

The 2022 Holiday Email Lookbook

How top brands are
crushing their Holiday
email campaigns.

www.smartmail.io



About SmartMail

SmartMail offers a variety of fully managed “done for you” email marketing services for eCommerce companies.

From campaign management to automations and list growth, SmartMail is the all in one email marketing service your business can count on.

If your email strategy isn't delivering 35% of your total revenue, get in touch with us and find out how simple it is to maximize your email revenue today.

www.smartmail.io



Hey Jamie,
we noticed you were looking at HJC CL-Y Vela Full-Face Youth Street Helmet. This is one of our fastest selling products. We'll keep one reserved for you.



Hey Jamie, We at Privacy Pros take your security & privacy seriously. Let's help you find something to strengthen the security of your digital assets.

Start With The Classics



The Billfodl

- Highly secure crypto wallet backup
- Built with high-quality material
- Safe from hackers & acts of god
- An almost indestructible backup

[Shop Now](#)

Billfodl Multishard

- Split your seed phrase into 3 shards



About This Lookbook

Take a look at some of the standout email campaigns from the holiday season to give you inspiration for this year.

The holiday period can be intense, but when you have a clear plan it can be the most rewarding too. We've covered some of the major global holidays and packed our guide with standout examples of excellent marketing, tips for success, and best-practice advice to help you prepare - all based on emails curated from industry leading brands.

Jump in and explore to see what a your holiday campaign can look like for 2022.

BOSE



Ray-Ban[®]



FOSSIL



Data Insights*

All data insights provided below are from aggregate data collected based on actual emails received after subscribing to the brands' email lists.

Email Send Frequency

5.9

Average emails sent per week

Promo usage

68.9%

Percentage of campaigns that included a promotion

Subject line length

35

Characters

Average length of subject lines

Send date

Monday

Most popular day of the week for sending

Thanksgiving Campaigns

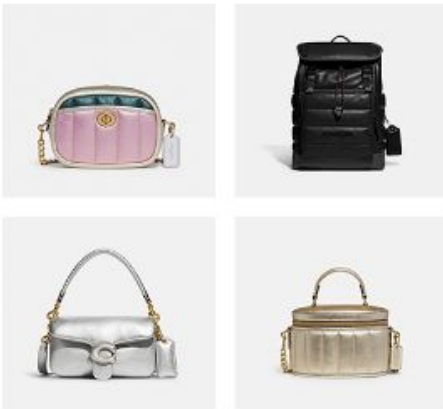
Subject Line: Catch Remy At The Macy's Thanksgiving Parade® (Plus, New Arrivals!)

It's on us—free shipping and extended returns on all orders.



Watch Remy shine.

Catch our friendly mascot at the Macy's Thanksgiving Day Parade® tomorrow. (Don't worry—she's difficult to miss.)



In a giving mood? Explore (and gift) our brightest new arrivals.

[SHOP NOW](#)

Forgetting something?



Subject Line: NEW Thanksgiving mini pie doughnuts 🥧🍩



new! MINI PIE DOUGHNUTS ARE HERE now thru **thanksgiving**

[ORDER NOW](#)

mini ways to say thanks this season

The season's most iconic pie flavors brought to life in new Thanksgiving mini pie doughnuts. You're guaranteed to sweeten the day by sharing these bite-sized minis.



MINI PECAN PIE DOUGHNUT
A mini Original Glazed® Doughnut topped with a gooey butter tart filling, chopped pecans and snickerdoodle cookie pieces.

[TRY TODAY](#)

MINI PUMPKIN PIE DOUGHNUT

A mini doughnut with pumpkin pie filling dipped in pumpkin pie spiced icing and topped with snickerdoodle cookie pieces and a dollop of KREME™.



[TRY TODAY](#)

MINI LEMON KREME™ PIE DOUGHNUT

A mini doughnut with lemon filling dipped in icing and topped with a dollop of KREME™ and a dusting of powdered sugar.



[TRY TODAY](#)

Subject Line: Instant Outfit: Thanksgiving feasting

NORDSTROM

[Holiday Gifts](#) [Designer](#) [Women](#) [Men](#) [Kids](#) [Home](#) [Beauty](#) [Sale](#)

Pick Up Today



Curbside Pickup, plus free gift wrapping. [Learn More](#)

INSTANT OUTFIT



Dressy-Casual Done Right

Nail the elevated yet laid-back look by pairing a chic coat with a sweater and jeans that have an extra bit of stretch so you can go back for seconds...or thirds.

[Shop Women](#)



Thanksgiving Campaigns

Subject Line:
A simply beautiful Thanksgiving



Our top picks



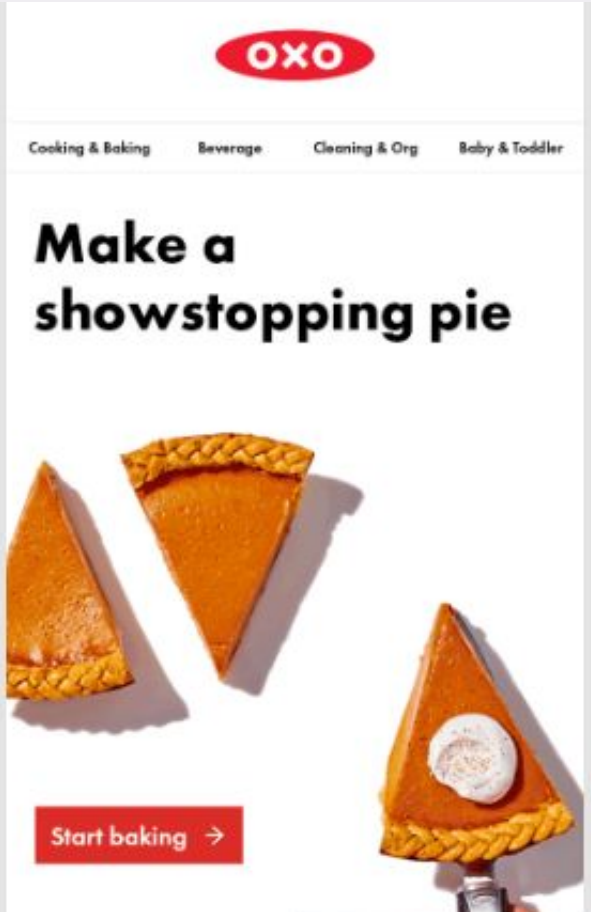
Welcome II 16-Piece Dinnerware Set
★★★★★
"They're gorgeous...but also super durable... perfect for a rough and tumble family like ours."

Four Wine Glasses

Modern designs with crystalline brilliance, made of dishwasher-safe, chip-resistant glass.



Subject Line:
How to make picture-perfect Thanksgiving pie



Our best tips for homemade pie



Mini pumpkin pies made to share



Subject Line:
We're stuffed with Thanksgiving outfits. 🍂



Black Friday Campaigns



Subject Line:
The Black Friday countdown has begun

Google Store

09 Days 08 Hours 44 Min 31 Sec

Get ready to save.
Black Friday starts 11/17.

Ease into shopping with a preview of this year's Google Store offers.

Take a sneak peek

Save \$150 on a Pixel 7 Pro. Or get it for free with qualifying trade-in.
\$749 ~~\$899~~
Learn more

Save \$100 on a Pixel 7. Or get it for free with qualifying trade-in.
\$499 ~~\$599~~
Learn more

Save \$150 on a Pixel 6a. Or get it for free with qualifying trade-in.
\$249 ~~\$399~~
Learn more

Save \$10 on Chromecast with Google TV
\$14.99 ~~\$24.99~~
Learn more

Subject Line:
The Black Friday Deals Start Now

View in browser

oculus

Days of Deals for Black Friday

Now through Monday, December 2nd 8:58 pm PST

OCULUS QUEST

The Vader Immortal Oculus Quest Bundle

Get all three episodes of Vader Immortal: A Star Wars VR Series and Lightsaber Dojos free when you buy Oculus Quest.*

Shop Now

Find Deals Throughout the Quest Library

Shop Now

OCULUS RIFT S

Subject Line: Save up to 50% on speakers and headphones | Black Friday is here

BOSE

BLACK FRIDAY SAVINGS

Huge savings. 5-star ratings.

SHOP NOW

SOUNDLINK REVOLVE PORTABLE SPEAKER

"Impressed"
★★★★★

"I'm not one to write reviews but I really like this product. I received it as a gift and was skeptical. I'm surprised the sound quality was so good. Also, the battery life is excellent. This speaker is extremely convenient. I use it more than I thought I would. Definitely recommend it."

— @PCC

Save \$80*

~~\$119.95~~

SHOP NOW

QUIETCOMFORT 35 WIRELESS HEADPHONES II

"Clear - Clean - Comfortable - Sound"
★★★★★

"As I used to travel frequently, I bought these to use on the airplane. They were perfect for the long flights and were great to stream out other reviews. I have progressed now as a pilot in my day to day work situation. The clarity after years in the new, looks is perfect and no issues with any updates. Love them and worth every dime!"

Black Friday Campaigns



Subject Line:
The Curry 7 'Sour Patch Kids' Is Out NOW!

The advertisement features the Under Armour logo at the top. It shows two images of Stephen Curry on a basketball court. The main focus is a large image of the orange and white Curry 7 sneaker. Below the sneaker, the text reads: "'SOUP PATCH KIDS' CURRY7 Inspired by Stephen's favorite candy." At the bottom, there are two buttons: "SHOP NOW" and "CUSTOMIZE".

Subject Line:
Black Friday Sale Starts Now!

The advertisement features the Fender logo at the top. The main text reads: "BLACK FRIDAY SALE STARTS NOW UP TO 60% OFF". Below this is a red button that says "SHOP DEALS". The ad displays a grid of various Fender merchandise items, each with a label and a right-pointing arrow: "PLAID STRAP", "GOLD FOIL SPAGHETTI LOGO T-SHIRT", "YULETIDE CABLE", "HOLIDAY SHRED T-SHIRT", "PICK TIN", "METAL COASTERS", "DELUXE REVERB-AMP TOTE", "TWIN REVERB AMP NOTEBOOK", and "UGLY CHRISTMAS SWEATER STRAP".

Subject Line: Get an Apple Store Gift Card of up to \$200. Starting this Friday.

The advertisement features the Apple logo at the top, which is a red outline of an apple with a bow around its neck. Below the logo, the text reads: "Unwrap amazing offers this Friday." This is followed by a smaller line of text: "Get an Apple Store Gift Card of up to \$200 on select products during our four-day shopping event.* Friday through Monday." Below this is a blue button that says "Learn more".

Why Apple is the best place to buy.

<p>Convenient pickup at the Apple Store</p> <p>Learn more ></p>	<p>3% back in Daily Cash with Apple Card.¹</p> <p>Learn more ></p>
<p>Get credit toward a new product</p> <p>Find your trade-in value ></p>	

Make someone's holiday.

[Shop latest gifts >](#)

Cyber Monday Campaigns



Subject Line:
Think fast. Cyber Monday is our biggest sale.

Subject Line:
Cyber Monday I Don't Lose Focus 🎯

Subject Line: It's Cyber Monday // Last day to get up to 50% OFF

Cyber Monday Campaigns



Subject Line:
🔥 100+ new Cyber Monday markdowns added 🔥

CONVERSE →

WOMEN MEN KIDS CUSTOM SALE

SHOP EARLY TO GET YOUR GIFTS IN TIME

CYBER MONDAY

EXTRA 30% OFF SALE STYLES*

Enjoy 100+ new Cyber Monday markdowns to shop for everyone on your holiday list (including you).

Use Code: **CYBERWEEK**

[Shop All Sale](#)

Ends 12/1 at 2:59AM EST.
*Some exclusions apply. See site for details.

GIFTS FOR HER

GIFTS FOR HIM

GIFTS FOR KIDS

Subject Line:
🔥 It's CYBER MONDAY & jeans are 40% OFF!

AMERICAN EAGLE

Last day for free shipping!
Don't want to wait? Get it ASAP with Free Curbside & In-Store Pickup.

Don't miss it! These deals ends in...

23:45:59

Online only!

50% Off Sweatshirts

[SHOP WOMEN](#) [SHOP MEN](#)

[SHOP AERIE](#)

Excludes Telegate, Disney & clearance. *Prices as marked.

Subject Line:
We Caved...CYBER MONDAY IS EXTENDED 🎉

L'Occitane EN PROVENCE

GIFTS SPECIAL OFFERS BEST SELLERS SKINCARE BATH & BODY

Our Carriers are Experiencing a Delay in Shipments. Buy Online & Pick Up Safely In-Store to Enjoy Your Beauty Today!

CYBER MONDAY EXTENDED 1 DAY ONLY

15:57:00
HOURS MINUTES SECONDS

MailCharts,
CYBER Monday

20% OFF

FREE SHIPPING WITH ANY \$49 PURCHASE*

USE CODE **CYBER**
Available In-Store & Online

[FIND BOUTIQUE](#) [SHOP NOW](#)

SHOP OUR Rising Stars
They may be new, but they're already destined for greatness.

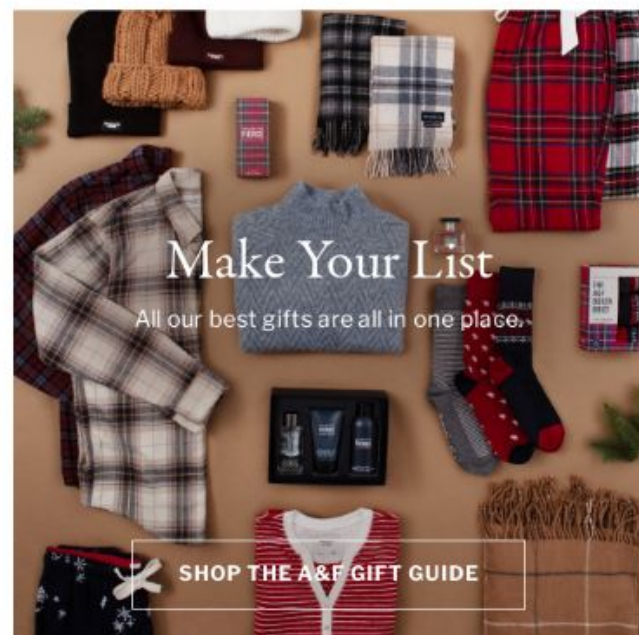
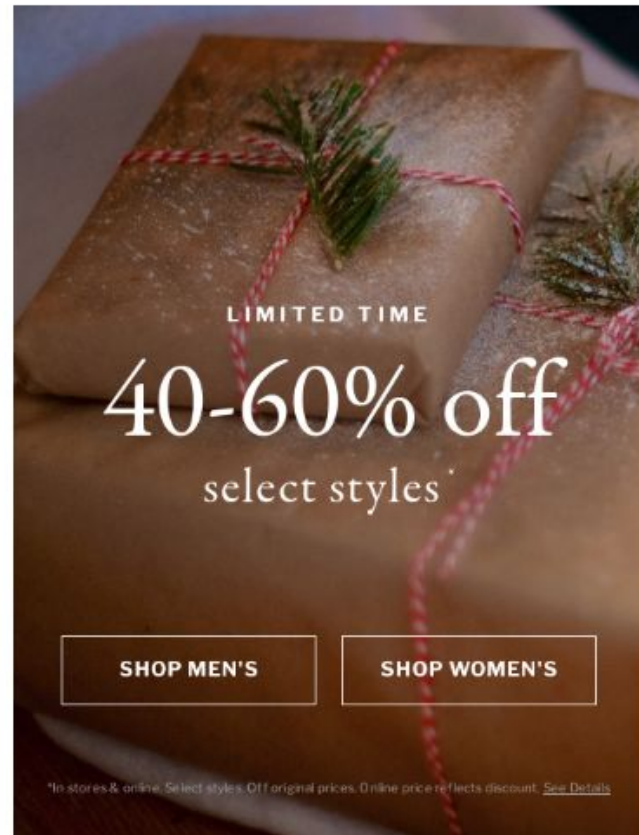
NEW Creamy & Comforting Bubble Bath
WAS \$39 **NOW \$31.20**
[SHOP NOW](#)

Shea Butter Bergamot Ultra Light Body Cream **LIMITED EDITION**

Christmas Campaigns

Subject Line:
Re: your holiday bonus 🎁

Abercrombie & Fitch



Subject Line: worrying about Christmas presents? we can help 🎅



sport sportswear heritage utility

Free shipping above \$69 - Free return



25TH DECEMBER IS RIGHT AROUND THE CORNER

Christmas ideas?

sport, heritage, sportswear: get inspiration from diadora collections and find your perfect Christmas gifts!

gifts for him

gifts for her

be inspired



GAME LOW WAXED

Subject Line:
Great Last-Minute Gifts

THE BIG WINTER SALE
ENJOY UP TO 70% OFF*

MICHAEL KORS

MAKE THEIR HOLIDAY

These easy gifting options give the people on your list exactly what they want.

01

IN-STORE PICKUP
Order gifts online & pick up in store. We'll even wrap it for you.



02

GIFT CARDS
The gift that always fits.

03

GIFT NOW*
Send an e-gift instantly.



LEARN MORE

SHOP NOW

TOP GIFT PICKS YOU CAN GET

In Store



SHOP NOW



SHOP NOW

Christmas Campaigns

Subject Line:
Merry Christmas from L'OCCITANE



We would like to thank you for all your support over the last 12 months.
Wishing you a Merry Christmas and a Happy New Year!
From the L'OCCITANE family to yours.



Watch Our Film: WE SEE YOU

This year, we released WE SEE YOU, a film to celebrate those little changes and a recognition of the effort you are making. The film focuses on three of our six key commitments: Respecting Biodiversity, Reducing Waste and Empowering Women.

[WATCH NOW](#)



Subject Line:
Feels Like Christmas Morning



EXTRA
50% off sale

USE CODE: HOWDY

[SHOP SALE](#)

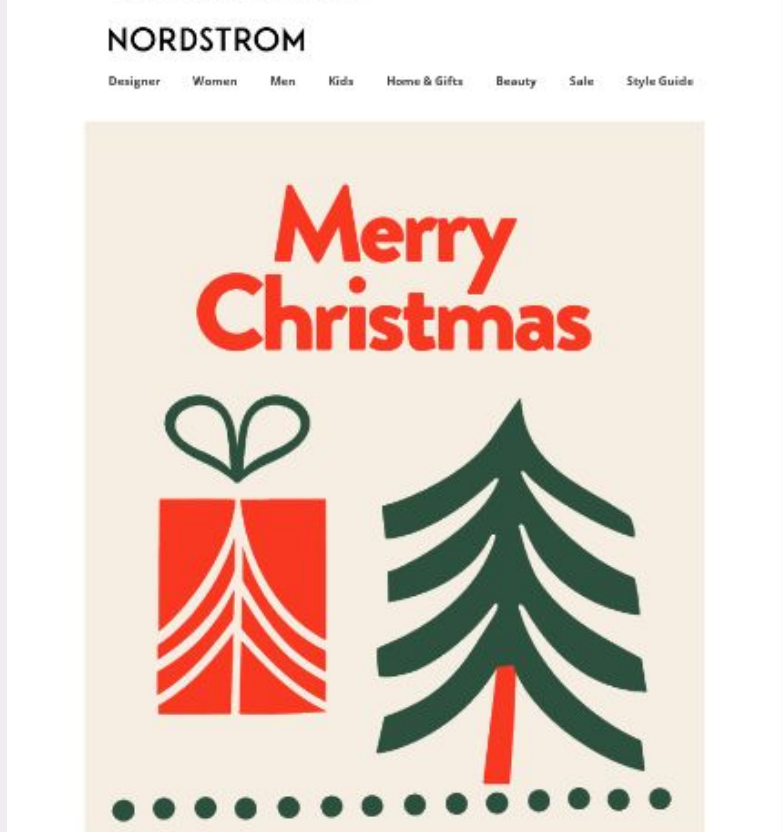
GEN 5 SMARTWATCHES

starting at
\$169**

[SHOP SMARTWATCHES](#)

PRICES AS MARKED

Subject Line:
Merry Christmas!



From all of us at Nordstrom, we wish you a very merry Christmas. Our stores, call centers and fulfillment centers are closed today, but we're always open online and on our app—save on new markdowns now!

[Shop Sale](#)



Pick up today. Curbside Pickup—it's safe, easy and free.

New Years Campaigns



Subject Line:
NEW YEARS BLUES

FOSSIL



LIMITED EDITION
Blue Ceramics

Used for more than a millennia, color-fast ceramics take on exciting new life in vibrant cobalt blue.



Subject Line:
Happy New Year from Dior



HAPPY NEW YEAR

New beginnings, timeless elegance.
Dior wishes you all the best for the new year.

[OPEN MY CARD](#)

DIOR ONLINE BOUTIQUE PRIVILEGES

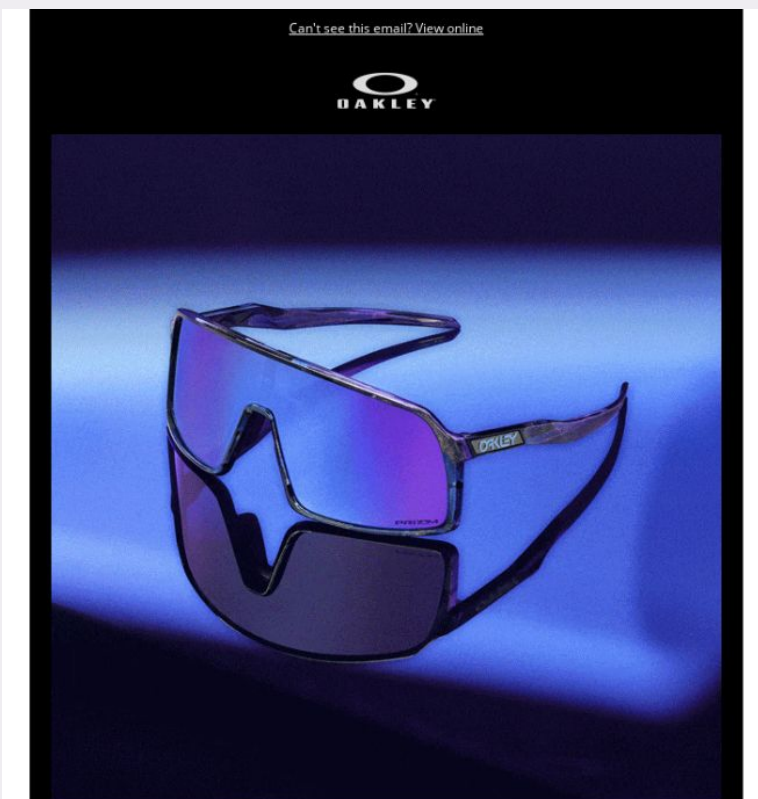
- SHIPPING**
Enjoy complimentary shipping with any order
- SAMPLES**
Receive 2 complimentary samples of your choice with any order
- TRAVEL SIZE**
Receive a complimentary deluxe miniature for orders over £100
- MY EXCLUSIVE BEAUTY PROGRAM**
Enjoy unique privileges and exclusive rewards



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Subject Line:
New Year, New You



SHIFT COLLECTION
NEW YEAR, NEW YOU

2022 is the year to take your eyewear to new heights with the Oakley Shift collection. Unlock your creativity with Oakley iconic frames featuring a unique paint treatment that results in artistic designs unique to every pair.

[SHOP NOW](#)

[FIND A STORE](#)



START THE YEAR IN COLOR

The Shift Collection features a mix of sport performance and lifestyle frames in vibrant green and purple colorways. Inspired by the idea that change is the only constant, the collection shines a new light on classic Oakley frames.

[SHOP NOW](#)

New Years Campaigns

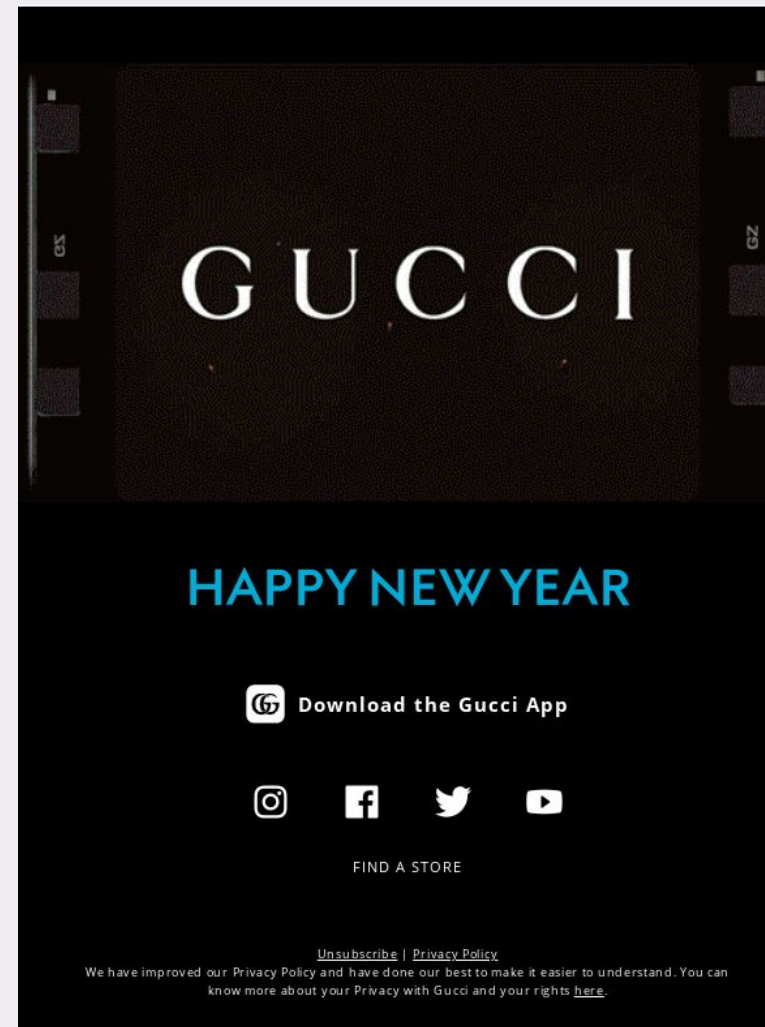
Subject Line: this bag will have you floating into the new year like...



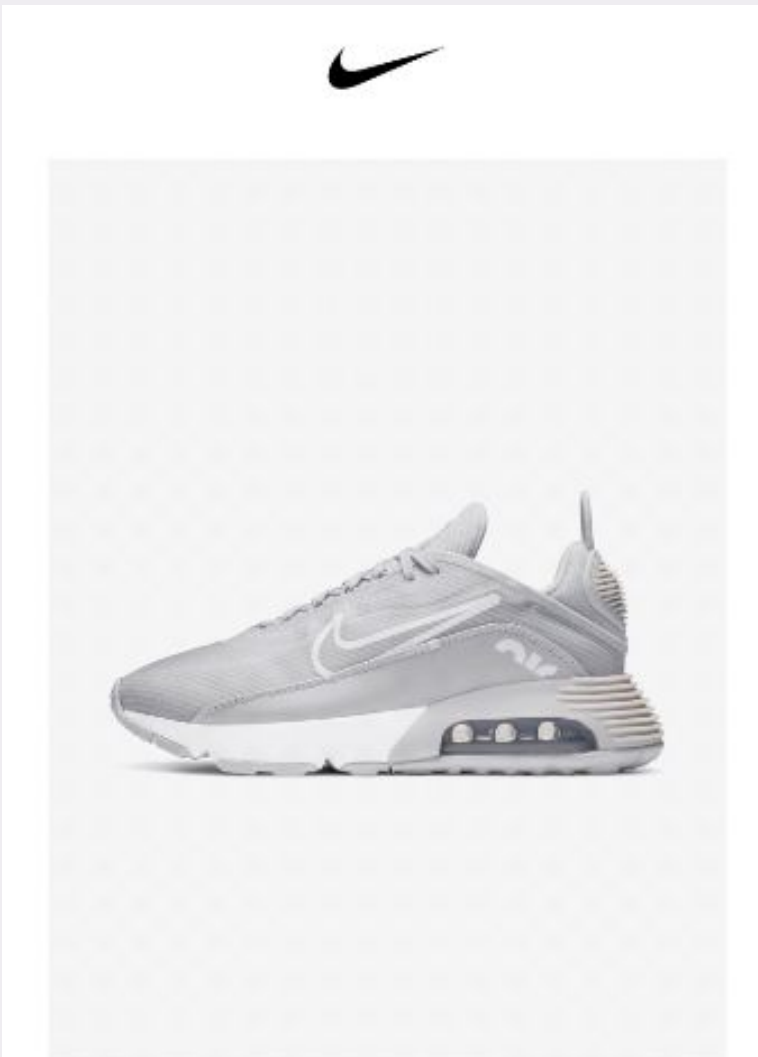
WEAR IT WITH ALL THINGS ELEGANT,



Subject Line: Happy New Year from Gucci



Subject Line: New Styles for the New Year

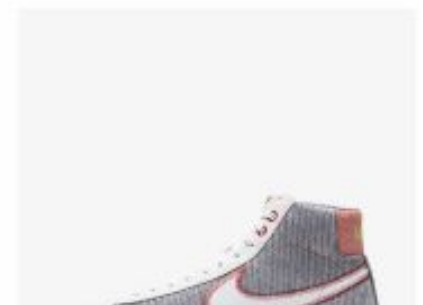


Just in
NEW ARRIVALS

Start the new year off in our newest styles—like the latest AF-1, Air Max 2090, React Vision, and more.

[Shop Items](#) [Shop All](#)

Featured Styles



How SmartMail Works



We Customize Your Strategy

Every month our email strategists prepare a content strategy calendars for our clients, outlining each campaign and relevant content.



We Design Your Campaigns

Once the calendar is approved, our team designs and writes all the content. Then we send the finished design files for approval and revision.

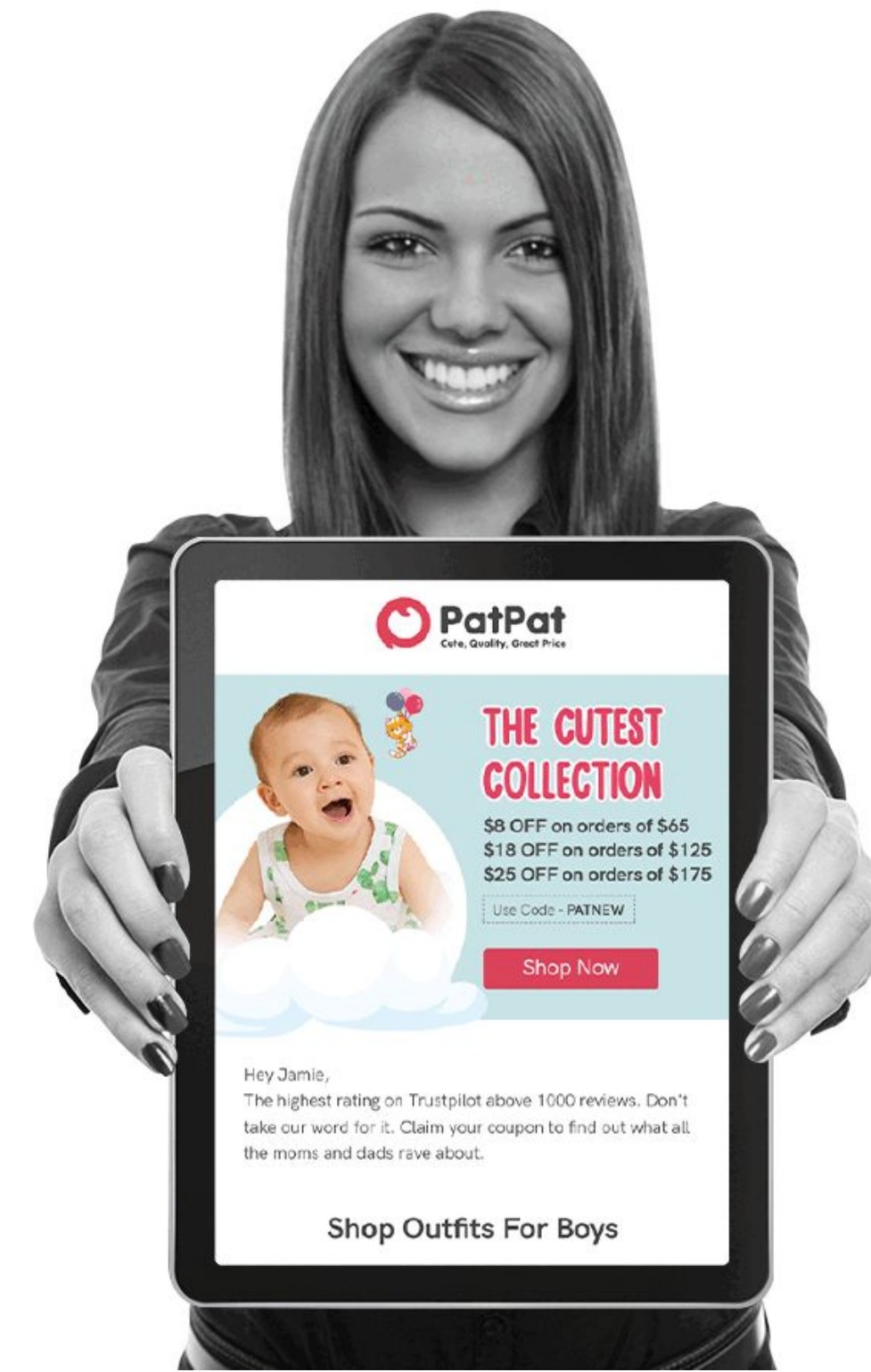


Approve and Send

After approving the designs, we then setup, test and schedule the campaign to be sent in the client's native ESP (ie. Klaviyo, Mailchimp).

What You Get With SmartMail

- ✓ Dedicated email strategist
- ✓ On brand template designs
- ✓ Customized copywriting
- ✓ Fair and transparent pricing
- ✓ Massive ROI
- ✓ High converting layouts
- ✓ Fast turnaround times



Thank you!

www.smartmail.io