap

Our bestselling Hand Soap Refill cleanses and hydrates with a fresh grapefruit and mandarin scent.

SHOP NOW

20% OFF

Hand Soap

Shampoo

Our sulfate-free Shampoo leaves hair soft and refreshed with a light blend of citrus, herbs, and woods.

SHOP NOW

20% OFF

Shampoo

Conditioner

Our hydrating Conditioner smooths with a lightweight blend of citrus for soft, manageable hair.

SHOP NOW

20% OFF

Conditioner

Body Wash

Our Body Wash, made with plant-based ingredients, creates a rich, gentle lather without drying your skin.

SHOP NOW

20% OFF

Body Wash

Save With Refills

BETTER FOR YOU.
BETTER FOR THE PLANET.

Refilling means choosing
progress over excess.

LESS
plastic waste

LOWER
cost

SMALLER
carbon footprint

Start Making A Difference

PUBLIC
GOODS

We make a healthier and more
sustainable version of everything

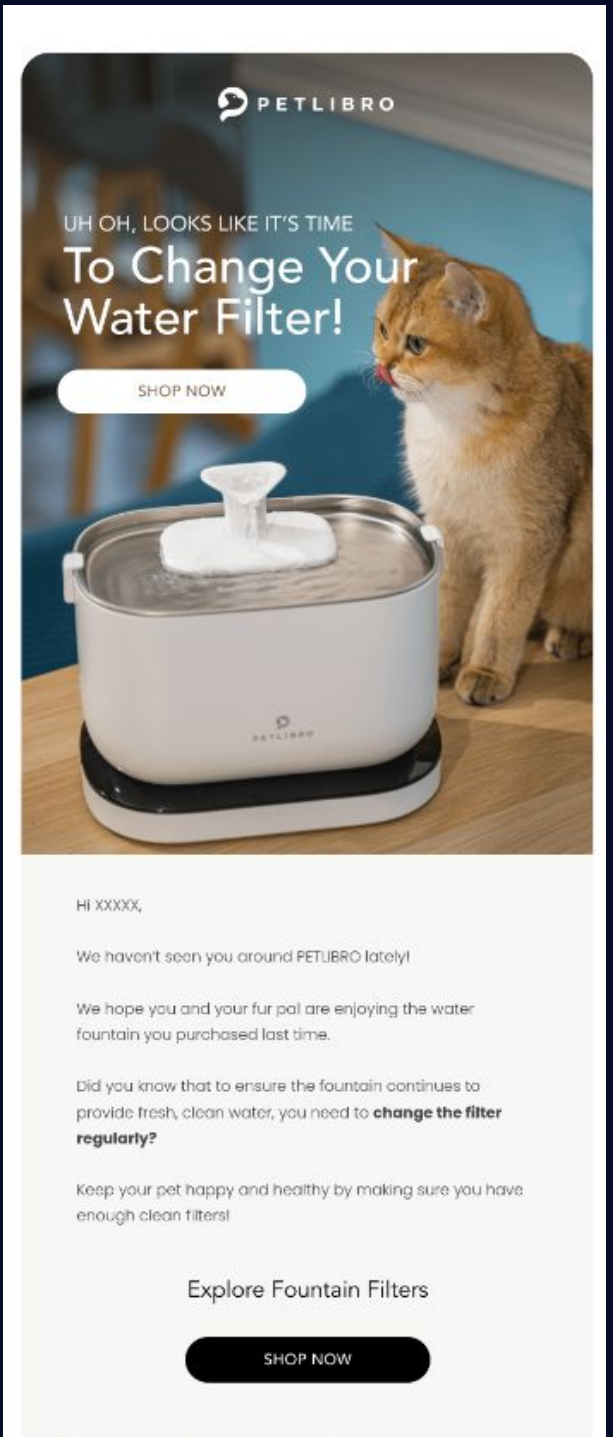
INSTAGRAM TIKTOK FACEBOOK

XXXXX © 2020 | All rights reserved.

Not your regular company. Refill and save. [Join us.](#)

23) Replenishment reminder

Sometimes customers don't know when they should replace their product. Send a reminder email.



The email template features a header image of a white Petlibro water fountain with a gold cat sitting next to it. The text in the header reads: "UH OH, LOOKS LIKE IT'S TIME To Change Your Water Filter!" followed by a "SHOP NOW" button. The body of the email includes a personalized greeting "Hi XXXXX," a message "We haven't seen you around PETLIBRO lately!", a statement "We hope you and your fur pal are enjoying the water fountain you purchased last time.", a reminder "Did you know that to ensure the fountain continues to provide fresh, clean water, you need to **change the filter regularly?**", and a closing note "Keep your pet happy and healthy by making sure you have enough clean filters!". At the bottom, there is a link "Explore Fountain Filters" and another "SHOP NOW" button.

PETLIBRO

UH OH, LOOKS LIKE IT'S TIME
To Change Your
Water Filter!

SHOP NOW

Hi XXXXX,

We haven't seen you around PETLIBRO lately!

We hope you and your fur pal are enjoying the water fountain you purchased last time.

Did you know that to ensure the fountain continues to provide fresh, clean water, you need to **change the filter regularly?**

Keep your pet happy and healthy by making sure you have enough clean filters!

Explore Fountain Filters

SHOP NOW



24) Back-in-stock notification

Send a back in stock notification for a product they already bought.

Works well on consumables.

Hey Eric,

Just wanted to give you the heads up that our Amanita Mushrooms are now back **in stock** and ready to go. I saw you previously purchased some Amanita Mushrooms with us (*thank youuuuuU!*) so I wanted you to get first dibs. A lot of people have been waiting on these to return.

Dedicated To Your Health,

Charlotte (like the Web)

Cheef Botanicals Director

You received this email from Chief Botanicals. If you would like to unsubscribe, [click here](#).



25) Best-sellers showcase

Remind them of your best-selling products.



Click and drag to view "View in Your Browser"

DRMTLGY
MEDICAL-GRADE SKIN CARE

JOIN DRMTLGY REWARDS + EARN 25 POINTS! [SIGN UP](#)

FREE U.S. SHIPPING ON ORDERS \$40+

Your best skin with our best-sellers



Brightening Eye Masks
★★★★★
These masks are amazing! They definitely have helped with my puffiness and fine lines!
— DEEANN M.
[SHOP NOW](#)



Universal Tinted Moisturizer SPF 46
★★★★★
The bested tinted moisturizer around! It goes in smooth and gives the perfect glow while protecting my skin!! Love love love!
— CAROL H.
[SHOP NOW](#)



Needle-less Serum
★★★★★
This serum is really wonderful, it leaves my skin smooth and full of life, I have been using it for more than a week and I have seen fantastic results on my skin.
— PAMELA M.
[SHOP NOW](#)

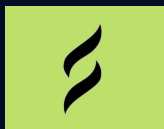




Get All 3 & Save 25% When you Build Your Own Bundle
[BUILD YOURS](#)

26) Gift card

Send first-time buyers a gift card. Consider partnering with another store that fits your target market.



Made in Boston

LAURA GELLER

Hello, Gorgeous.

Thank you for placing your first Laura Geller Order. We're always excited to fulfill orders, but extra happy when they're placed by someone new.

We've partnered with Nift to send you a little thank-you gift as our way of saying welcome to the Laura Geller Family. Please enjoy this \$30 Nift card which you can redeem for wine, clothing, accessories, treats, and more.

XO,

Laura Geller

CLAIM YOUR GIFT



Get your gift at: www.GoNift.com

Gift Code: 5CS2MD

Gift Value: \$30

Expires in 30 Days.

CLAIM YOUR GIFT

Who receives gifts?

Trying new beauty products is exciting but also can be nerve-racking—we get it. This is why we work extra hard to bring you the very best, and why we thank all first-time shoppers with a gift.

If you have any trouble finding a gift that suits you, or using a gift you've already selected, please email Nift's customer success team at help@gonift.com.

Nift gifts are non-transferable, for use by named gift recipient only, and are not valid for cash. Nift gifts may only be redeemed at participating Nift™ member businesses, at the business location selected, for the goods and services listed, once per party per visit, and before it expires. Gifts may not be combined with promotions or sales, or used toward gratuity. By selecting a gift, you agree to receive email reminders and surveys from Nift and the selected Nift member business. You may also receive additional Nift cards as a reward for being a great customer.

OUR #1 FOUNDATION

AWARD-WINNING BAKED MAKEUP

SKINCARE

ALL MAKEUP

Here's Something Beautiful

shop 

Enjoy Now.
Pay Later.



We Ship
Worldwide!



Free Shipping
on US orders
\$40+

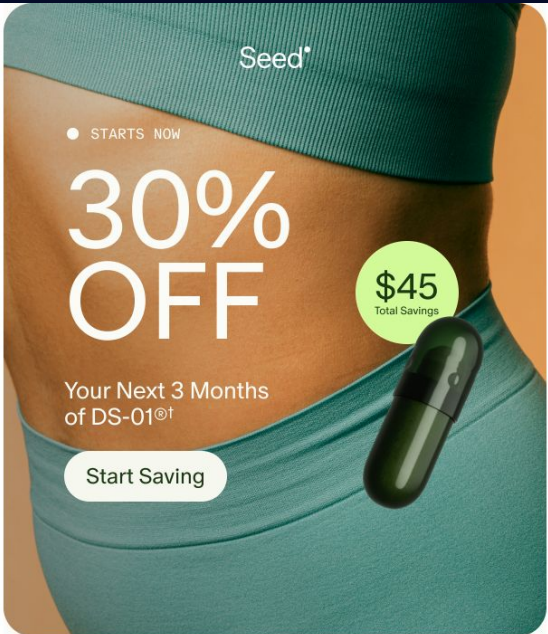


Prefer Texting? Text
"LG30"
to 52857 to join!

27) Subscription upsell offer

Upsell a subscription
at a discount.
Showcase the
benefits.

Limit it to those who
have already bought
more than once.



Seed®

STARTS NOW

30% OFF

\$45
Total Savings

Your Next 3 Months
of DS-01[†]

Start Saving

DS-01[®] Relieves Bloating
and Gas in **Just 1 Week***

S M T W T F S

Save on DS-01[®]

★★★★★

"Seed truly works! Productive bowel
movements and fewer gut issues like
bloating and gas."

Kristin, Seed Member

Save on DS-01[®]

* In individuals experiencing digestive challenges. These statements have not been
evaluated by the Food and Drug Administration. This product is not intended to
diagnose, treat, cure, or prevent any disease.

† Offer expires on 9/3/2025 at 11:59 p.m. PT. Offer valid on returning DS-01[®] monthly
subscriptions for \$15 off each of your next 3 months of DS-01[®] for a maximum total value
of \$45. This offer cannot be combined with any other discounts or promotions. Offer not
valid on 3- or 6-month refills.

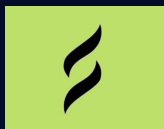
@seed

My Account • Get Help

This email was sent by Seed
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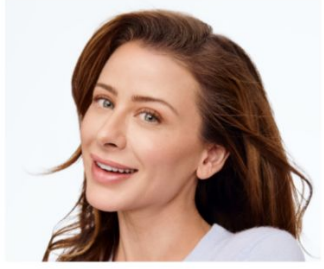


28) Product launch teaser

One of the best ways to re-engage existing customers is to tease a new product launch.



Let's raise the bar together



You're receiving this because you're one of our best customers and you mean a lot to us.

You know that we've always done women's wellness differently.

Love Wellness started after I spent years looking for relief to my frustrating symptoms. With the support of nutritionists, doctors, and OB/GYNs, I finally found that relief. After that experience, I wanted to help other women feel the same way. Love Wellness was born, giving women a new way to care for, understand, and feel better in their bodies.

On August 1, we're launching something exciting. We want you, one of our VIPs, to be part of every step. If you haven't signed up for SMS, do it now. We'll be sharing fun updates there too.

Thank you from the bottom of my heart for all your support.

...and see you there!

Xo



[SIGN UP FOR SMS](#)


SHOP ALL


REWARDS


REFERRALS


SUBSCRIPTIONS



29) Product launch

Launch a new product and get them excited to try it. Can be a new variation of your hero product, not a new category.

Can't see this email? [View in Your Browser](#)

wuffes

 Wuffes

Sooo we made some BIG changes...



SAME EXPERT
PRODUCTS,
SWEET NEW LOOK

Meet the new **WUFFES!**

SEE THE NEW LOOK

Introducing our glow up!

We like to think of the new and improved XXXXX as bold, bright and beautiful. Just like our furry besties. But not to worry, we haven't changed the products you've come to know and love. **New look, same proven results.**

wuffes

 90

90 Day Guarantee



Subscribe & Save



+330k Happy Pet Parents

[Facebook](#) | [Instagram](#) | [Facebook Group](#) | [Website](#)

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XXXXXXXXXX

30) “We miss you” offer

Send a “we miss you” offer to customers at risk of churning. Make it a plain text email from the founder.

Hey there,

Mike here, co-founder of Days.

We'll get straight to it. It's been a while since you ordered some of our 0.0% beers and we want you back. How badly you ask? So badly that we're giving you **25% off your next order**.

If you want to stock up and experience all the benefits 0.0% brings - better sleep, better mood, better skin (the list goes on) - here's a 25% discount, just for you.

Just use code: [WINNING](#)

So, ready to give us another go?

[SHOP NOW.](#)

Cheers,

Mike

Co-founder, Days Brewing



DAYS

You received this email from Days Brewing Co. If you would like to unsubscribe, [click here](#).



31) Offer urgency

Create urgency
around the
winback offer
expiring.

Hey there,

It's been a while since we've caught up, and I wanted to personally remind you that your **exclusive 15% discount** is about to expire! Use code **COMEBACK15** before it's gone for good.

I created Nodpod's weighted sleep masks with one goal in mind: to solve the problem of restless, sleepless nights. Our masks use gentle, soothing pressure to calm the mind and body, giving you the deep, dreamy rest you deserve. My personal favorite? The Silk Weighted Mask—it's smooth, luxurious, and perfect for sensitive skin (plus, it feels incredible).

So if you've been thinking about treating yourself to better sleep—or gifting it to someone who really needs it—now's the time! Just use code **COMEBACK15** at checkout for **15% off** your next Nodpod.

Melissa Bamberg
Founder, Nodpod

SHOP NODPOD NOW

You received this email from nodpod. If you would like to unsubscribe, [click here](#).



32) Subscription winback

Send an exclusive offer to those who have churned from your subscription.



OUR STORY MY ACCOUNT



**RE-ESTABLISH
YOUR ROUTINE**

Hi XXXXX,

We miss having you as a Tiege Hanley member, and we're betting your skin misses us too.

For a limited time, we're offering you a **free CLAY MASK** when you reactivate any of your subscriptions. Our CLAY MASK is the ultimate treat for your skin at the end of a long day.

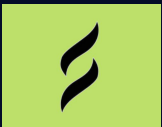
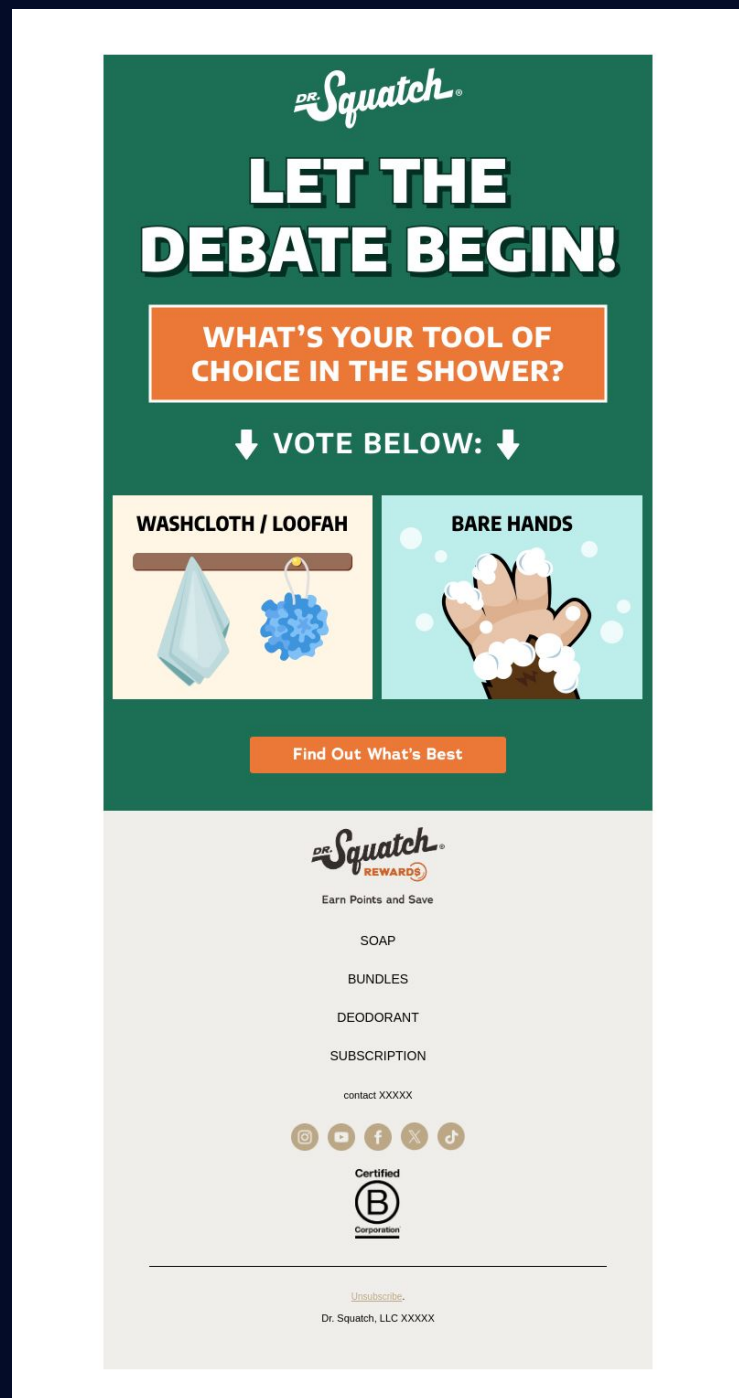
[Reactivate My Subscription](#)

Great skin is just one click



33) Interactive quiz / pattern breaker

Send a
pattern-breaking
email to those who
have tuned out of
your email
campaigns. Must
differ from your
weekly sends.



34) Quarterly founder update

Update your email list on what has been happening behind the scenes.

Link to relevant products.

Ministry of Supply°

An August to Remember

Hi folks,

It's been a WILD month for us here in **Boston, Oslo, and Atlanta**; so we thought we'd summarize a lot of what's been happening:

- **The Smithsonian** (!) launched a Ministry of Supply exhibit - so if you're in DC soon, check it out; we are still celebrating
- Our [Infinity Resale Collection](#) re-launched - and is fully live now
- **Labs Launches** - Made in New York, seamlessly: [Men's "Air" Shirting](#) and [Women's Dress Collection](#)
- Ministry Production Systems (**MPS**) took off: our 100% stock system, with Batch 1 deploying now (sorry again to those caught in the 2 week delay)
- Our [End of Summer Sale Collection](#) launched
- **Coming soon**: Apollo, a seamless t-shirt, and many more colors!

From the Founders, with Gratitude
Ministry of Supply



35) Purchase anniversary discount

Celebrate their first purchase anniversary with an exclusive offer.

RESTOCK YOUR FAVORITES
WE SAVED THEM FOR YOU

ORDER AGAIN

FLY BY JING

HAPPY
ANNIVERSARY,
XXXXX!



WAIT...DON'T TELL US YOU FORGOT!

It's OK, we'll let you make it up to us with
apology-noodz — take \$5 off your next order
with code XXXXX.

KEEP THE FLAME ALIVE

FLY BY JING



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No longer want to receive these emails? [Unsubscribe.](#)
Fly By Jing XXXXX



36) Goodbye

If none of the previous email campaigns worked, send one last “goodbye” email before deleting them from your list.



Like what you see?

**You should work with
me...**

Learn more

