

email design

portfolio

Audrey Estangki Dayawen
www.audreyestangki.com

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EMAIL DESIGN CASE STUDY

PORTFOLIO: ECOMMERCE

Fashion	Ejis
Pet Care	Walkee Paws
Technology	Glistco
Health	Medical Guardian
Home & Living	Stevie & Sazan
Automobile Accessories	Offroad Tents

PORTFOLIO: NON-ECOMMERCE BRANDS

Online Course	Masters of Photography
Car Rental Services	Carvana
Software	Noom

EMAIL DESIGN PROCESS

ABOUT ME

case study

the problem

The client wanted to test if an overhaul of his emails would improve his email marketing results.

before



designer goals

As the designer, I need to create an email based on the copy, while making sure it can hook the audience.

after



The offer is the highlight of the header

More details about the mechanics of getting the offer

Product line up to show the discounted products

Secondary offer / promo

Social proof

Last call-to-action

Footer contains social media links

the full case study can be viewed here:
www.audreyestangki.com/email-template-design/

ecommerce brands

Ejis

fashion brand for men



Walker Paws

fashion brand for dogs



Glistco

gaming accessories



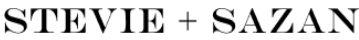
Medical Guardian

health and medical
emergency accessory



Stevie & Sazan

lifestyle, home, and living
brand



Offroad Tents

offroad lifestyle and car
accessories

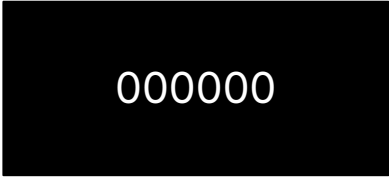




Ejis is a clothing brand for men, whose market are professionals ages 20-55. Most of their clients are from the USA and Europe.

Poppins

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Welcome Email





NEVER LET THEM SEE YOU SWEAT

THE LAST UNDERSHIRT YOU'LL EVER NEED

Are your undershirts not doing the trick? The truth is, if you're buying grocery-store packs of \$2 undershirts, you're paying for them in other ways.

Maybe you still sweat through your shirts sometimes. Or maybe you're constantly replacing them, spending a lot more money than you need to.

That's why so many men are loving their Ejis undershirts. They're not made to be sold cheap, they're made to work. That's why they're 100% sweat-proof.

So give us a shot. We think you'll feel better in one of our undershirts. (And if you don't, we'll refund you every penny you spent.)

SHOP THE COLLECTION



DON'T LET THEM SEE YOU SWEAT

When you wear Ejis undershirts, you'll feel more confident. You'll know your clothes are safe from sweat stains and foul odors... even on a hot day.

So don't risk sweating through your dress shirt. Pick up your first Ejis undershirt today.

SHOP THE COLLECTION



“★★★★★

I put this tee shirt through the test. A Halloween party on a hot afternoon, rehearsal for a play, then back to party well into the night. Not a single drop of sweat on my shirt. I was amazed! Will definitely order more!

-Terry M.

Abandoned Cart





FORGETTING SOMETHING?

Snag an Ejis sweat-proof undershirt before they're gone.

FORGETTING SOMETHING?

Enjoy 10% off your first purchase with code.

USE CODE:
(CODE)

By the way... we've saved your cart... all you have to do is click "check out"

CHECK OUT



“

I put this tee shirt through the test. A Halloween party on a hot afternoon, rehearsal for a play, then back to party well into the night. Not a single drop of sweat on my shirt. I was amazed! Will definitely order more!

-Terry M.



“

If I'm going on a hot sexy date, I like to wear one of these shirts!

-Brad G.

Enjoy your 10% off discount!

You can still get our exclusive discount for first-time purchasers. Just click below and code at checkout.

USE CODE
(CODE)

CHECK OUT





Set your preferences so we can send you the emails you want to receive.

Special Campaign





FREE DRESS SOCKS

We'll add 'em to any \$50+ order.

SHE SAID TREAT YOURSELF!

Happy Mother's Day to all the mothers, stepmothers, mother figures, and fathers who fill both roles! You're all superheroes!

To celebrate the holiday, we're hooking you up with FREE dress socks when you spend \$50+

Pick up a couple more Ejis undershirts, or try out sweat-proof boxer briefs, and we'll throw 'em in.

How to Redeem:

STEP 1:
Add a single pair of grey socks (\$14.99 value) to your cart

STEP 2:
Spend \$50 on OTHER items

STEP 3:
Use the code: FREEGREY SOCKS and the socks will be deducted from your purchase

USE CODE
FREEGREY SOCKS

SHOP NOW



FREE!

ANTI-ODOR DRESS SOCKS FOR MEN (GREY)

PICK UP A FEW MORE



Micro Modal Crew Neck Sweat Proof Undershirt



Micro Modal Deep-V Sweat Proof Undershirt



Sweat Proof Boxer Brief with Fly

SHOP NOW

Abandoned Cart

WELCOME TO EJIS!
GET YOUR 10% OFF DISCOUNT CODE

BE THE MOST CONFIDENT MAN IN THE ROOM.

Get 10% off your first purchase

USE CODE

Ejis10

Stop sweating through your clothes. We invented sweat-proof undershirts and boxers so you could look, feel, and smell your best.

Shop now and use discount code **Ejis10** to get 10% off your first purchase.

SHOP NOW

DON'T SWEAT THROUGH YOUR CLOTHES.

Sweating's awful. It feels bad, and it smells bad. That's why we made 100% sweat-proof boxers and undershirts — so you don't have to sweat anymore.

Look Better | Feel Better | Smell Better

THE LAST UNDERSHIRT YOU'LL EVER NEED

- ✓ Keeps you dry
- ✓ Fights odor
- ✓ Micro-modal fabric
- ✓ Money-back guarantee
- ✓ Longer-lasting — stays tucked in
- ✓ Builds your confidence!

Welcome Email

A NOTE FROM THE CEO.

Kon here with Ejis.

My team recently notified me that you are our newest VIP.

I can't thank you enough for supporting Ejis. Our mission is to bring wearable confidence to the world through sweat proof undershirts, boxer briefs, and odor resistant socks.

I'd love your support in furthering this mission.

Would you do me a favor?

First, we want to hear what success you've had while wearing your Ejis. Just respond to this email to let us know!

Next, share the news and help your friends and family experience a little more confidence in their daily lives.

Forward this email to a friend and invite them to try Ejis® First Product Guarantee. They'll thank you. And so will I!

Kon

CEO Ejis

Makers of Wearable Confidence

SHOP NOW

Shop Now
Pay Later

Free Domestic
Shipping & Returns

Lifetime Guarantee
On All Products

UNDERSHIRTS

UNDERWEAR

UNDERSHIRTS

Set your preferences so we can send you the emails you want to receive.
[Unsubscribe or Manage Preferences](#)

Abandoned Cart

YOUR CART IS GOING BACK ON THE SHELF.
Still want it? Claim it today.

WE'RE PUTTING THESE BACK ON THE SHELF.

Hey — we noticed it's been 7 days since you filled up your cart. Unfortunately, we only have so many items in stock — so we can't save these for you forever.

Good news, though: they're still available. Hop onto our website and finish your purchase today.

SHOP NOW

NEVER GET SWEAT STAINS AGAIN

Ejis's micromodal fabric protects you from sweating and odors — so you always feel your best.

ALWAYS BE PREPARED

You never know when you'll have to meet a client, get called in for a job interview, or go on a hot date. Make sure your closet's ready.

LOOK AND FEEL YOUR BEST

Wearing Ejis is like wearing confidence. Ejis wearers tell us they always feel better in a fresh undershirt.

SHOP NOW

MONEY BACK GUARANTEE

If you don't like your Ejis undershirt, then send it back — and we'll give you a full refund. Guaranteed, and no questions asked.



Walkee Paws is a clothing brand for dogs. Their target market is dog owners living in the US, Canada, and UK.

Lato

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Welcome Email



WELCOME TO THE PACK!

I'm so thrilled you found Walkee Paws! I created these dog leggings back in 2018 after I couldn't find anything on the market that stayed comfortably on my puppy's paws.

Since then, we've helped protect thousands of dogs from dirt, germs and other ruff stuff outside, providing worry-free walks for you and your furry friend.

Plus, our waterproof rubber booties and water-resistant legging fabric ensure your pooch stays dry even when it's raining cats and dogs! My hope is that Walkee Paws let your dog strut their stuff in style, and help you rest easy knowing your home is germ-free and your pup is protected!

Happy Walking!

Lisa Baranoff
Walkee Paws Founder



YOU DESERVE A TREAT:

15% OFF

Since you're new here, we'll throw you a bone: Enjoy 15% off your first purchase with this code at checkout:

NEWBIE15

[SHOP NOW](#)

A PRINT FOR EVERY POOCH

We've got all the fetching patterns to match your pup's style.



CLASSIC
An evergreen plaid pattern for the poshest of pups.
[SHOP NOW](#)



BLACK
Blend-in color for black dogs or stand-out chic on other pups.
[SHOP NOW](#)

Abandoned Cart



A MESSAGE FROM YOUR PUP

Pick up some Walkee Paws today!

FROM: YOUR PUP

I love you, and I adore being your dog. But when we go on walks, my paws get yucky. When it rains, they get wet. When it's hot, they get burned.

That's why I'd realllllly love a pair of Walkee Paws leggings! They'd keep me safe and cozy when we go on our walks—so you don't have to worry and I can have more fun times outside (without the dreaded baths afterward!).

You wear shoes. Why can't I? Please get me a pair of Walkee Paws today!

[SHOP NOW](#)

DON'T MAKE FIDO GO OUTSIDE BAREFOOT!

HEARTS



BALLERINA



CLASSIC



CONFETTI



Special Campaign



Celebrate NATIONAL DOG PARTY DAY with Walkee Paws

We'll take any excuse to throw a puppy party!

Today only, get **FREE** shipping with any **\$60+** purchase.

[SHOP NOW](#)

Show off your pooch with our brand new confetti leggings. Or, if your pup's more conservative, try classic or black instead.

FOR PARTY- LOVING PUPS

Help your pooch look festive and fetching with our Confetti, Hearts and NEW Ballerina leggings!



CONFETTI
A party-ready pattern that's cute and colorful.

HEARTS
A super-cute pattern for your loveable pup.





BALLERINA
A tutu-cute pattern with a ballet-inspired, pretty-in-pink hue.

[SHOP NOW](#)

Break Up Flow



ARE YOU STILL WITH US?



WE MISS YOU!

We haven't seen you in a while (insert puppy dog eyes). We don't want to clutter up your inbox—so we'll stop emailing you soon.

But if you still want to get our messages (and aww-dorable dog pics!), just click here.

YES! KEEP ME ON THE LIST



If you don't check this email anymore, and you wanna subscribe your new address, just click below:

LET'S STILL BE FRIENDS

PROTECT YOUR POOCH FROM:

HOT SIDEWALKS



RAIN AND SNOW



HARMFUL CHEMICALS



SHOP NOW

Special Campaign



People



"SHEER GENIUS"

"effective protection against many environmental hazards"

-Dr. Zola, University Animal Hospital, New York City

TOP PET PRODUCT OF 2021

-People

PAW OF APPROVAL

-The Dodo

BEST IN SHOW



Everyone's woofing about how paw-some Walkee Paws are!

GET A PAIR OF WALLEE PAWS

SO MUCH BUZZ

As Seen on BuzzFeed



29 Problem-Solving Pet Products You'll Probably End Up Using At Least Once A Week

READ MORE

PAW OF APPROVAL

As Seen on The Dodo



We Found Out That Dog Leggings Exist - And They're Actually Genius

READ MORE

PEOPLE LOVE US

As Seen on People



The Top Pet Products of 2020

READ MORE

Special Campaign



pooch paw-fect





Ever taken your fresh-from-the-groomer pup for a walk only to come back with a dirty dog and feeling like you wasted your money?

Not with Walkee Paws!

Our waterproof rubber booties and water-resistant leggings keep your pooch dry, clean and free from mud and dirt.

SHOP NOW

Plus, Walkee Paws keep your canine safe from hot pavements, allergens, ticks, burrs, lawn chemicals and other summer ruff stuff.



And with our over-the-back design, you'll never lose a dog boot again!

SHOP NOW



One of People Magazine's

TOP PET PRODUCTS of 2020!



★★★★★

My dog and I both love these leggings and will definitely order more!

-Jim



Glistco is a Canadian company that produces custom gaming accessories for VR, PS5, PS4, Xbox, PC and legacy consoles.

Bebas Neue

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Welcome Email

GLISTCO

Last Chance To Claim Your

20% DISCOUNT





Hey {{ first_name|default:'friend' }},

Just a quick reminder that your 10% welcome discount will expire in 12 hours.

Apply the code below at checkout today to ensure you don't miss out.

3 REASONS TO BUY GLISTCO



Premium Functionality

For the ultimate immersive gaming experience.



Developed & Manufactured In Canada

We only produce the best quality.



Family Owned Company

You're supporting a small business!

To thank you for your support, enjoy 10% off your first order with the code below!

SFMWelcome10

*your discount expires in 12 hours.

Shop Now

Got A Question? Ask Us!

For any questions, feel free to visit our FAQ section below, or contact us on contact@glistco.com

Visit FAQs

GLISTCO

[Facebook](#) [Instagram](#) [Youtube](#) [Twitter](#)

No longer want to receive these emails? (% unsubscribe %).
{{ organization.name }} {{ organization.full_address }}

New Customer

GLISTCO

LET'S GO! YOUR ORDER

IS ON IT'S WAY!



Congrats {{ first_name|default:'friend' }}!

We want to send you a special thank you message for making your first order with us here at Glistco – we won't disappoint you.

Your order is being carefully prepared as we speak, it won't be long before you can add it to your gaming setup.

TAG US IN PICTURES OF YOUR NEW GEAR...

Follow us on social media to tag us next time you show off your setup.

Instagram

TikTok

Facebook

Pinterest

Twitter



GLISTCO

JUST ONE MORE THING...

To make sure you don't miss any of our future updates, discounts and news, we recommend you Whitelist Our Emails.

What is that? Sometimes your email provider might put our emails in your junk folders by accident, whitelisting means you add us to your approved senders to avoid this!

Whitelisting is extremely easy, for most providers, simply click on our "Sender Name" or "Email" and then click "Add to Contacts" and you're done.

If that doesn't work, visit the page below which will give you some more guidance.

Help Me Whitelist

GLISTCO

[Facebook](#) [Instagram](#) [Tiktok](#) [Twitter](#) [Youtube](#)

No longer want to receive these emails? (% unsubscribe %).
{{ organization.name }} {{ organization.full_address }}

Sunset Email

GLISTCO

IT'S BEEN A WHILE SINCE YOU

LAST LOGGED IN...



{{ first_name|default:'Friend' }}, we noticed that you haven't opened many of our emails lately...

So we wanted to check that you're not trapped in a virtual world!

Here's a quick refresher of what we're all about at Glistco.

OUR MISSION TO EVOLVE THE GAMING INDUSTRY



For years we've been on a mission to improve the gaming experience for people around the globe.

Through the incredible power of 3D Printing, we're creating gaming supplies that offer the latest & greatest in immersive gaming.

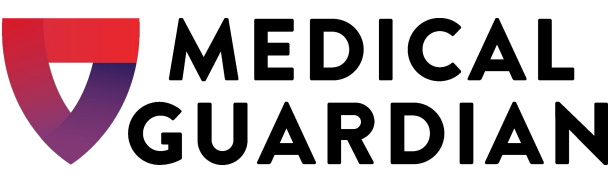
Visit our store to see what's new for you!

Shop now

GLISTCO

[Facebook](#) [Instagram](#) [Youtube](#) [Twitter](#)

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{{ organization.name }} {{ organization.full_address }}



Medical Guardian is an American personal emergency response system provider.

Poppins

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Special Campaign

MEDICAL
GUARDIAN

30% OFF

+ Free Month of Service

✓ Free Lock Box

✓ Free Ground Shipping on Annual Orders

SAFETYFIRST

Promo Code

SHOP NOW



Call to order: 1(844) 607-0043

Medical Alert Systems That Fit Your Lifestyle

Medical Guardian offers a diverse range of medical alert systems and devices for seniors. Whether you want an in-home safety system or a mobile device to protect you on-the-go, you'll find the right product for your budget and lifestyle.



Free Lock Box



Free Activation



Free Ground Shipping on Annual Orders



No Contracts

SHOP NOW

On-the-Go Systems

Get coverage wherever you go. Find a system that's as mobile as you are

- MGMove


- Mini Guardian


- Mobile 2.0



SHOP NOW

It has already saved my life.

If I didn't press the help button, I wouldn't be here today. A comfort knowing I have this around my neck when I need help.
-June F.



Home Systems

Coverage for you where you are the most. Keep it simple & affordable.

- Classic Guardian
- Home 2.0



SHOP NOW

Thank God for Medical Guardian!!

Her life was spared [because she] pushed the button on her emergency pendant. Emergency responders were able to get to her in time to save her life.
-Leona



Need Help Choosing?
Answer a few short questions

TAKE THE QUIZ

MEDICAL
GUARDIAN
1-800-668-9200

1818 Market Street, Suite 1200, Philadelphia, PA 19103



Special Campaign

MEDICAL
GUARDIAN

30% OFF

+ Free Month of Services

✓ Free Lock Box

✓ Free Ground Shipping on Annual Orders

SAFETYFIRST

Promo Code

SHOP NOW



Call to Order: 1(844) 607-0043

Medical Guardian Alert Systems

Find the Perfect System for You

Get a medical alert system that fits seamlessly into your lifestyle, so you can feel safer in your home and anywhere you go. With top quality equipment, fast response times and exceptional customer service, you can live on your own without ever being alone.



Custom Protection



Easy Activation



Reliable Coverage

SHOP NOW

OUR PRODUCTS

In-Home Systems



Classic Guardian
Affordable, Landline-Based Medical Alert System.



Home 2.0
Protection for the Well-Prepared. Powered by 4G.

COMPARE IN-HOME SYSTEMS

On-the-Go Systems



MGMove
Safety Never Looked so Smart.



Mobile 2.0
Powerful. Sleek. Fastest Connection Ever.



Mini Guardian
Petite & Powerful. Your On-the-Go Protection.

COMPARE IN-HOME SYSTEMS

Special Campaign

MEDICAL
GUARDIAN

30% OFF

+ Free Month of Service

✓ Free Lock Box

✓ Free Ground Shipping on Annual Orders

SAFETYFIRST

Promo Code

SHOP NOW



Medical Guardian Alert Systems
Live Life Without Limits

Live or travel on your own, without ever being alone. Medical Guardian alert systems offer more freedom for less money with no hidden fees, and no long-term contracts with top quality equipment and exceptional customer service.

SHOP NOW

On-the-Go System

When life takes you outside, our state of the art mobile alert devices ensure your safety - no matter where you go.

SHOP ON-THE-GO SYSTEMS

In-Home Systems

Our award-winning in-home alert services provide around the clock protection using the most advanced features available.

SHOP IN-HOME SYSTEMS

Award-Winning Customer Care in Health Care

UL Certified and 100% U.S. Based Monitoring Center

Redundant Backup Monitoring Centers

Protection in all Emergencies (Police / Fire / Medical)

MEDICAL
GUARDIAN
1-800-668-9200

1818 Market Street, Suite 1200, Philadelphia, PA 19103

STEVIE + SAZAN

From a top-rated Podcast, Stevie and Sazan curated a collection of health and wellness products that they sell online.

Engravers MT

TYPEFACE

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E2DDDA

BRAND COLOR PALETTE



BRAND IMAGERY

Welcome Email

Stevie & Sarah

WELCOME HOME

We're so happy you decided to join us!

Below we've added a link to download our latest S+S Bucket List + our seasonal playlist we curated just for you. But first, we should introduce ourselves.

We are *Stevie and Sarah*, a married couple and parents to two beautiful girls based in Austin, Texas. We're content creators and now the founders of our signature candle company S+S Goods.

As a new member of our newsletter family you're now a part of our inner circle. A community dedicated to cultivating "The Good Life". We're excited to connect with you on a deeper level, share untold stories, and provide exclusive offers and discounts just for you.



In the meantime, sit back, relax, and enjoy this FREE gift - a specially curated bucket list to help you make the most of this season!

and enjoy

10% off

of your first S+S Goods order when you use the code

SSWELCOME

SHOP NOW



Download the S + S Seasonal Bucket List

Listen to the S+S Seasonal Playlist

Stevie & Sarah



No longer want to receive these emails? (% unsubscribe %).
{{ organization.name }} {{ organization.full_address }}

Abandoned Cart

Stevie & Sarah

YOUR CART MISSES YOU!

We've saved it for you here.



Don't miss out on love!

All of our collections are small batch limited releases but it looks like what you had your eye on is still available. Second chances don't come around often, so finish checking out now while you can.

Make Your Purchase, Check Out Now



Item name

\$00.00

CHECK OUT NOW

Stevie & Sarah



No longer want to receive these emails? (% unsubscribe %).
{{ organization.name }} {{ organization.full_address }}

Post Purchase

Stevie & Sarah

CANDLE CARE CHECKLIST

To make the most of your S+S Goods candle, be sure to follow our candle care checklist tips to ensure a clean burn every time.

CANDLE CARE Checklist



Trim the wick to 1/4" before every burn, for a clean smoke-free experience



When burning the first time, allow the candle to burn for at least 2 hours to avoid tunneling.



Do not burn your candles for longer than 4 hours at a time.

Why: Keeping the candle wick trimmed controls your flame height (Too big of a flame will cause the candle to burn too hot which isn't safe for you, your space, or your candle). It will also cause and create black soot. Ack!

Why: Wax has memory, and the first burn tends to set the radius of the melt. If you create a tunnel on the first burn, the next time you light the candle, it will melt the wax in the tunnel first, making it deeper and continuing to leave unmelted wax around the edges.

Why: Burning candles for more than 4 hours at a time can cause carbon to collect on the wick, and your wick will begin to "mushroom". This can cause the wick to become unstable, the flame to get too large, your candle to smoke, and soot to be released into the air and around your candle container.



If you're in need of a wick trimmer, you can find the one we love and use daily in our shop linked below.

Once you own a wick trimmer, you'll never want to go without one again!





PURCHASE A WICK TRIMMER

Stevie & Sarah



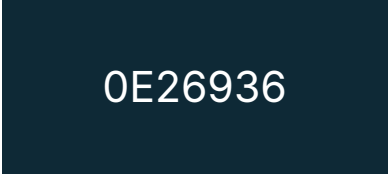
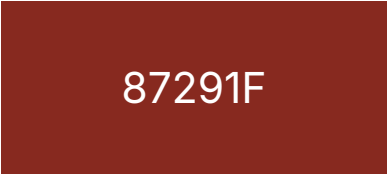
No longer want to receive these emails? (% unsubscribe %).
{{ organization.name }} {{ organization.full_address }}



Off Road Tents offers the best rooftop tents, roof racks, bed racks, and overlanding gears for vehicles in USA and AU.

SF Compact

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Special Campaign

Can't see this email? ({{web_view%}})

OFF ROAD TENTS®

Roof Top Tents

Racks

Our New Website Is Finally Ready...

Click below to take a look...

VIEW NOW

Looking For a Roof Top Tent?

Discover the benefits of Off Road Tents and how they can help you.

Shop Now

{{ first_name|title|default:'friend' }}, we're so excited to announce that our new website is live!

Take a look for yourself and let us know what you think!

TAKE A LOOK

TALK WITH EXPERTS

Need advice? Don't doubt it. Call us

1-844-200-3979

LOOKING FOR A RACK?

4RUNNER

TUNDRA

RAV4

TACOMA

GLADIATOR

OUTBACK

OFF ROAD TENTS®

Hate Overlanding? (% unsubscribe %).

{{ organization.name }} {{ organization.full_address }}

Special Campaign

Can't see this email? ({{web_view%}})

OFF ROAD TENTS

Keep Your Ute Safe On The Road

Protect against rocks, debris and animals

SHOP NOW

Are you looking for the ultimate protection for your vehicle while off-roading?

Look no further than the Piak Bull Bar!

Piak Bull Bars are designed to provide maximum protection to your vehicle's front end against off-road hazards like rocks, debris, and animals.

With its sturdy construction and sleek design, the Piak Bull Bar will give your vehicle a rugged and aggressive look while providing peace of mind when you're exploring the great outdoors.

FIND YOURS

- Made from high-quality steel to withstand tough off-road conditions.
- Designed for a perfect fit to your specific vehicle make and model.
- Easy to install with no drilling required.
- Provides added protection to headlights, grill, and radiator.

Whether you're an avid off-roader or just looking to add some extra protection to your vehicle, the Piak Bull Bar is the perfect solution.

FIND YOURS

OFF ROAD TENTS

Hate Overlanding? (% unsubscribe %).

{{ organization.name }} {{ organization.full_address }}

Special Campaign

Can't see this email? ({{web_view%}})

OFF ROAD TENTS®

Roof Top Tents

Racks

Tell Us What Vehicle You Drive!

Help us personalise content to you

Hey {{ first_name|title|default:'friend' }}, we have a quick favour to ask you...

Here at Off Road Tents we're always looking to serve you better.

One way we can do that is by tailoring email content to your preferences!

We're wondering...what type of vehicle do you drive?🚗

Click a button below to let us know, and we'll send you content related to your vehicle.

TOYOTA

TOYOTA

LEXUS

LEXUS

SUBARU

SUBARU

FORD

FORD

DODGE

DODGE

Jeep

JEEP

SOMETHING ELSE

OFF ROAD TENTS®

Hate Overlanding? (% unsubscribe %).

{{ organization.name }} {{ organization.full_address }}

non-ecommerce brands

Masters of
Photography

online course for
photography



Carvana

car rentals brand



Noom

health and lifestyle
software application



MASTERS OF.PHOTOGRAPHY

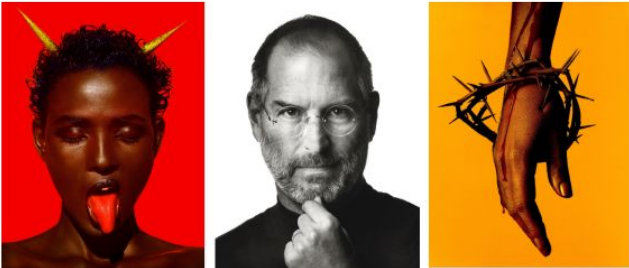
Masters of Photography is an education platform and a resource for photographers.

SF Compact

TYPEFACE



BRAND COLOR PALETTE



BRAND IMAGERY

Welcome Email

MASTERS
OF PHOTOGRAPHY

Start your journey with a
Master of Photography

Access 6 FREE episodes from our masters

albert
WATSON

joel
MEYEROWITZ

nick
DANZIGER

paul
NICKLEN

steve
MCCURRY

david
YARROW

FIND A COURSE

Hi {{ first_name|default:'friend' }}.

First and foremost, a warm welcome to Masters of Photography.

Here we deliver Masterclasses with the greatest photographers in the world.

Whether you're a complete beginner or an experienced veteran, our masters will pass on all their tips and knowledge gathered to you.

We can't wait to see the amazing moments you'll capture from the guidance of the Masters.

To kick things off, we're excited to offer you 6 FREE episodes from our Masters: **Albert Watson, Steve McCurry, Joel Meyerowitz, David Yarrow, Nick Danziger & Paul Nicklen**. These episodes will give you a taste of what to expect from each of the Masters' classes.

Our classes are easy to follow and **suitable for photographers of any level**. They aren't so much about the technicalities of cameras, they are designed to help develop your eye for photography and your creative vision. Don't worry too much about your camera, you can create great photographs with your smartphone as well as your DSLR!



Albert Watson

To watch the **free episodes**, click below to create your account. It is completely free and takes only a few seconds.

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What To Expect
Now You're Here?

You will have access to exclusive content, discounts, expert insights, and valuable resources to help you take your photography to the next level.



Steve McCurry

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Your discount expires soon
Don't forget to use your discount!

SHOP NOW



Hey {{ first_name|default:'friend' }}.

This is your final reminder that your exclusive enrollment offer expires in just 12 hours time. In case you've forgotten, you'll get 10% OFF when you enroll in your first course, 20% OFF when you enroll in 2 courses, and 30% OFF when you enroll in 3 or more courses.

Unlocking your photographic potential is only a few steps away, don't miss out on this opportunity to learn from the masters and take your photography skill to the next level.

Your Exclusive Discount Code

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Got A Question? Ask Us!

For any questions, feel free to visit our FAQ section below, or contact us on **support@mastersofphotography**

VISIT FAQs

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Site Abandonment

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OF PHOTOGRAPHY

Stories That Will Inspire You
Helping you discover your photographic potential

TAKE ANOTHER LOOK

We noticed that you recently visited our website, did anything catch your eye?

Our courses are designed to help you discover your own unique identity as a photographer, and each of our Masters are dedicated to supporting you every step of the way.

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TRY IT YOURSELF

Creating Evocative Images that Can Change The World

Paul Nicklen



paul
NICKLEN



Learn how to create stories that explore the cross section of art, science and photography that help make a difference to the world.

TAKE A LOOK

Discovering your Photographic Identity

Joel Meyerowitz



joel
MEYEROWITZ



Take Joel's helping hand in guiding you through the process of finding your unique voice as a photographer and developing your own style.

TAKE A LOOK

Using Photography for Advocacy

Nick Danziger



nick
DANZIGER



Learn how to use your photography skills to make a difference and bring attention to important social and political issues.

TAKE A LOOK

Thank You Email

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Expand Your **Photographic Senses**

Enjoy **10% OFF** your next class.

FIND YOUR NEXT MASTER

Hey {{ first_name|default:'friend' }}!

We'd like to extend our appreciation for your dedication and progress throughout your **[INSERT NAME OF COURSE]** course.

To help you further develop your skills, we're offering a limited time discount of 10% off your next Masters of Photography course.

To redeem the discount, simply use the code below at checkout when registering for their next course.

🌟 Use the code

(% coupon_code 'SFMUpsell10' %)

for **10% off your next order** 🌟

We look forward to seeing you soon!

Take a Look

[Product Images]

GET STARTED

Learn a New Story

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Don't Forget: **10% Discount**
Still Active

Join The Masters

Your 10% discount is still active {{ first_name|default:'friend' }}.

Each of our courses are designed to help you discover your own unique identity as a photographer, and we're dedicated to supporting you every step of the way.

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Know somebody
who might like a gift from us?

The gift of knowledge is priceless. If you know somebody who is passionate about photography, give them the greatest gift by sharing one of our courses with them.

Simply click 'Purchase as Gift' on your chosen course page.

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When you buy from us, you're helping us to keep doing what we love - sharing the gift of photography with the world.

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McCURRY

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LEARN FROM THE MASTERS

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YOUR OPPORTUNITY TO ASK NICK
the **BIG QUESTIONS**

Live Webinar Q&A with Nick Danziger

Thursday March 23rd
5pm GMT | Midday EST | 9 am PST

Hey {{ first_name|default:'friend' }}!

As a quick reminder, next week we're hosting a live Q&A webinar with world renowned photojournalist, documentary filmmaker, author and educator Nick Danziger!

Now is a great opportunity to ask Nick directly any questions you may have...

Nothing is off limits as we uncover:

-What makes a great picture

-The power of photography for advocacy

-Getting your work published

-Making money from your photography

-Ethics

And anything you'd like to add...

Please send us your question by replying to this email.

Nick's images and photo-essays have appeared in numerous publications such as : TIME, FORBES, THE TIMES, LONELY PLANET, PARIS MATCH, LE MONDE and Elle. He has won several prestigious awards for his photography including, in 2004, the World Press Photo 1st Prize for his 'mirror' image of Prime Minister Tony Blair and President George W. Bush.

His photographic book, The British (2001), was awarded Best Monochrome Illustrated Book by The British Book Design & Production Awards in 2002

Please be aware: priority for this webinar will be given to those enrolled in Nick Danziger's courses.

REGISTER FOR THE WEBINAR

Photographs By Nick

LEARN MORE



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THE EASY WAY SELL OR TRADE IN YOUR CAR

Just answer a few questions about your vehicle, and get a real offer in minutes. You'll always get our strongest offer based on your vehicle details and current market conditions. We'll buy your car for cash or you can trade it in. It's up to you.

SELL YOUR CAR

- Flexible scheduling and safe, touchless pickup of your old car.
- Fast, secure payment by check or direct deposit.
- Get expert help from our customer care team, if you need it.



TRADE-IN YOUR CAR

- Apply your trade-in value to reduce or eliminate the down payment on your next car.
- Get instant trade-in tax savings in most states, which can be worth hundreds or thousands of dollars.
- Quickly and easily switch out of your old car and into one of thousands of Carvana Certified vehicles.




CARVANA

Over 500,000 Cars Purchased

WHAT CUSTOMERS ARE SAYING

★★★★★

"The Carvana process is really great!! Takes all the stress out of selling your vehicle privately."

-Scott J.


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Get an Offer in 2 Minutes

SELL YOUR CAR 100% ONLINE



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GET A REAL OFFER, RIGHT NOW

Share a few details and get a real offer for your vehicle in minutes. No haggling. No headaches.

[GET MY OFFER](#)



GET MY OFFER

Share a few details about your vehicle and we'll extend a real, firm offer in 2 minutes that's good for 7 days.



TRADE IN OR SELL

Trade-in your old vehicle for a new one, or sell it to Carvana. Either way, we'll pick it up or you can drop it off.



GET PAID

After a quick, on-site review of the vehicle, we'll issue your payment or hand over the keys to your new ride.

[GET MY OFFER](#)

Over 500,000 Cars Purchased

WHAT CUSTOMERS ARE SAYING

★★★★★

The whole process took less than 30 minutes. I highly recommend Carvana to anyone

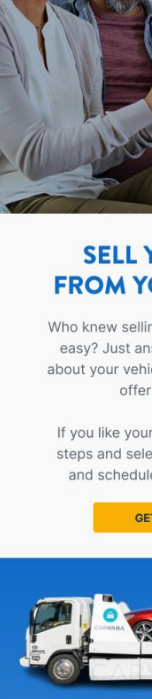
-Helen L.

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THE NEW WAY TO SELL YOUR CAR

100% Online. Get a Real Offer in 2 minutes.

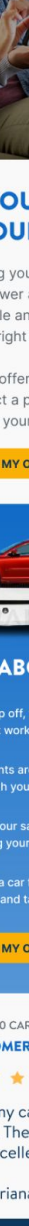
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SELL YOUR CAR FROM YOUR COUCH

Who knew selling your car could be so easy? Just answer a few questions about your vehicle and you'll see a real offer right away.

If you like your offer, follow the next steps and select a payment method and schedule your appointment.

[GET MY OFFER](#)



IT'S ALL ABOUT YOU

- ✓ Pick up or drop off, you choose the time and place that works best for you.
- ✓ All appointments are touchless and completed with your safety in mind.
- ✓ We'll finalize your sale or trade-in on the spot, including your payment.
- ✓ If you bought a car from us, we'll bring your new ride and take your old one.

[GET MY OFFER](#)

OVER 500,000 CARS PURCHASED

WHAT CUSTOMERS ARE SAYING

★★★★★

The process of selling my car was extremely simple, I still can't believe it. Their customer service is excellent.

-Oriana O.

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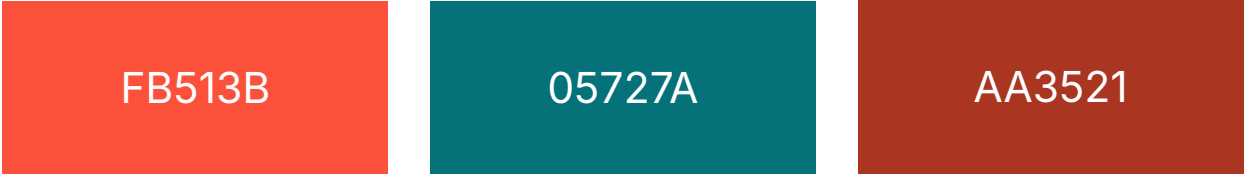
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NOOM

Noom is a subscription-based app for tracking a person's food intake and exercise habits.

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NOOM

Begin your health journey with Noom

14-DAY FREE TRIAL ➔

Change your mind, change your life

Noom helps you learn how your mind works and the why behind the decisions you make.

Using proven psychological principles, Noom guides you through the ups and downs of your health journey and supports you along the way to changing your life for good.

- ◆ A curriculum rooted in psychological principles helps you better understand yourself, your brain, and the science of choice.
- ◆ An emphasis on science helps you meet and exceed your goals—from weight management to diabetes prevention to stress reduction.
- ◆ Achieve proven health outcomes by developing healthy habits, and fostering the skills you need to navigate your social environment and overcome barriers.

➔ [Take Noom's Free Quiz to Kickstart Your Health Journey](#)

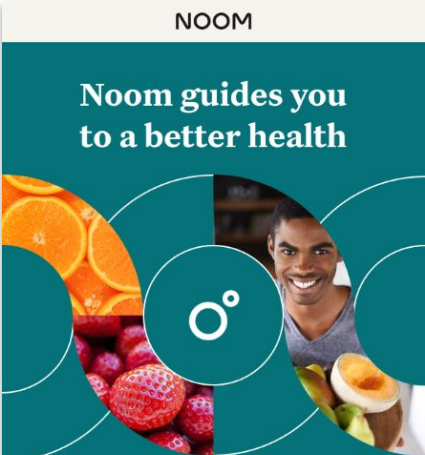
"The psychology-based approach is what has made the difference for me, and unlearning why I've developed my habits in the first place makes it easier to make new choices."

➔ NOOMER CAROLYN

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229 W 28th St, 9th Floor, New York NY 10001 USA

Special Campaign



NOOM

Noom guides you to a better health

14-DAY FREE TRIAL

START MY JOURNEY

A mission for change

Noom is a digital health platform on a mission to help people everywhere live healthier lives through behavior change.

GET STARTED

- ◆ **Let's Get Psychological**
Get daily bite-sized lessons that are backed by the latest in psychology and behavioral science. Courses are personalized, fun, easy to follow, and will help you build up your confidence with tools you can put into practice on day one.
- ◆ **You're The Boss**
You decide how much time you want to spend on Noom each day. No one will tell you what you can or can't eat either. Instead, you'll get the knowledge and wisdom you need to make informed choices that fit your lifestyle.
- ◆ **Support For Your Personal Goals**
You'll have access to a personal coach who will be there to support you throughout your experience. But coaching isn't always for everyone. That's why you'll have the option to choose the type of support you need to achieve your goals.
- ◆ **Progress over Perfection**
Noom's tools are designed to empower you to achieve your goals and keep you in charge of your own progress. Because the process of changing your habits is full of ups and downs, we believe everyone should be able to hit their personal goals at a pace that's right for them.

START MY JOURNEY

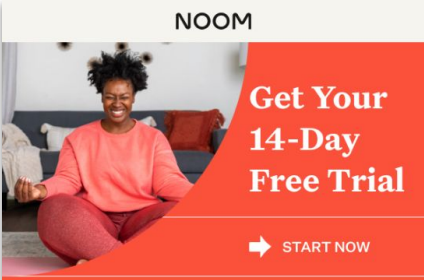
"I tried Noom 'just to see', and here I am nine months later, with a whole new level of mindfulness, confidence, and optimism about my ability to manage my weight, manage my emotions around food, and live a healthy, happy, active life!"

➔ NOOMER MICHAEL

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NOOM

Get Your 14-Day Free Trial

➔ START NOW

Take control of your health journey

Gain confidence with practical knowledge about healthy weight loss, nutrition, physical activity, and other aspects of health and well-being you can employ right away.

Weight management is just the beginning.

There's more to living a healthy life than being a healthy weight and Noom empowers people to exceed their non-scale goals. With behavioral change users achieve proven health outcomes —from weight management to diabetes prevention to stress reduction.

Learn proven psychological principles

Noom helps people better understand themselves, their brains, and the science of choice. By fostering healthy habits users learn to navigate their social environment and overcome barriers to take control of their own health.

Health doesn't happen at the doctor's office — health starts with you, at home.

Start my journey ➔

"I've learned a lot about the psychology of food and the mental blocks we all have as we go through change. I sleep a lot better, am far more mentally alert, and feel more confident."

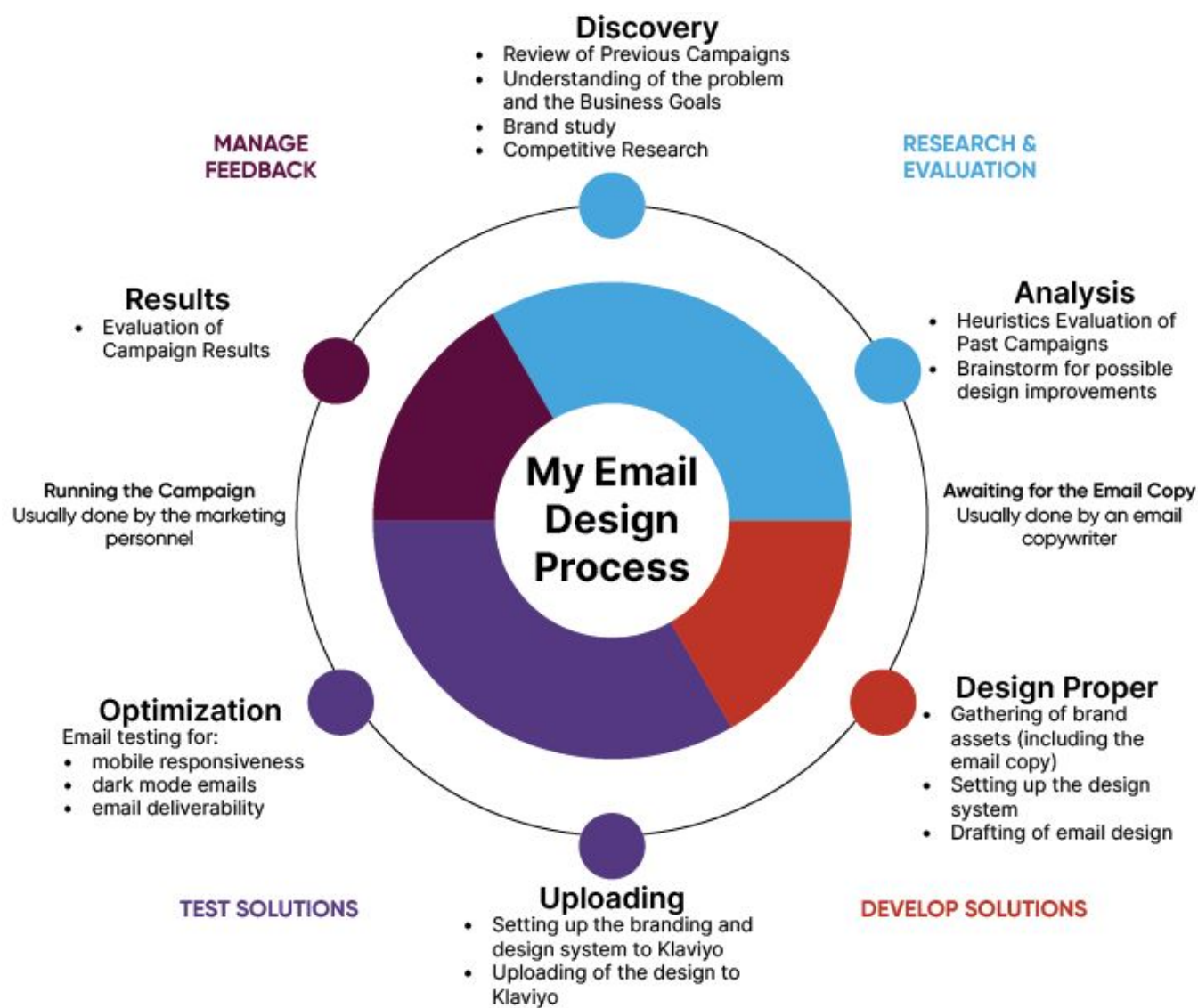
➔ NOOMER RAOUF

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my email design process

After doing dozens of email designs, I have formulated my own go-to process when coming up with the effective designs for my clients' brands. This process is not a fixed rule but used as a foundation to my understanding of a brand.



COMMON TOOLS USED



Figma

Design and Collaboration



Photoshop

Design and Photo Manipulation



Klaviyo

Email Template Builder and Campaign automation



I have been a visual designer for 7 years, specializing in UI/UX and email design.

I started designing emails 2 years ago. I've since learned more about how to design emails that convert.

With my knowledge UI/UX design principles combined with conversion rate optimization, I've helped numerous brands increase their profits from their email marketing campaigns.

A sample case study can be viewed here:
<https://audreyestangki.com/email-design/>

Audrey Estangki Dayawen
UI/UX and Email Designer

www.audreyestangki.com
aestangki@gmail.com

email design portfolio
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-end-