



Email Creative Playbook

Ideas & Examples for your next campaign

Yes Lifecycle Marketing



Agenda

1. Creative Playbook:

- Design Ideas
- Coding Ideas
- Content Ideas

1. Trends in email

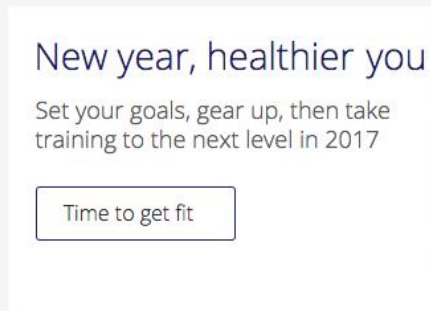


Design ideas



Sans header

- Impactful format stands out in the inbox
- Good tactic for announcement emails
- Follows best practice... headline & CTA are code-based



Let's get cooking

Get inspired, upgrade your

Responsive carousel

- Desktop uses arrows to navigate the slides
- When scaled to mobile, the arrows disappear, leaving thumbnail images as navigation
- Viewed in Webmail, the carousel falls back to a rotating animated gif

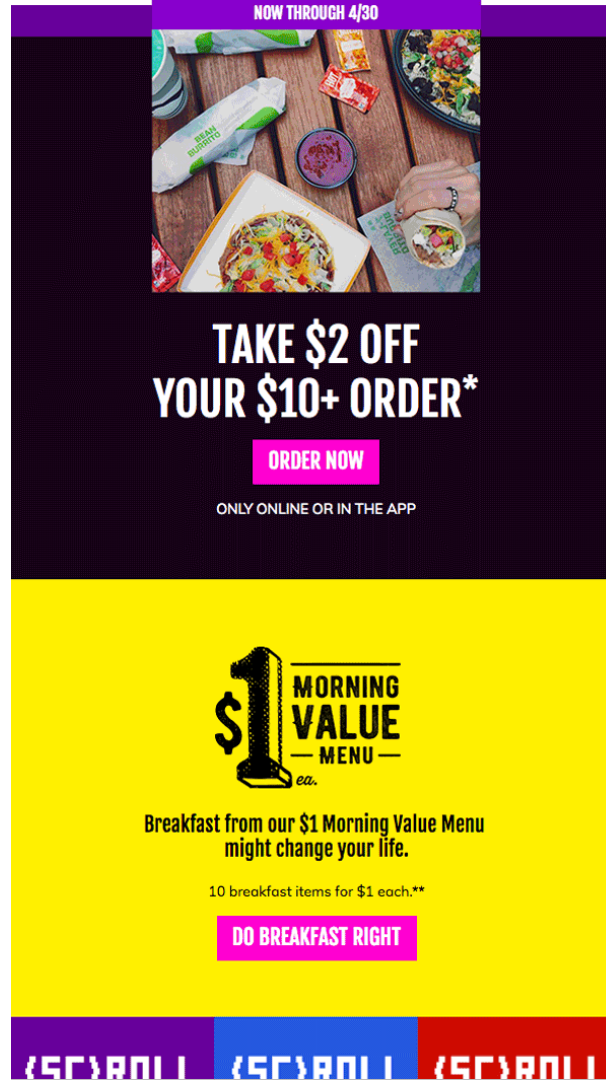
The new Nest Protect.
The smoke alarm other alarms look up to.

BUY NOW



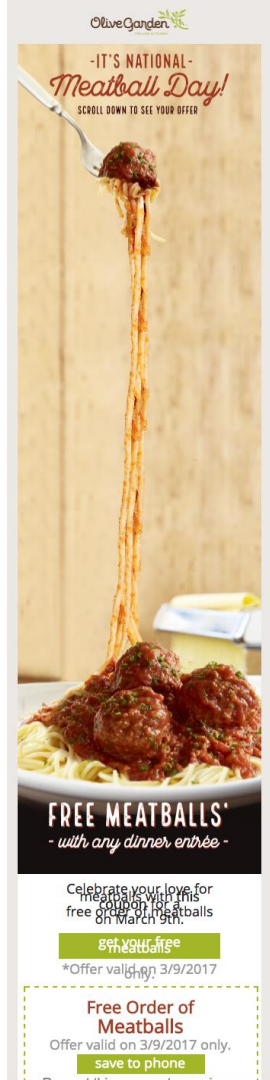
Parallax scrolling

- Unique in the inbox
- Good tactic for lifecycle messaging (birthday, anniversary, etc.)
- Extra points with the tech-savvy audience
- Works on Webkit environments



Long-Scroll or Side scroll

- Unique in the inbox
- Good tactic for lifecycle messaging (birthday, anniversary, etc.)

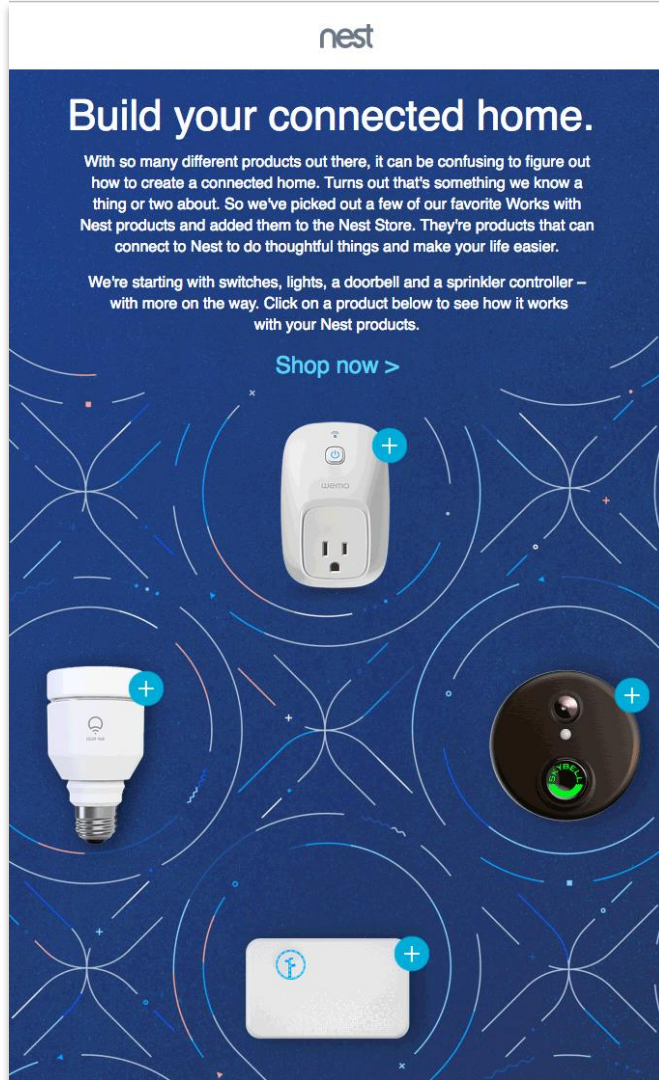


Coding Ideas



Product hotspots

- Uses image hotspots that display product detail & Buy button when clicked
- Cool tactic for retailers...just don't forget to plan for graceful *degradation in non-Webkit environments*



Interactive puzzle

- Uses an interactive word puzzle to "unlock" offer
- Unique in the inbox
- Nice tactic for special events or promos
- Works on Webkit environments

SOLVE THE CODE BELOW TO
GET YOUR COUPON!



CSS effects

- Hover states can be added to buttons or elements
- The same technique can also be used to create rollover images that resize for mobile!
- Good technique for a product education module
- Works in Webkit environments



Get assistance with
email bugs



Contribute to the
community



Brainstorm ideas with
email geeks

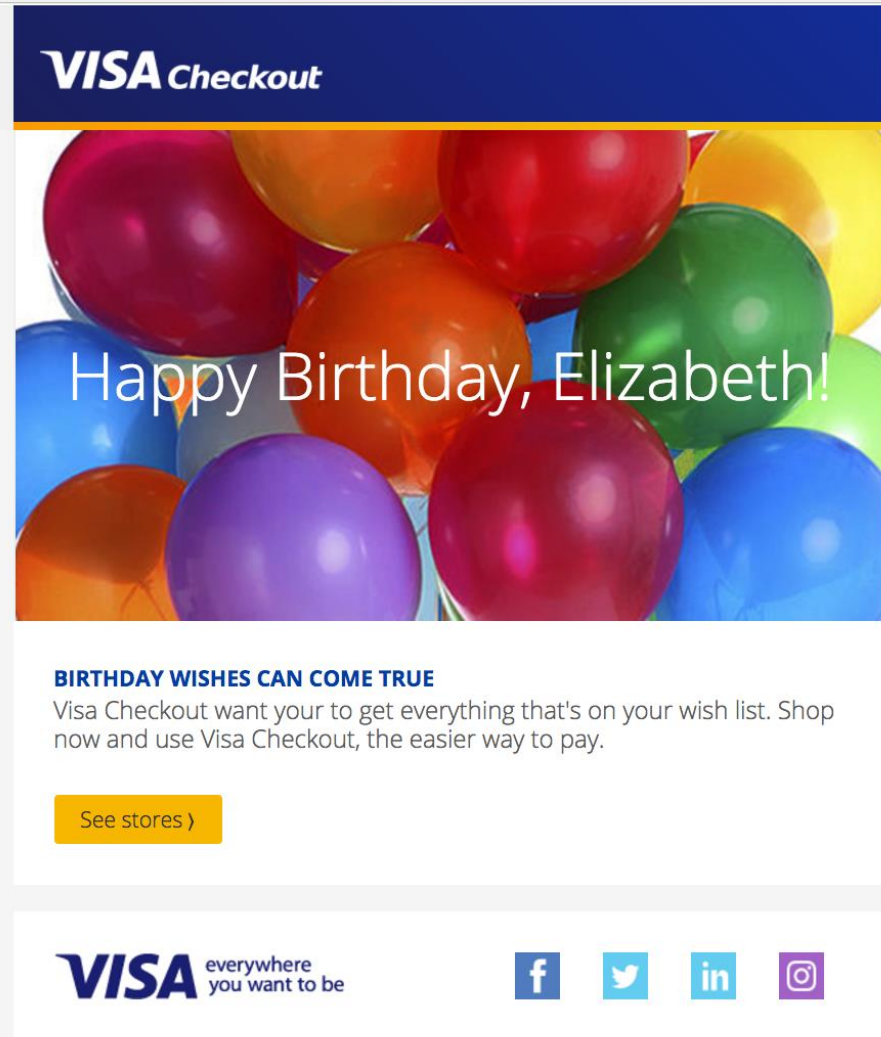
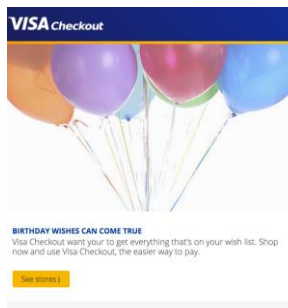
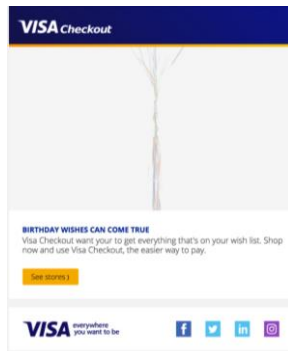


CSS effects

- Make objects move gracefully
- Drop, slide, spin, etc

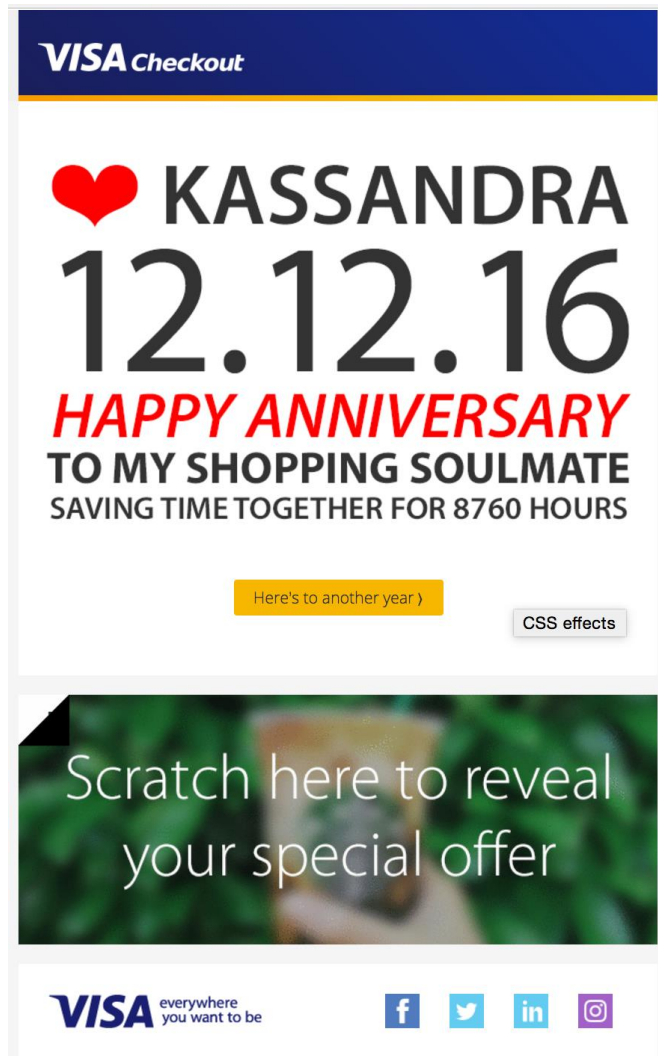
More Examples

- **BALLOON**
http://preview.4at5.net/email_domains/vco/0037/archive/3/vco_0037e.html
- **MOUSE OVER**
http://preview.4at5.net/email_domains/vco/0115/vco_0115e.html
- **SLIDE DROP**
http://preview.4at5.net/email_domains/vco/0115/vco_0115c.html




Scratch-Its


- iOS scratch
- All others click



Add to Calendar

- Great way to connect inbox to calendar






50% Off Weekend Delivery Deal

Take 50% off up to two menu-priced pizzas from PizzaHut.com when you sign in or sign up with Visa Checkout.

[Get this party started >](#)

Limited time offer. See terms below.



Add a game day reminder to your calendar.

Dynamic Maps

- Proven eye-trackers!

YOUR OLIVE GARDEN:

Portland - Mall 205

9830 SE Washington Street
Portland, OR 97216

Not your Olive Garden? [update](#)



Mobile Wallet

- Great way to connect inbox to calendar

Interactive card

- Employs CSS animation to create a 3D card opening triggered by tap or mouse-over
- Works in Webkit environments



Content Ideas



Photo Issue

AMBERJACK

WEDNESDAY 9.9.15

It's midweek and all we can think about is fishing... So we thought we'd share some images that have us particularly inspired about our next adventures.



us particularly inspired about our next adventures.



Stop by **Amberjack** to plan your next fishing adventure.

Trends



Nothing says “New Year” like a fresh design mix for your home. Whether you’re rehabbing your kitchen or dreaming of a new bedroom, 2016 design is all about combining simple and bold to create a unique, modern vibe.

Learn more about today’s hot looks, and say goodbye to a few fads. (Hint: Put down the mason jar.)

[Discover what's in](#)



Staff Picks

WARBY PARKER EYEGLASSES SUNGLASSES LOCATIONS

Staff picks

This month we polled our own teams to find out which frames they were wearing the most. (Little did they know we'd share with the world.)



CHOSEN BY OUR
COMMUNICATIONS TEAM



Anders Crystal

CHOSEN BY OUR
SUPPLY CHAIN TEAM



Bensen Belize Blue

Fab.

NEW ARRIVALS | WOMEN | MEN | HOME | ART | TECH | SALE

Our Director of Finance

PIERRE

Top Picks From Fab HQ



WORDS TO LIVE BY

(The original French quote is one of Pierre's tattoos)

“WHEN THE MYSTERY IS TOO OVERWHELMING, ONE DARE NOT DISOBEY.”
-ANTOINE DE SAINT-EXUPERY

FUN FACTS ABOUT PIERRE

POLYGLOT PERSONAGE
I SPEAK FOUR LANGUAGES: FRENCH, ENGLISH, GERMAN AND MANDARIN

TATTOOED TIME TRAVELER
I LOVE DOCTOR WHO—AND MAY GET A TARDIS TATTOO

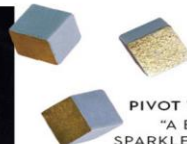
POETRY ISN'T DEAD
MY FAVORITE POEM IS DONNE'S HOLY SONNET X

GLORIOUS GO-TO
MY TOP KARAOKE PICK? ONE SONG GLORY FROM RENT



POUF PASTRY BEANBAG ▶

BY FAB X DOMINIQUE ANSEL
“MY CRONUT OBSESSION HAS REACHED NEW HEIGHTS!”



PIVOT WALL ACCENTS ▶

“A BIT OF ECLECTIC SPARKLE FOR MY WALLS.”

Top Ten Lists

Most Read Articles : Spring 2016

Most Search Destinations

Most Redeemed Destinations

Top Trending Warm Locales



Humor

- Great as reoccurring sticky content



"It keeps track of how long you've been wearing workout clothes without actually working out."

GREAT MOMENTS IN TECH BLOOPERS

Newton Bites The Big One

1993: Widely mocked for its price tag, challenges with handwriting recognition and size, the Apple® Newton™ Messagepad ranks as one of our biggest bloopers of 1993.

While it died a quiet death, this early Apple admittedly made way for the smartphones we know and love today.



LET'S GET BUBBLY



Kip: Arrgh! Look at all me booty!

Dad: Your booty better start studying soon or it'll be walking the plank.

Here's
fall of
start.
next
more
Thank














My



Social: Call & Display

Ultra sweet tweets + more ways to win

Congrats to our [#ilovemymom](#) contest winners & their amazing moms. Here are a few of our favorite tweets — Happy Mother's Day!

 J Renee Martin @JReneeMartin Compassionate omnipresent survivor #ilovemymom Expand 2 May	 Connie @Mary10a Phenomenal, Encouraging, Friend #ilovemymom Expand 2 May
 Toni Moore @VectoringMamma graceful poetic forgiving :))) #ilovemymom Expand 2 May	 Sakyung Han, Esq. @SakyungHan Faithful, Loving, Beautiful. #ilovemymom Expand 2 May
 bob johnson @Ranold0000000 Inimitable, Lionhearted, Compassionate. #ilovemymom Expand 2 May	 Edgar Alfonso @EDGARHOUSE Persistent, Charming, Lovely. #ilovemymom Expand 2 May
 Amanda Jennings @AmanDUH_Says Hardworking, Dedicated, Awesome. #ilovemymom Expand 2 May	 Amy Poulson @VoroosAmyLynn Caring, expressive, nurturing #ilovemymom Expand 2 May
 dakota amburgey @dakotaamburgey Beautiful, Unselfish & Caring #ilovemymom Expand 2 May	 Kim Brillhart @kcozthart short adorable silly #ilovemymom Expand 2 May
 Amy Green @amygreengeddy enchanted, cherished, inspiring #ilovemymom Expand 2 May	 Braunson Mazoka @Wplash22 Amazing, Sweet, Caring #ilovemymom Expand 2 May
 April Smeltzer @aprilsm4 Strong, caring, amazing. #ilovemymom Expand 2 May	 Bethany Hall @bhall1821 Creative, Thoughtful, Angel. #ilovemymom Expand 2 May
 Niko Vunislalevu @NikoVunislalevu Loving, Accommodating, Productive. #ilovemymom Expand 2 May	 Marian Henderson @MarianG1et Generosity beyond comparison #ilovemymom Expand 2 May

Want to get in on our next great giveaway?
Sign up for My Print Rewards & you could win a \$250*** HP gift card.

[Sign up now](#)

**Jason Wysocki** @nicesocki
Sweet, Funny, Tenacious. [#ilovemymom](#)

**Skye Townse** @skytownse
[#ilovemymom](#)

**Amanda Code** @adcode76
wise graceful resourceful [#ilovemymom](#)

**Ray Porter** @slimrayray
Charming, Immovable, Devoted. [#ilovemymom](#)
from Decatur, GA

**Klein** @kleindesign
Unpredictable, Greatest. [#ilovemymom](#)

Tell us why your Mom is the best!

Tweet 3 words that best describe your mother with [#ilovemymom](#)
We'll share the best & the top 3 picks will win digital photo frames**

[TWEET FOR MOM!](#) 

- Request input
- Display results
- Community
- Interactive

Curated content

DIVERSIONS



HOW CHRIS MCCANDLESS DIED

The author of *Into The Wild* reveals the real cause behind the icon's demise

THE NEW YORKER



OBLIQUE STRATEGIES

Brian Eno on ambient music, minimalism, politics and a whole lot more

PITCHFORK



NEW YORK CITY 1986

Take a surreal subway ride through the past in this experiential doc

AEON





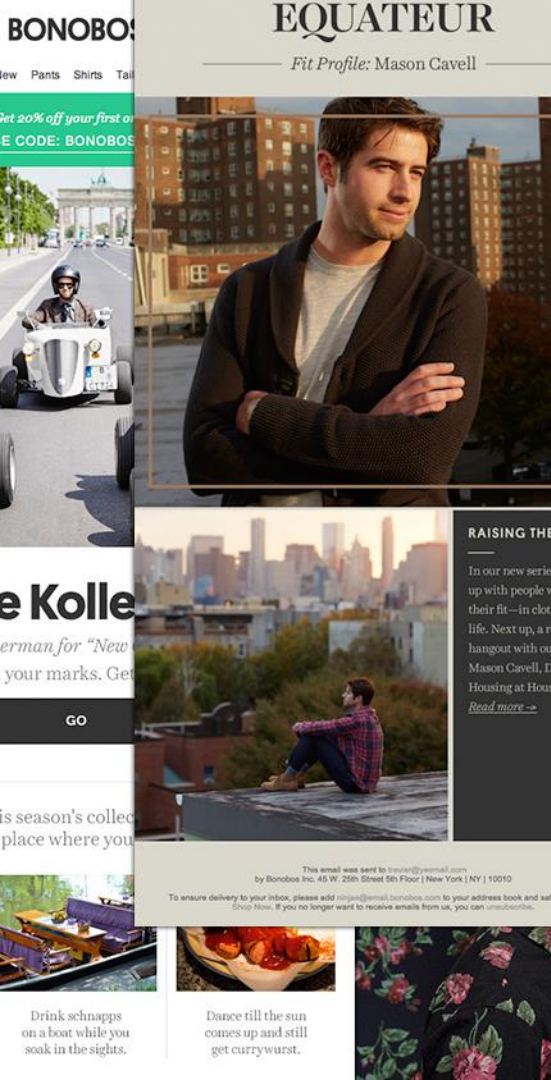
Don't be afraid to link out

- ⑩ Remember, you're adding value for the reader.
- ⑩ While it seems counterintuitive to link away from your site, the reader will remember that *you* pointed them to that great article.
- ⑩ Consistently provide supplemental content & the audience will be looking for your next email... "wonder what's in this month's newsletter".
- ⑩ Curating existing content that syncs well with your marketing message is an efficient way to add sticky.
- ⑩ 27,000,000 pieces of content are shared everyday.²



Cool trends & tactics in email design

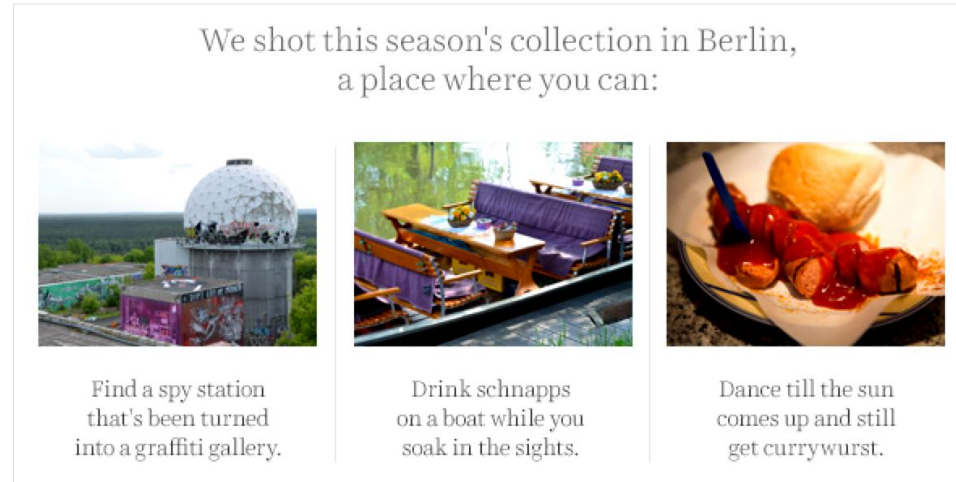
Examples from brands enjoying high email engagement



Bonobos

⑩ Solid contender for best retail email

- Sticky elements: editorial profiles, tips, trivia
- Even their straight marketing is well crafted & engaging
- Case study in training subscribers to open





Balancing act

Collecting feedback is an essential part of creative collaboration. But not all comments are created equal. Receiving feedback that you don't agree with can be tricky and you often need to take into account the personality of the reviewer.

Our six tips for dealing with feedback will help you handle negative comments, while remaining true to your original vision.

SEE THE SIX TIPS



The Farr side

Richard Farr, the founder of Australian production company, Digital Video Experts, talks about competing with larger agencies and why collaborating on videos with Hightail ticks all his boxes.

MEET DIGITAL VIDEO EXPERTS



HIGHTAIL



h personality type are

t teams are usually a perfect mix of personality types. Blending each individual's experience makes for a strong business that can't be covered by si

ch personality type are you? Are you and your team fit? Take our fun quiz to find out your strength lies then share the

TAKE THE QUIZ



Mustang Tracie

California-based photographer Tracie recently discovered a better way to manage her files with her team. Find out how she saved 30 hours on a project and see her extraordinary photos of wild mu

Hightail

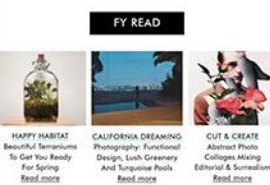
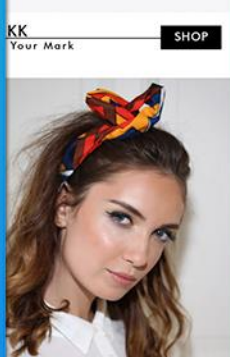
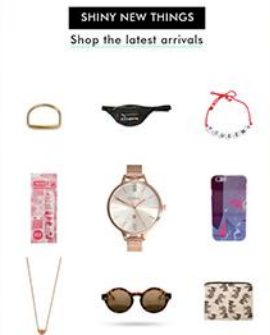
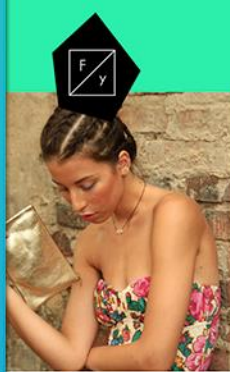
⑩ Doesn't get much stickier than this

- Includes: expert profiles, tool tips, photo essays, trivia, interactive quizzes, workflow tips...
- Monthly newsletter that leaves you counting the days until the next drop

Tool tips with Sarah Li

Which apps and websites are essential to your day? Our Product Designer shares her tool tips for work and play and proclaims her love for animal GIFs.

SEE SARAH'S TIPS



FY

10 Retail email + perfectly bite-sized content

- Sticky elements: tips, galleries, editorial articles, & music
- Well-curated, outside content that resonates with the audience
- Always links out to blogs, SoundCloud, etc.

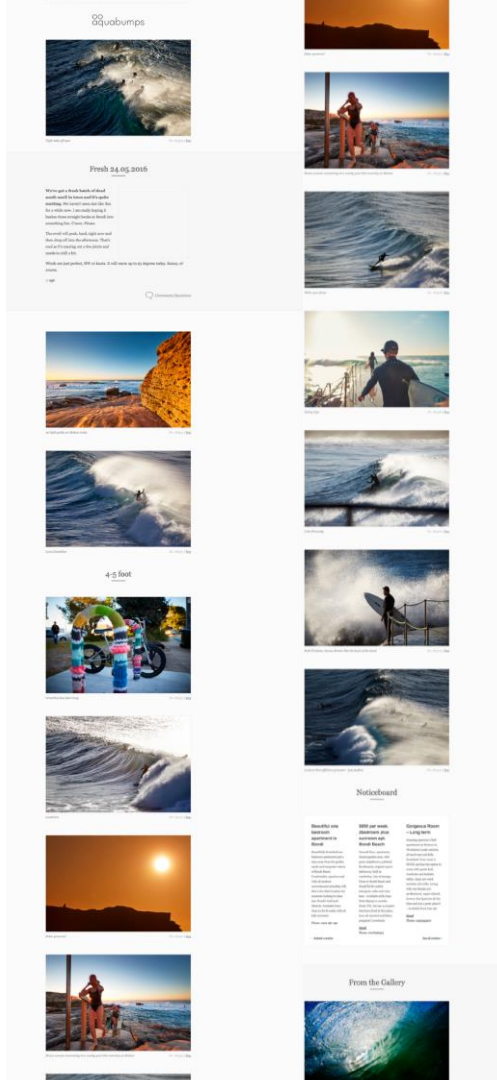
HAPPY HABITAT
Beautiful Terrariums
To Get You Ready
For Spring
[Read more](#)

CALIFORNIA DREAMING
Photography: Functional
Design, Lush Greenery
And Turquoise Pools
[Read more](#)

CUT & CREATE
Abstract Photo
Collages Mixing
Editorial & Surrealism
[Read more](#)

Aquabumps

- High-end photography
- Contextual targeting
- Daily updates



aquabumps



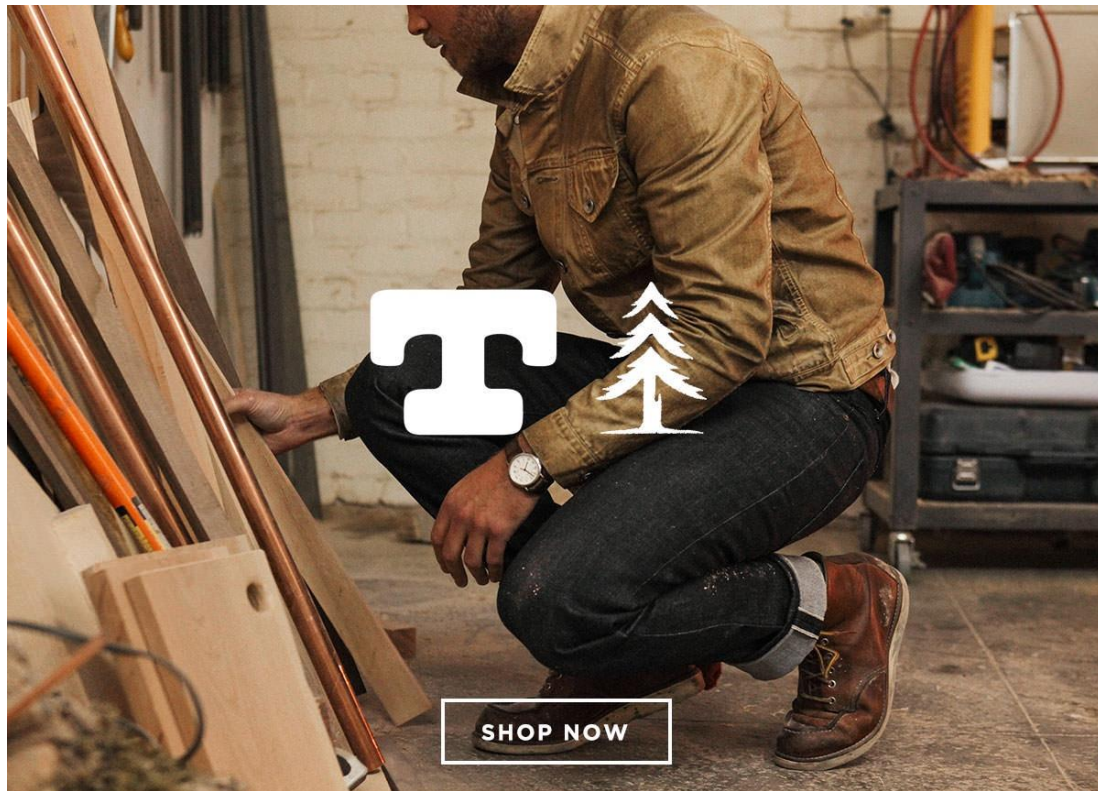
This is a mid range set.

No. 664



Huckberry

- Curated content
- Ultra clean design
- Instagram sign off



THE JOURNAL



DIVERSIONS



THE ACL GUIDE TO FLYING

"The middle seat gets both arm rests." Can we get an "Amen" to that?

A CONTINUOUS LEAN



HOW TO BE CREATIVE

How long runs and showers can help unlock your potential

PBS



THE HUNT FOR GIANT SQUID

One man's left-field plan to capture the ocean's most elusive creature

THE NEW YORKER

FOUNDER'S PICKS



TONY PATELLA
PETE SEARSON

HUCKBERRY ELGIN

"We've known Huckberry for four years and it's time to do something special — to create something that's different"

[SHOP NOW>](#)

RANCOURT COURT CLASSIC LOW

"Three-plus years ago we traded some jeans for shoes — the shoes are still going strong, the quality is amazing"

[SHOP NOW>](#)



TANNER GOODS CLASSIC BELT

"When we started, one of the first no-brainers was to have Tanner Goods supply our leather patches — seven years later, we're proud to be friends with these lads"



SEE YOU OUT THERE



Huckberry Ambassador Cyrus Sutton solo camping in Southern California

- Editorial content
- Minimal design
- Simple animation

EVERLANE

WOMEN • MEN • ABOUT • GET \$25

made in
LA

We invited Instagram's best to explore our LA factories.

SEE STORY

Last month, we brought 8 of our favorite Instagrammers to the mill, dye house, and sewing factory where we make our tees and sweatshirts. Here's what they saw.

costs

The Making Of

The true cost of making a Weekender bag.

— it's back —

V-NECK

Our perfect summer tee is back in stock.

Shop Now

Shop Now

Shop Now

RADICAL TRANSPARENCY

Know your factories. Know your costs. Always ask why.

JOIN OUR COMMUNITY

Unsubscribe | Privacy Policy | Terms of Service

110 Butler St. Suite 800 San Francisco, CA 94104 © 2013 Everlane, Inc. All Rights Reserved.

#WhereITravel

This summer: Escape the city.
Travel the world. Share your best moments with us.

SEE GALLERY

Radical Transparency

Know your factories. Know your costs.
Always ask why.

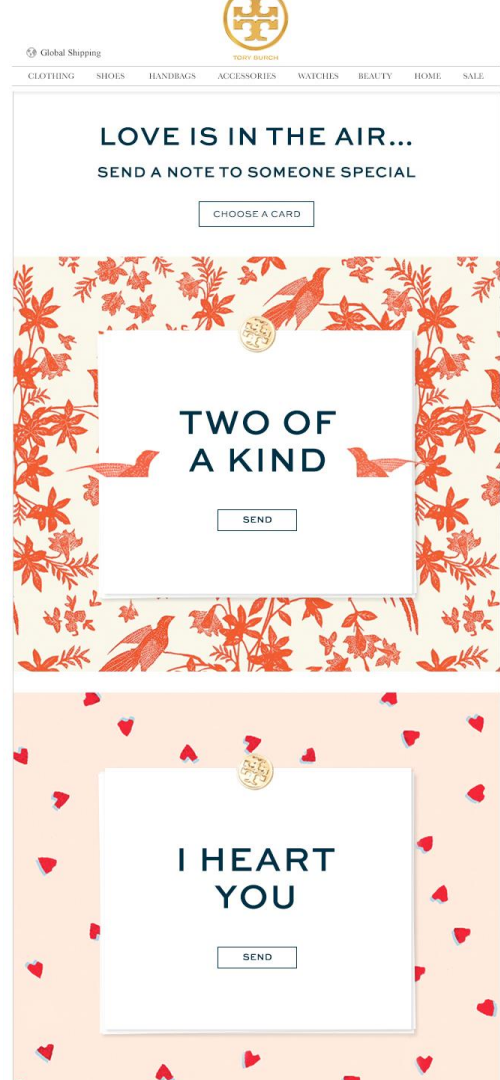
34 | Email Design | February 15, 2017

Tory Burch

- Content
- Illustration
- Animation



PRIVATE SALE IS FINAL SALE; NO RETURNS OR EXCHANGES ON PRIVATE SALE ITEMS. NO PRICE ADJUSTMENTS ON PREVIOUS PURCHASES. PROMOTION CODES ARE NOT VALID ON PRIVATE SALE PURCHASES. PRIVATE SALE ENDS MONDAY,









- Products based on browsed history
- Solid design





Etsy [View this email online](#)

[Clothing](#) [Accessories](#) [Jewelry](#) [Home & Living](#) [Weddings](#) [Craft Supplies](#)

Inspired by your Etsy history



		
Sterling Chevron Necklace \$24.00	Sterling Silver Pendant-F... \$46.34	BDSM Symbol Owned D... \$10.00
		
Charm Bracelet, 50 Fifty ... \$7.93	Handmade BDSM Emble... \$9.00	BDSM symbol metal chal... \$23.00

Get the look: Vintage denim



	
High-waisted shorts	One-of-a-kind finds
	

[Cool chambray](#) [Relaxed fit styles](#)

Stand out

	
Trending: Gemstones	Overall shorts

Step up your swim game

	
Romantic florals, cut outs and more summer swim trends.	
Shop now	

Personalize your look with custom jewelry.

[Make it yours](#)

[f](#) [t](#) [l](#) [p](#) [i](#) [m](#)

You are receiving this email because you registered on [Etsy.com](#) with this email address. To stop receiving

- Lifestyle content
- Amazing photos
- Spotify playlists
- Video & animation



YETI explores what it means to *be there* for your kids in the film series, *My Old Man*, with stories featuring Shane Dorian, Hilary Hutcheson, Jordan Shipley, JT Van Zandt, and YETI co-founders Roy and Ryan Seiders.



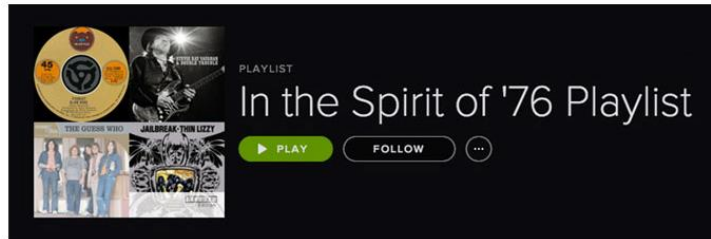
**“OUR FATHERS SET
THE PATH FOR US,
THE ARCHITECTURE
OF WHO WE ARE.”**

JT VAN ZANDT




FOLLOW ALONG ON SPOTIFY

Listen to some of our favorite summer tracks, inspired by the *Spirit of '76*.



Backcountry

- Value-added content
- IG sign off module



Brands Men Women Kids Activities Outlet

Free 2-Day Shipping on Orders Over \$50


Retreat to Renew

Must-Haves for Yoga, Surf, & SUP


Shop Now

© Lucretia O'Keefe | courtesy of SGA


Featured Items




Jade Yoga
Harmony
Yoga Mat





Alo Yoga
Moto Legging
Women's



Lucy
Workout Shirt
Women's









When Ounces Count
Backpacking Products to Lighten Your
Load & Travel the Extra Mile

Shop Now



#Goatworthy



@jgoetz
"Surfing in NY, cold but worth it."



Uber

- No header!
- Sleek layout
- Useful content
- Nice illustrations



UBER

There's a new reason to choose Uber during the week.

Starting today, we're offering \$5 flat fares between [downtown and the inner eastside](#) for all your weekday commutes, errands, happy hour plans, and more.

TAKE A TRIP →

[See terms and conditions.](#)



Save time over other public transit options.



Avoid the hassle and high costs of parking.



Keep your tank full and multi-task in your Uber.



UBER

Your perfect assist home.

Basketball season is underway and we've teamed up with the Portland Trail Blazers to make sure your game day experience is flawless with our new curbside pickup zone on NE Wheeler Ave. Whether you're heading out to celebrate or back to home court, we've got you covered.

LEARN MORE →

P.S. Want to see how Blaze, the Trail Blazers mascot preps for a home game? [Follow on Instagram](#) to catch a glimpse of his purrrfect day.

In partnership with



- Mobile 1st design
- Good typography
- Cool animation
- Minimal status bar



YOUR ACCOUNT

OUR COFFEE

SHOP ONLINE

Ready, Set, Happy Hour.

HALF OFF ANY *Frappuccino*
blended beverage

MAY 3-12 FROM 3-5 P.M.
At participating stores



STARBUCKS

WEEK THREE OF FOUR

Let the
REWARDS
roll in

Join the challenge and make 2, 3 or 4 purchases to get 2x, 3x or 4x the Stars.

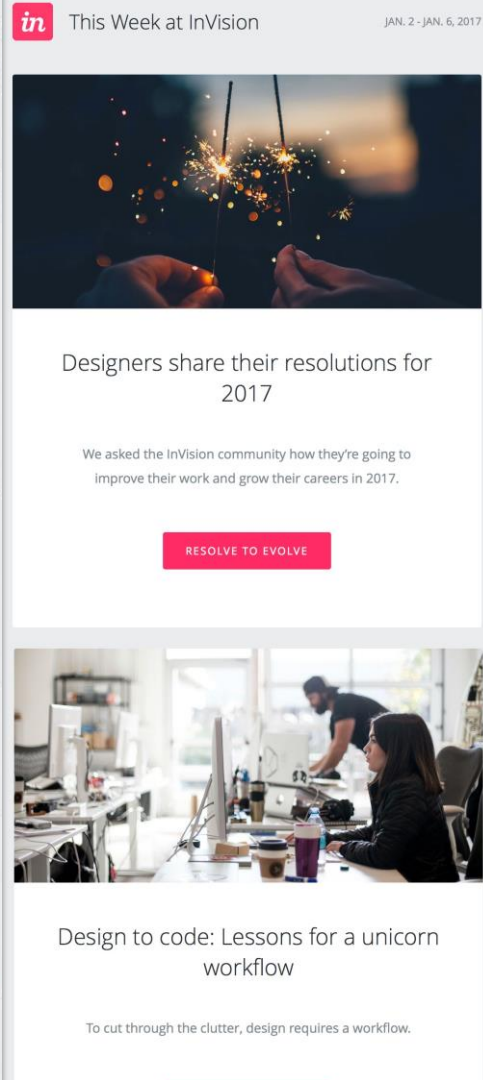
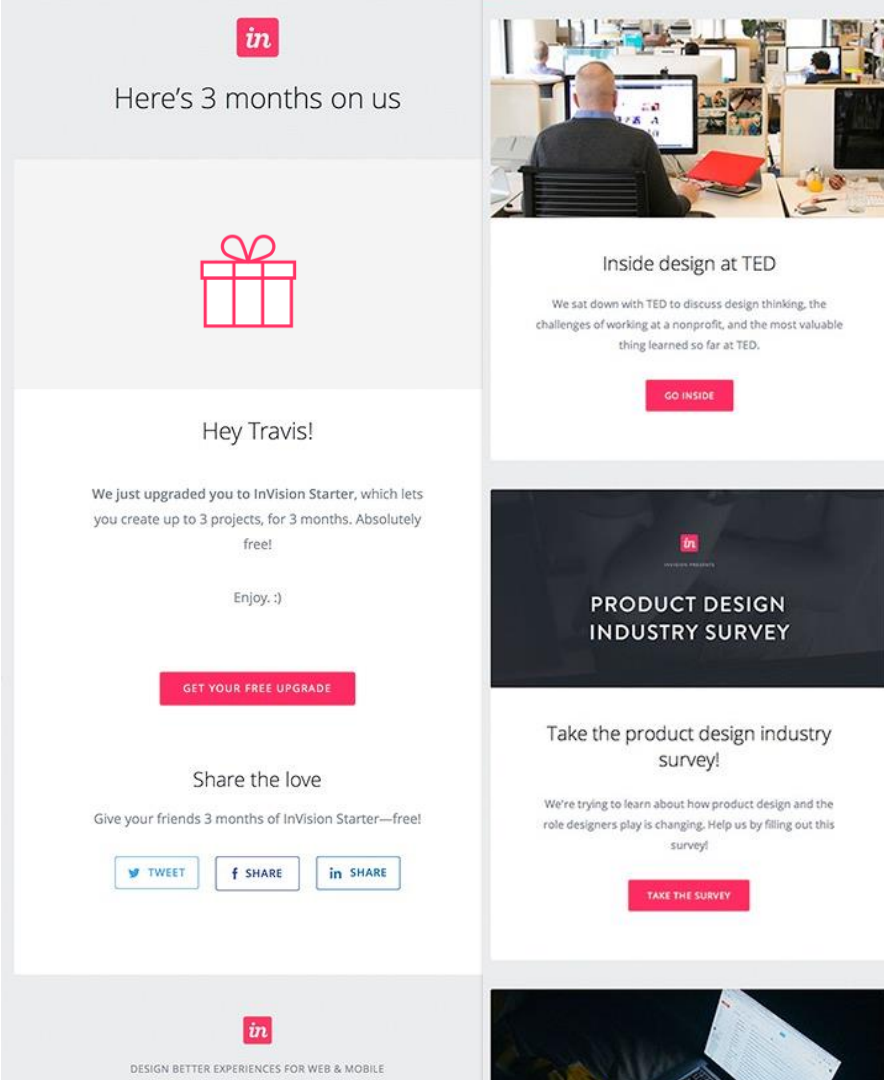
We'll count your purchases at the end of the week and send you all the extra Stars you earned in the Multiplier Challenge.

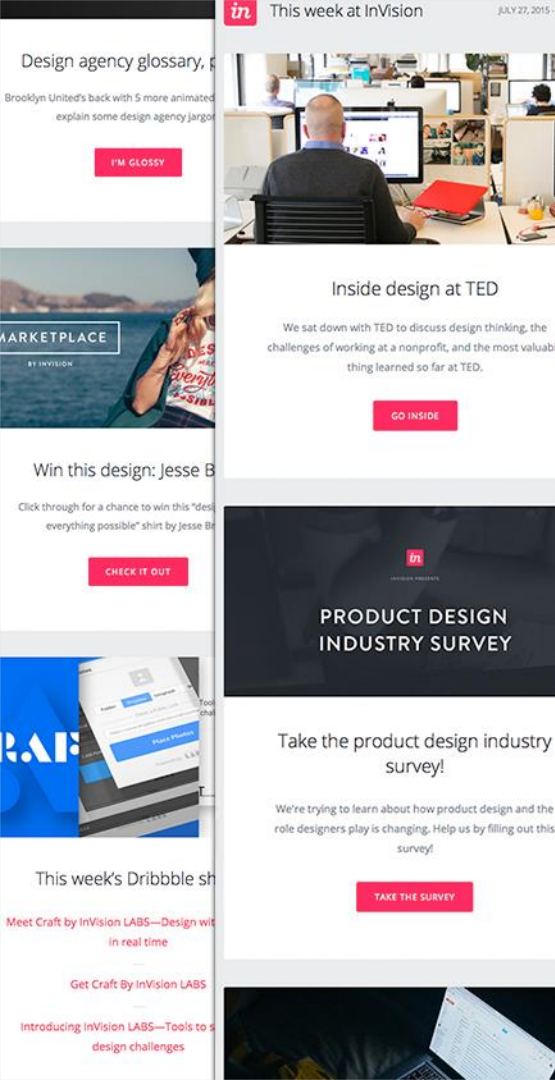
Every Monday this month is a new chance to join the challenge and get to your next free drink or food reward quicker.

July 11 – July 17

JOIN THE CHALLENGE

- Engaging content
- Striking design
- Strong delineation





InVision

10 For best-in-class content, look no further

- Sticky: Interviews with design leaders, tips, tutorials, blog articles, weekly list of favorite links, webinar series...
- Striking design + engaging content = inbox favorite

Designers: earn your seat at the table

Design is a critical skillset for operating in the business world, but it's up to you as the designer to show and tell this to your stakeholders.

DON'T TABLE IT

Building on the deep legacy of our iconic line of workhorse bags, the new Lightweight Black Hole collection features minimalist, highly packable escape pods for the end of the unknown road. They pack down small and deploy when adventure calls.

GO LIGHTER



MEN'S **WOMEN'S** **WEB SPECIALS**

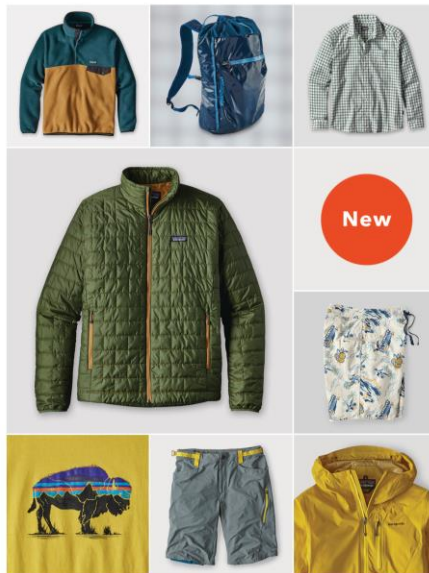
FREE SHIPPING ON ALL ORDERS OVER \$75*

**Go lighter,
escape faster**

Roll into spring with style. Our brand new spring product line is now available at patagonia.com and Patagonia Retail Stores. There you'll find four-season clothing and gear that will help you motor through winter and get prepped for tropical travels and the warm weather ahead.

SHOP MEN'S NEW ARRIVALS

FIND A STORE



SHARE



The bay calls the day, and on February 25, 2016, the bay called it on. The swell was absolutely maxing at Waimea for the ninth running of the Quiksilver in Memory of Eddie Aikau—conditions that Eddie's brother Clyde called one of the best days he'd seen in forty years. In the latest episode of the Deep Water Surf series, invitees Kohl Christensen, Ramón Navarro and Ben Wilkinson look back at some of the most unforgettable hours of an unforgettable winter on the North Shore.

WATCH THE VIDEO

PHOTOS: (Top) Joel Oberly explores the mythic Eldorado in a '55 Eldorado. Havana, Cuba. KERI OBERLY (Bottom) Kohl Christensen, Ben Wilkinson and Casey Gospel wait for a break between sets on an early morning go-out at Waimea Bay, Oahu, Hawai'i. JUAN LUIS DE HEECKEREN

MEN'S

WOMEN'S

KIDS'

TRAVEL & GEAR

WEB SPECIALS

PATAGONIA PROVISIONS®

BOOKS

FIND A STORE

THE CLEANEST LINE®

THE FOOTPRINT CHRONICLES®

VISIT US





Patagonia

⑩ Good example of a consistent formula

- Sticky: photo contests, photo galleries, editorial articles, video biographies of athletes, & customer stories
- Each email closes with an engagement piece

Evolution of the Snap-T® Fleece

A true classic with a rich history dating back to 1985, there's still nothing like a Snap-T® Fleece. Never content to just let it rest, we mashed up Snap-T DNA with 100% Traceable Down, recycled wool and organic cotton. The result is four exclusive Snap-T pullovers that are available only at Patagonia.com and Patagonia Retail Stores.

SHOP SNAP-T EXCLUSIVES



It's Reclaimed Wool Snap-T® Pullover



It's Cotton Quilt Snap-T® Pullover



It's Down Snap-T® Pullover



It's Mixed Snap-T® Pullover



#MySnapT

We have thirty years of Snap-T stories, but we want yours. Share your Snap-T memories with #MySnapT then take a look at some of our favorites.

SHARE YOUR SNAP-T STORY

Day Packs

How (or with whom) you stuff them, Patagonia day packs are trusted. They're perfect for afternoon hikes or the daily trek to school, as day trips or weekend dashes out of town. Built with recycled materials, variety of sizes with just the right features to organize your gear.

SHOP BACKPACKS & DAY PACKS



32L



Refugio Pack 32L



Toromiro Pack



24L 15L



America Pack 20L



Kids' Bonnet Pack



Tuamotus Days with Léa Brassy

As Léa's life. She's constantly on the lookout for the perfect moment to wave and ride. On a recent journey to the Tuamotu Archipelago, she had a chance to share ten memorable days of diving, surfing and exploring with like-minded adventurers, Liz Clark and Kimi Werner.

WATCH THE VIDEO


Ten Tuamotus Days with Léa Brassy

Surfing drives Léa's life. She's constantly on the lookout for the perfect moment to drop into a wave and ride. On a recent journey to the Tuamotu Archipelago, she had a chance to share ten memorable days of diving, surfing and exploring with two like-minded adventurers, Liz Clark and Kimi Werner.

WATCH THE VIDEO

Dollar Shave Club



- Clean, mobile-first design
- Rich visuals & content
- Highly targeted offers



DON'T RUN OUT OF BOOGIE'S FIBER







You could end up with weird hat hair.



[ORDER MORE](#)




You've experienced the handsome results of Boogie's Fiber. You've felt the increase in volume and texture. You've seen the starstruck way people look at you. Don't downgrade to "weird hat guy."

[ORDER MORE](#)









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Travis Rice
5555 N Boston Ave
Portland, OR 97217

In your box

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FROM THE BATHROOM MINUTES



STEP INTO THE CHAIR: TALKING TO YOUR BARBER

Our resident cut man, Cleve Mcmillan, answers all your haircut-related questions.

[READ MORE](#)

SMOOTH SHAVING FROM HERE ON OUT

Start with Dr. Carver's Pre-Shave Oil for a smooth shave with fewer passes and less tug.

[ADD](#) [\\$9](#)



The unique nine-oil blend in Dr. Carver's Pre-Shave Oil softens hairs and helps the blade move effortlessly over a slick gliding layer.

And when you pair Pre-Shave Oil with Dr. Carver's Shave Butter or Shave Lather, get ready for newborn-baby-soft skin.

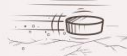
[LEARN MORE](#) [ADD](#) [\\$9](#)

HOW IT WORKS?




SOFTENS HAIRS

Condition makes hairs



GLIIDE

Helps the razor glide smoothly.



OILS, NOT OILY

Natural oils help smooth skin without

Poncho

- Mobile *only* design
- Geo-targeted contextual emails
- Great personality & humor in the content



Portland, OR

Overcast skies with a high of 46F and a low of 36F today.

Joined a co-op. Thought it meant coin-operated, like vending machine snacks. It doesn't. ;(



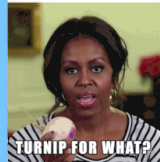
ACTUAL WEATHER



Portland, OR

Today's forecast: overcast with a high of 49F & a low of 42F.

I know Michelle Obama is a strong black leader cuz she almost got me to eat vegetables. Almost.



ACTUAL WEATHER



HAIR



Frizzy

Put it safe. Braids are best for humid weather.

WIND SPEED

1
MPH

POLLEN

Low Low Low
TODAY TOMORROW NEXT



This is awkward for me, but would you want to hang out outside of email?

Chat with me on Messenger

kik: Chat with me on Kik

Get Poncho for Android

Get Poncho for iOS

We're looking at drizzle later with a high of 45F and a low of 35F today.

I like my fruit in pie form, cuz then I know it lived its best life.



ACTUAL WEATHER



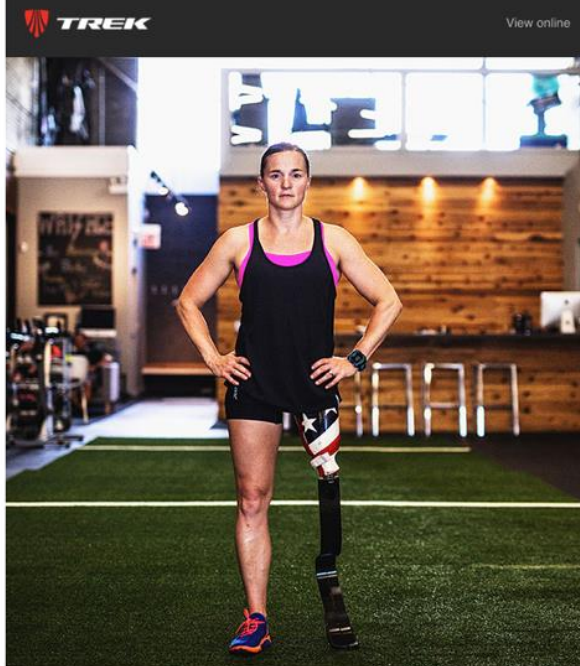
HAIR



Frizzy

Think of this as volume brought to you by weather.

- Clean design
- Good content
- Vibrant imagery



WRITING A NEW STORY

There are times when life goes as planned, and times when it doesn't. Courage is finding strength in the greatest—and most unexpected—challenges.

When life went off-script for First Lieutenant Melissa Stockwell, she decided to re-write it. This is her story.

[Watch the video](#)



THANK YOUR DAD FOR BEING RAD

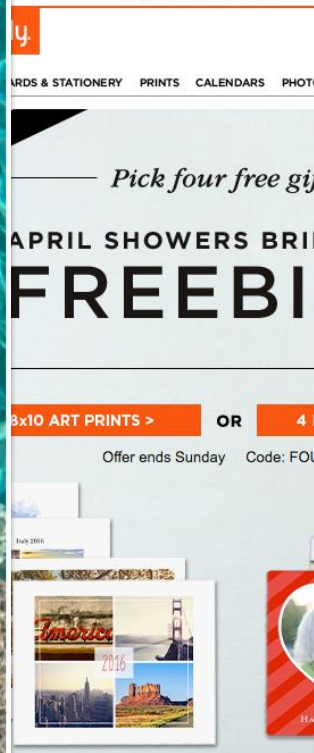
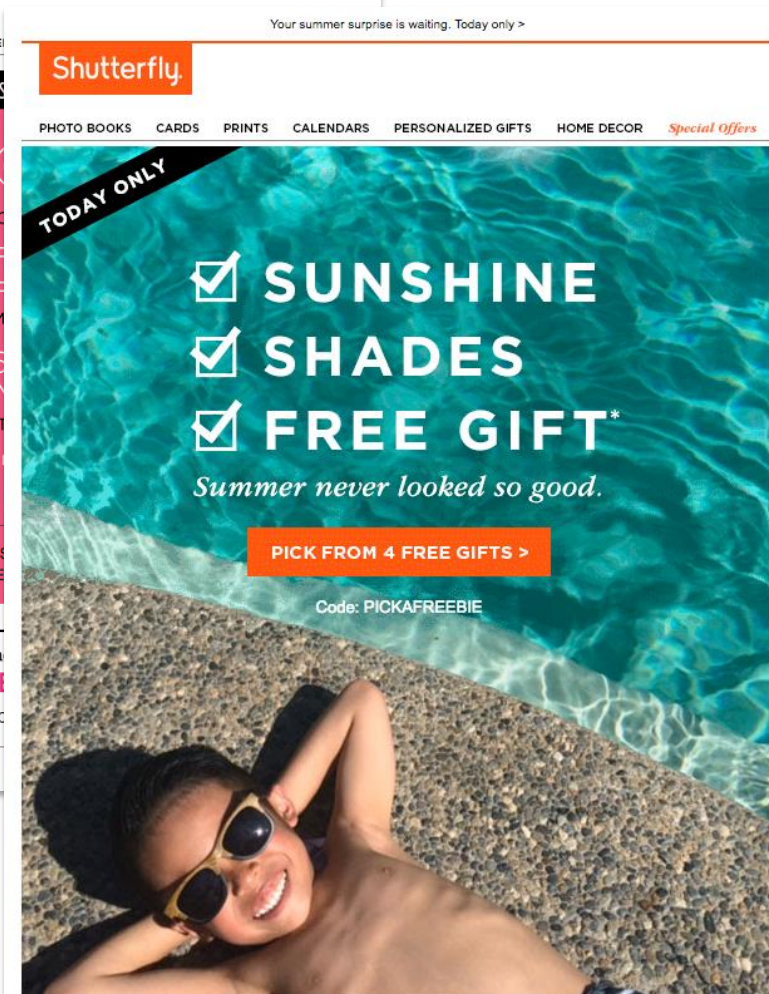
For the encouragement, the long rides, and for patching up your scraped knees. For the cheers, the fixed flats, for teaching you how to skid. For going slow when you were little and for trying to keep up now that you're grown.

This Father's Day, celebrate cycling's best moments by sharing some miles with the guy who taught you to ride.

[Shop for Dad's new bike](#)

[Find your local retailer](#)





- Curated content
- Mouse-over effects
- Humor



#emailweekly

Hi Travis! Here are this week's featured articles



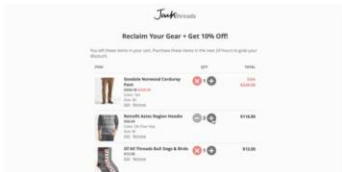
Publishers love newsletters, but grapple with the underlying tech

If only there were a platform to help 🍷



Predictions for Email Design in 2017

Email Design Podcast #46: What will email design look like in 2017?



2017 Will Be The Year Of Interactive Email

Fake news or great news?



25 Email Geeks to help you get your geek on



It's Time for (Smart) Rich Media in Email Marketing



5 Key Email Marketing Takeaways and Trends from 2016



Rocking our (in)box this week:

Ashley Friedlein's marketing trends for 2017 • did you mean MailKimp? • Streamlining email newsletters with MailMason • Red skittles + cows 🐮 • Meitu is stealing all your data • Change every Trump picture to kittens • Last call for the Litmus state of email survey • @actionrocket on Twitter



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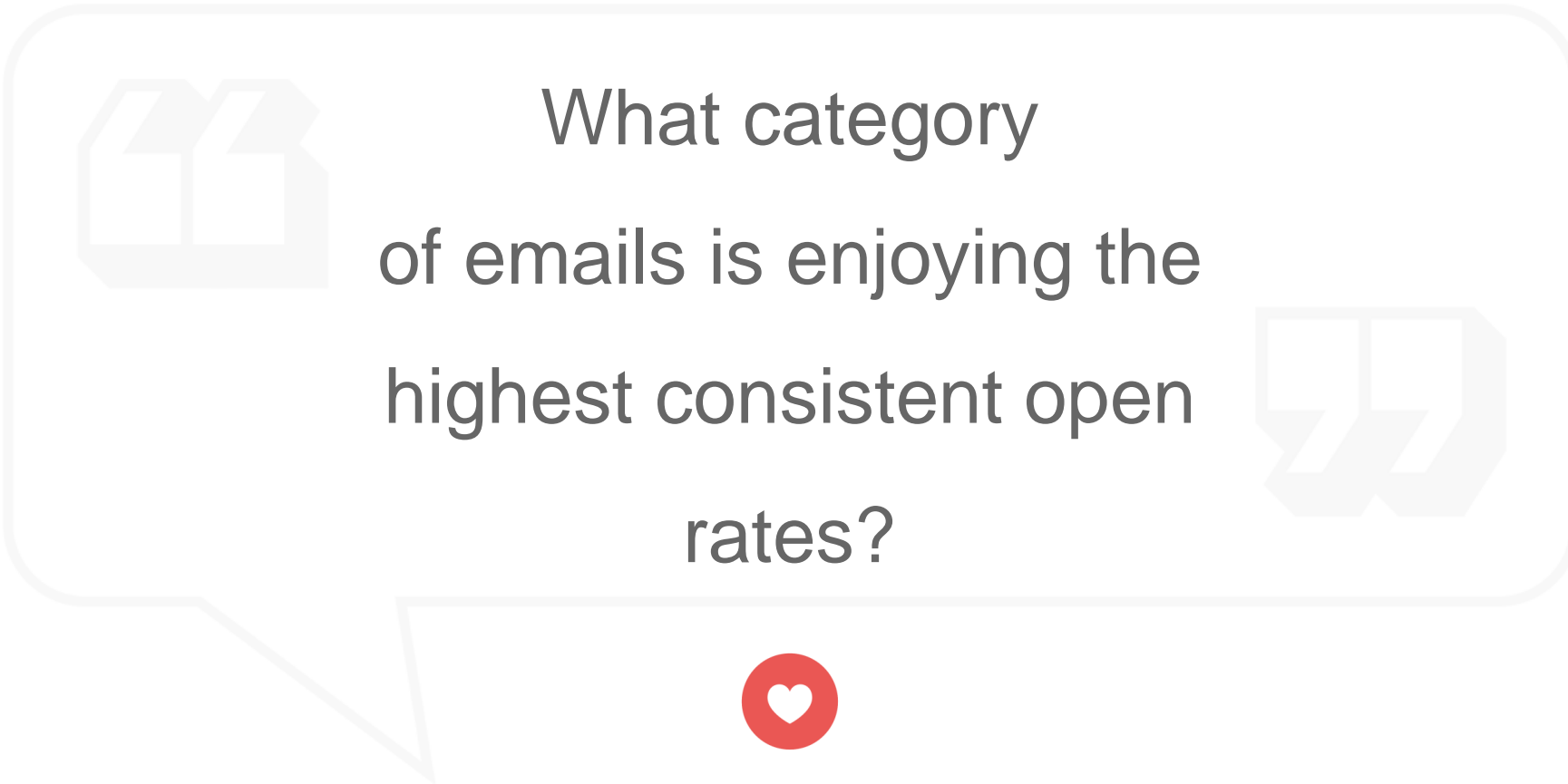
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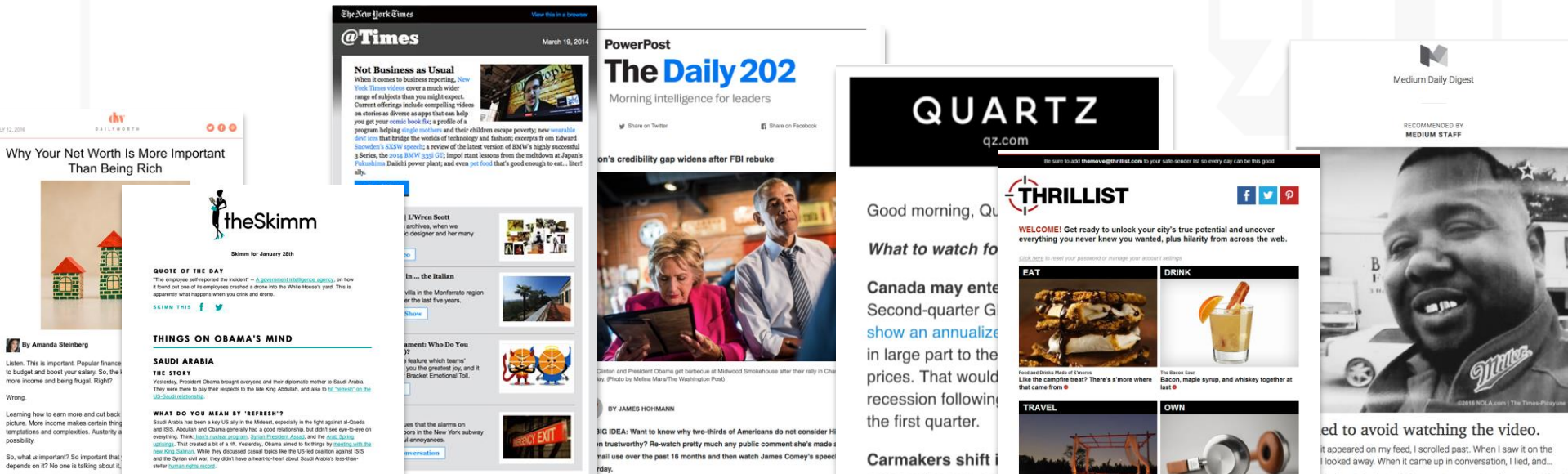


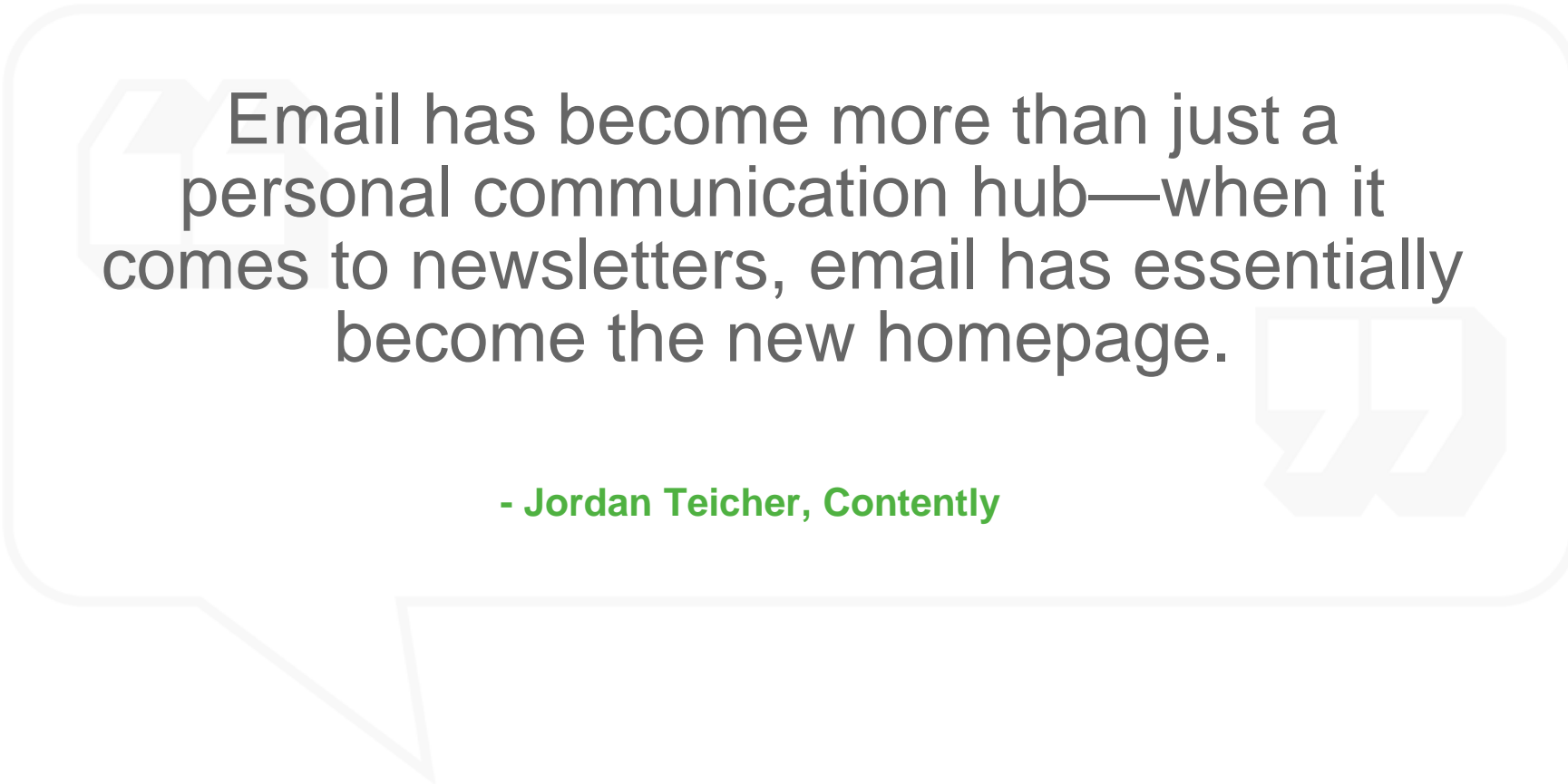
What category
of emails is enjoying the
highest consistent open
rates?



Highest open rates:

Newsletters





Email has become more than just a personal communication hub—when it comes to newsletters, email has essentially become the new homepage.

- Jordan Teicher, Contently

What do these emails have in common?

$$\begin{array}{c} \text{Clean} \\ \text{Design} \end{array} + \begin{array}{c} \text{Quality} \\ \text{Images} \end{array} + \begin{array}{c} \text{Good} \\ \text{Type} \end{array} + \begin{array}{c} \text{Engagement} \\ \text{Content} \end{array} = \img alt="Red heart icon" data-bbox="848 518 925 652"/>$$