



Beets

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod. [READ MORE](#)



W T F S S

PHLETICISM

challenge your lactate
our ability to recover
ise. Increasing your
with intervals will
urance during hill
nd bucket carries.
tes of running.
Make the most

rope

Tricks & Treats Coming Up!

October 13-15, 20-22, 27-29!

Visit **HERSHEY'S CHOCOLATE WORLD** Attraction the last three weekends of October for special events and activities bound to put

Choice Privileges

40% More Bonus Points? Yes, Please!

Don't miss out on up to 40% extra bonus points when you purchase



FREE THE WEST'S ADVENTURE ROUTE.

Discover "America's Most Beautiful Drive" on an untamed road trip through Utah and Colorado.

[Go There](#)



SPARTAN

FOOD OF THE WEEK EVERYDAY AVOCADO



MON

Green and Lean Smoothie

LOOKBOOK

Fresh trends in email design



FREE MEATBALLS
- with any entrée -

Combine your love for meatballs with a free order of meatballs on March 30.

[Get your free meatballs](#)

Free Order of Meatballs

Offer valid 3/30/15 only. See restrictions on back of card.

Coupon Code: 13

Print or save this email to your server.



Alexandria

MegaBonus

DON'T MISS OUT ON INFINITE POINTS.

Your bonus points are endless, but the sign-up period is not! Register and book today to earn up to 4,000 bonus points per stay.*

[Register Now](#)

Marriott REWARDS

Find & Reserve

Allister, we know you'll love

Chicago & The Doobie Brothers

[EVENT DETAILS](#)

See enhanced security

Tricks & Treats Coming Up!

October 13-15, 20-22, 27-29!



Community Coffee

JOIN THE

Welcome

The faster, safer way to see payments, or re



The Three C's of Email Design

Creative + Content + Coding

Those are the "big three" areas to focus on when it comes to great email marketing design.

If your **CREATIVE** is fresh, simple and to the point...

while your **CODING** is responsive and readable with images-off...

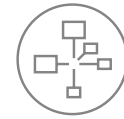
and you fill it with value-added **CONTENT**...

you're best in class and probably see high opens, clicks and conversion. We hope these pages inspire your next campaign.



Matthew Caldwell

Matthew Caldwell
SVP Worldwide Creative



Dynamic Content Display

Changes based on user data, such as time remaining or location.



Template System

Unified header/footer with stacked sections that can be added, removed or reordered.



100% Readable with Images Off

All text is displayed and readable, whether or not images are loaded.



Web Fonts

An email that uses non-web-standard typography.



Responsive Design

A layout that utilizes CSS3 @media properties to alter its layout for PC or mobile.



Map Module

Map that pinpoints your location and nearest store, via IP address.



Bulletproof Buttons

A button that can be read and clicked, even with images turned off.



Social Share

Social sharing icons connected to Main CTAs. Shares a portion of the email, not the whole message.



Mobile Scalable Hybrid Layout

One layout for big and small screens alike. 100% readable and functional, with no need to zoom or pinch.



Click-to-Launch App

A call-to-action that launches a smartphone app or desktop application.



Video

A pseudo video player, which clicks through to an autoplay video landing page.



Sticky Content

A light, recurring section, meant to engage readers (photo of the week, jargon watch, comics, trivia, etc).



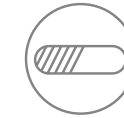
Catch-All Bottom Navigation

Helps get clicks to other category levels with a series of links at the bottom of the message.



Poll

An interactive poll that shows results on a custom landing page.



Status Bar

Visual cue to display user progress or time remaining within a service period.



Mega Merge

Relevant user information is pulled in with an attention-grabbing graphical treatment.



Landing Page

An optimized web experience created in conjunction with the email to increase conversion.



Social Excerpts

Social content (like tweets, photos or comments) that are pulled right into the message.



Custom Mailto Link

A link that displays dynamic content within a mailto link.



Mobile Click-to-Call

Allows smartphone users to click-to-call.



Multi-Message Campaign

Multiple messages regarding the same topic with a series designation.



Next Generation Registration

Mobile optimized form fields with transitions and on-screen validation.



Animated GIFs

A pixel-based image that moves



Direct Mail

Traditional printed postal marketing.

Spartan

Template System

Fans love Spartan – the athletic endurance race company that is changing people’s lives! Now their email gets a tune-up as well. Hosted fonts over expansive background images embodies the ‘can-do’ spirit that Spartan is known for. Loads of sticky content about recipes and workouts adds value and keeps racers opening and engaged.

- Template System

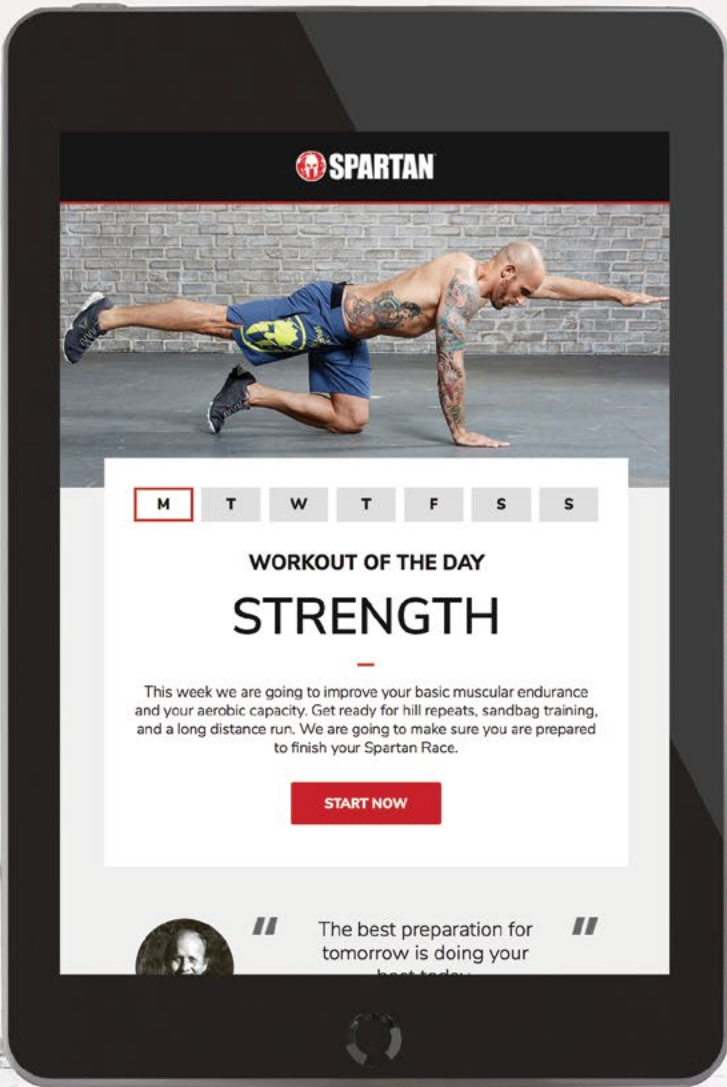
Responsive Design

Bulletproof Buttons

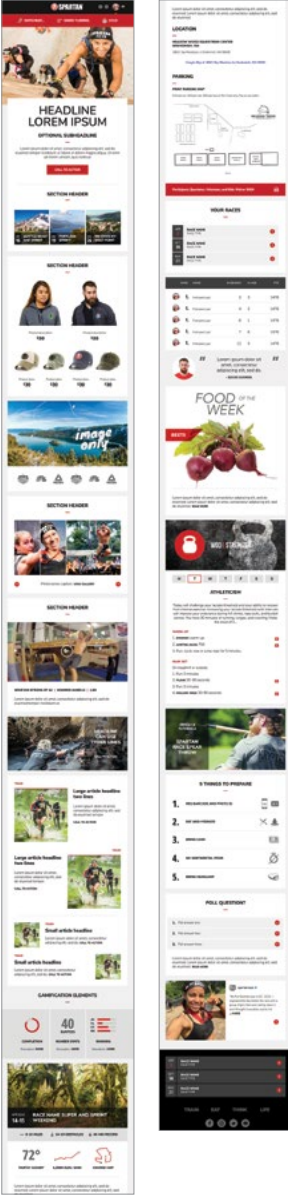
Web Fonts

Video

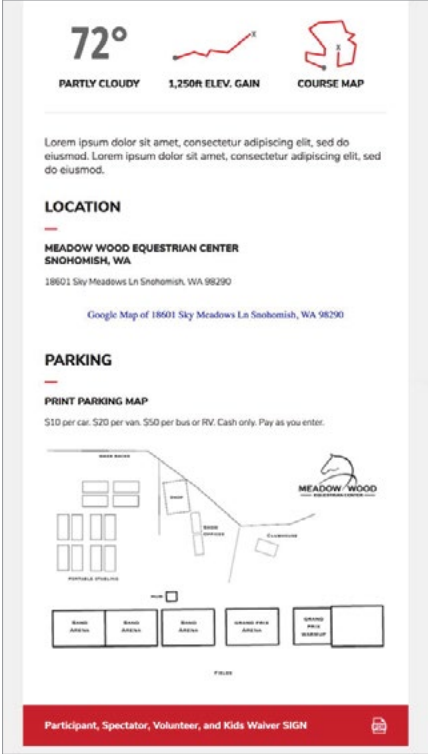
Sticky Content



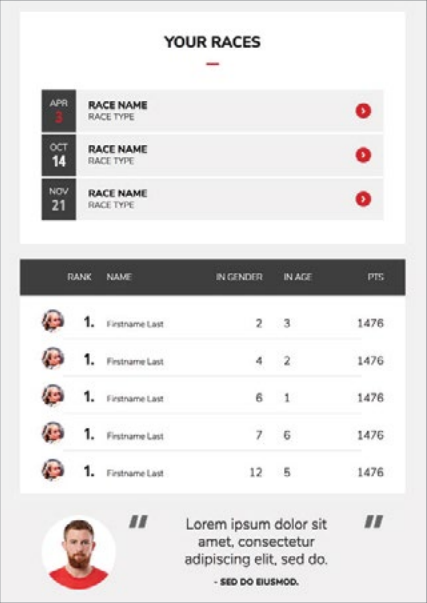
Template System



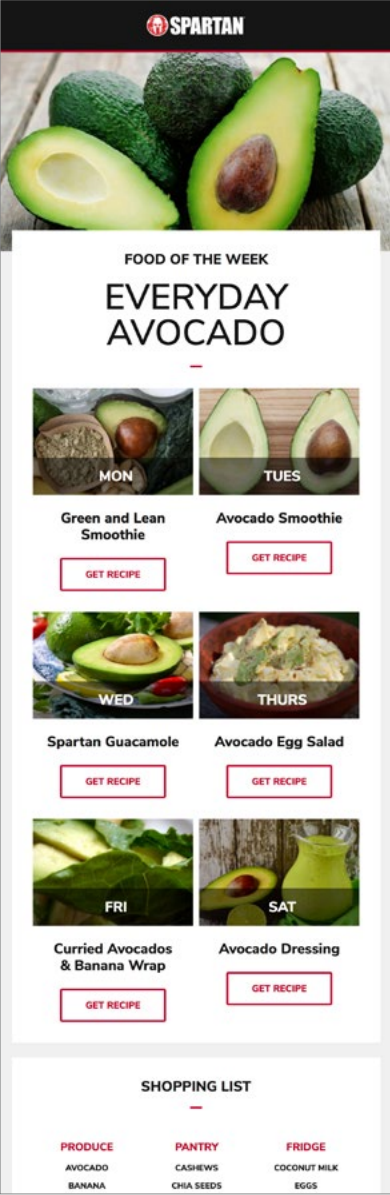
Pre-Race infographics



Dynamic Player Stats



Sticky Content



Marriott Rewards

Template System

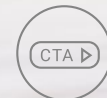
Marriott Rewards modernized their brand featuring a new campaign slogan, "You Are Here". This template overhaul represents the best of modern email design: HTML headlines floating over background images, mobile image swaps, CSS drop shadows, CTA hovers, and custom fonts.



Responsive Design



Mega Merge



Bulletproof Buttons



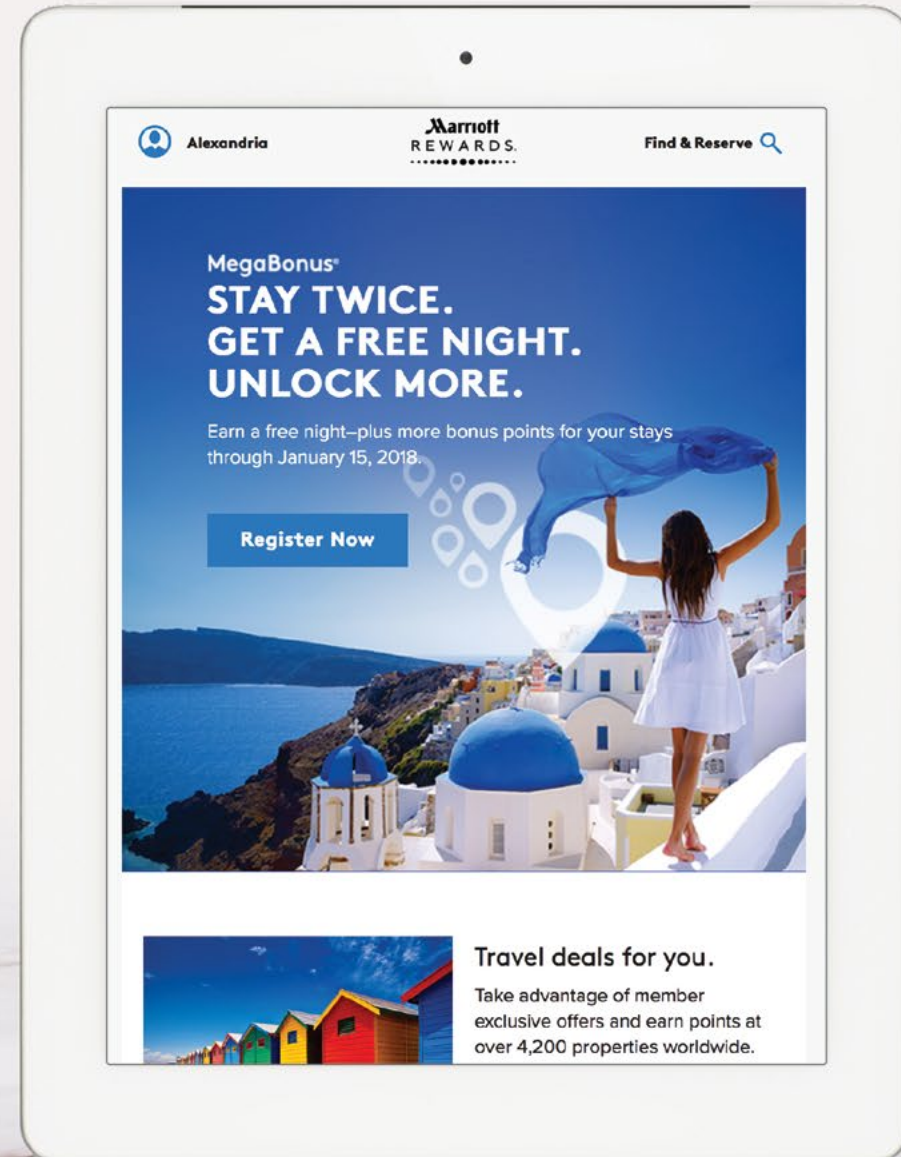
Web Fonts



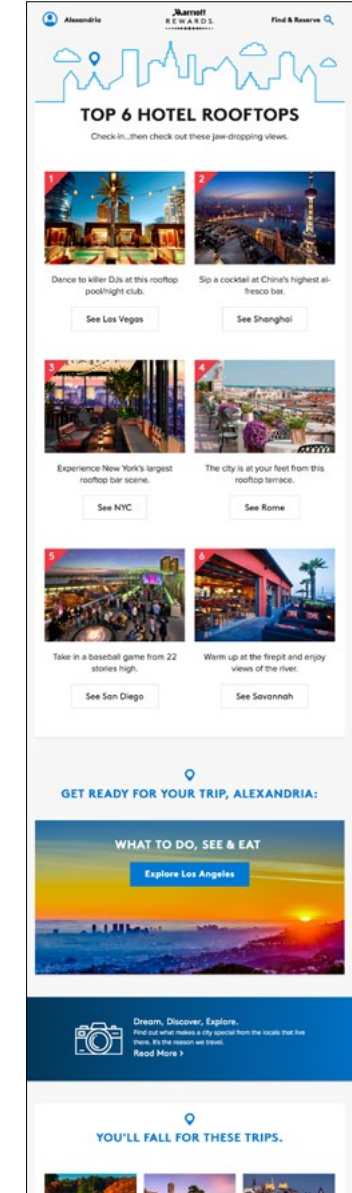
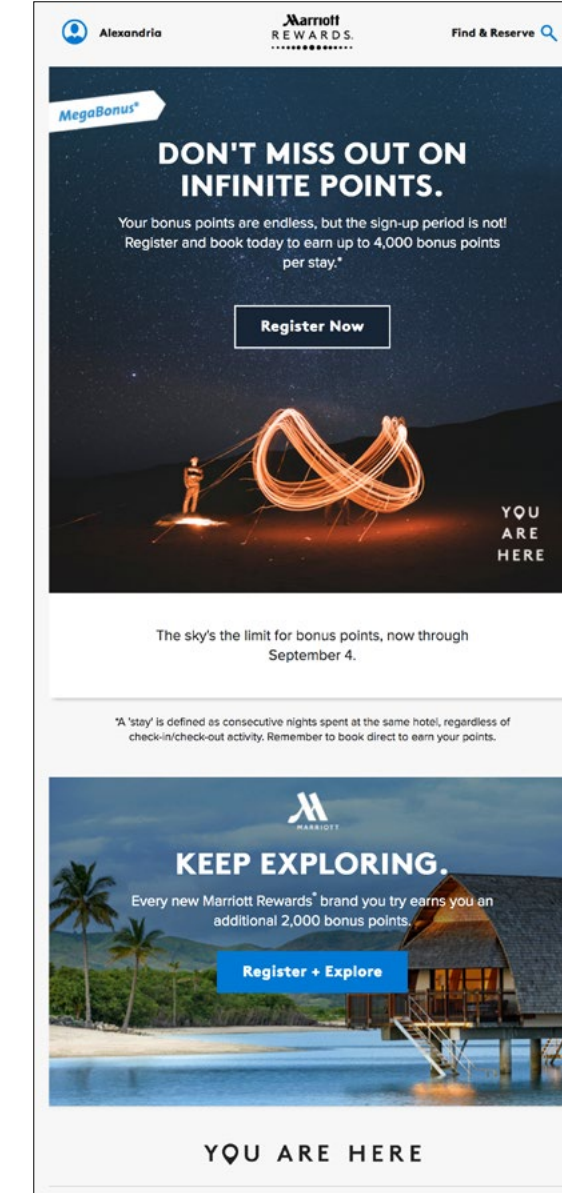
Video



100% Readable with Images Off



Template System



Olive Garden

Template System

The Olive Garden email template was redesigned to elevate and showcase their delicious food. Ample whitespace and a clean, minimal layout allows the yummy food imagery to pop. Combine that with regular, reoccurring sticky content and modern tech features such as add-to-wallet and you have one tasty email program.



Template System



Responsive Design



100% Readable with Images Off



Web Fonts



Map Module



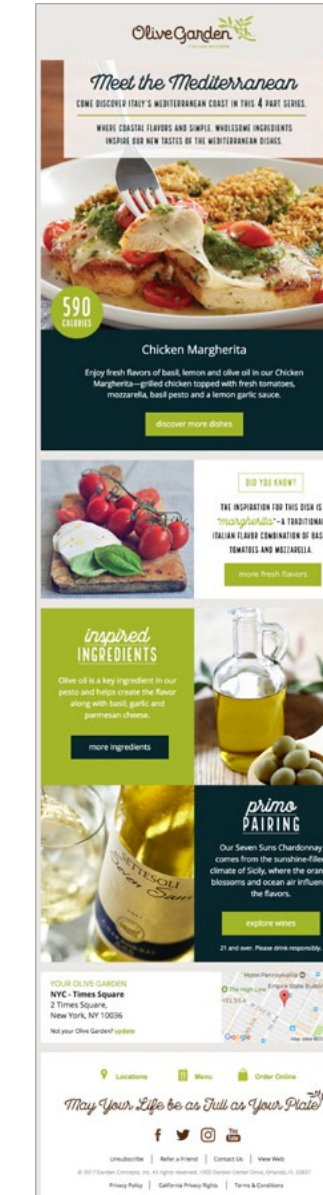
Sticky Content



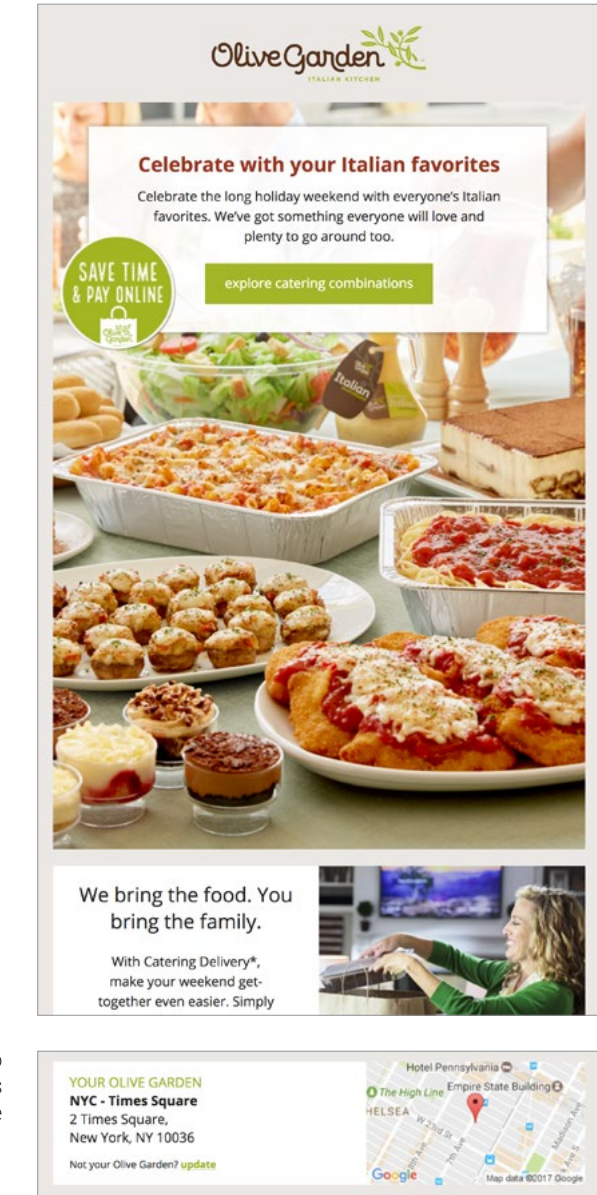
Long-scroller Promotion



Newsletter



Dynamic map module displays nearest store



Marriott Traveler

Template System

The world's largest hotel company regularly publishes fascinating travel articles and this master template system was designed to read like an editorial travel magazine. Full of useful and interesting content, this travel newsletter enjoys strong open and engagement from its readers.



Template System



Responsive Design



Bulletproof Buttons



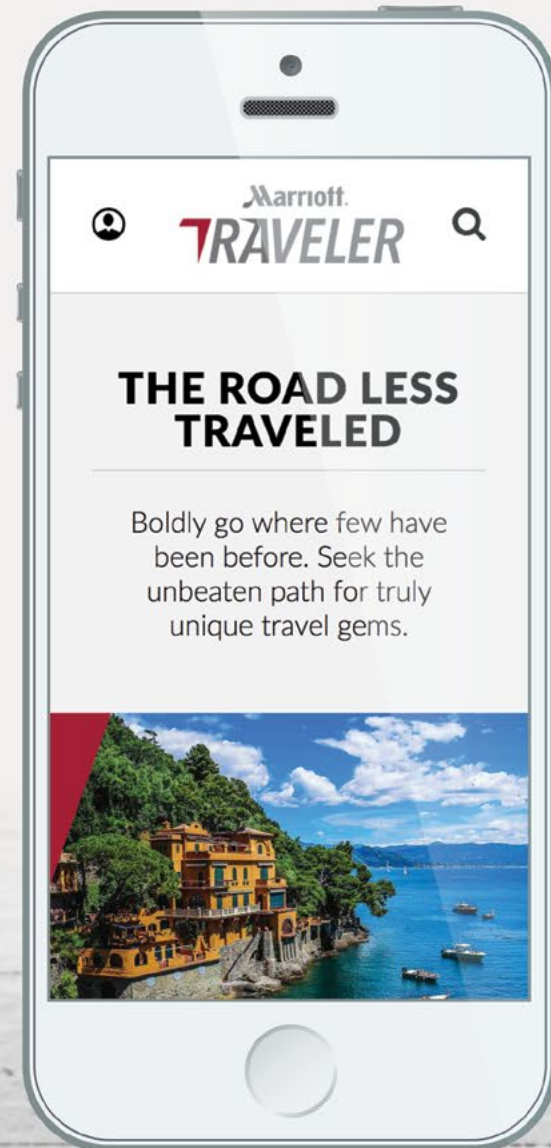
Web Fonts



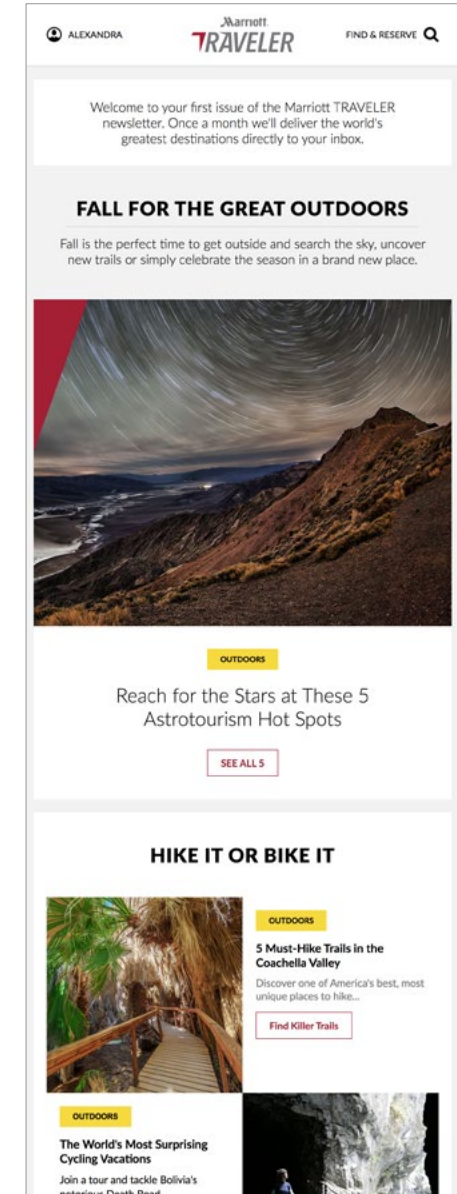
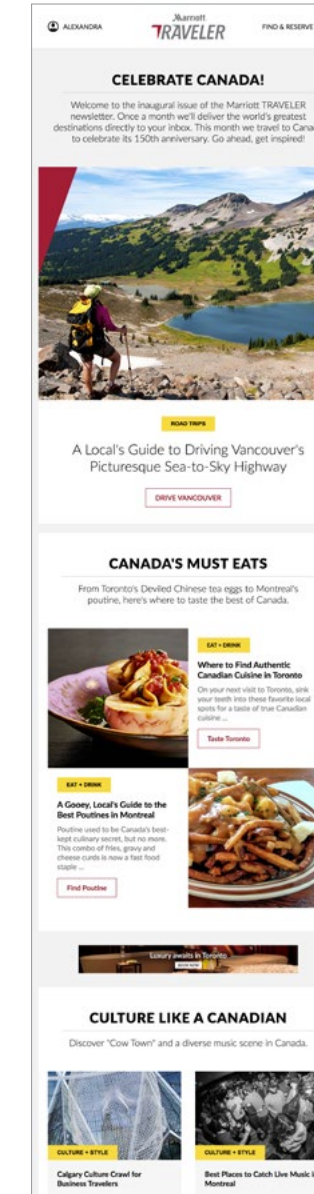
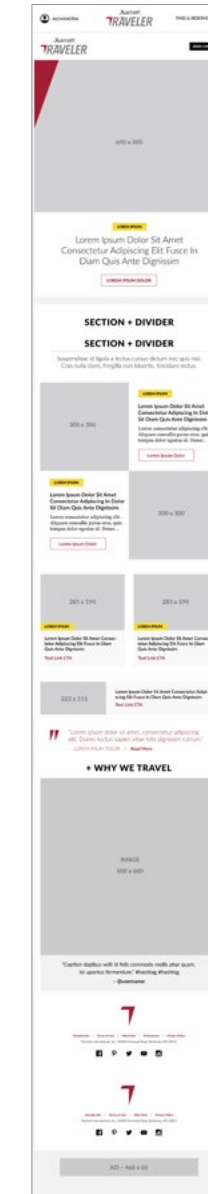
Sticky Content



100% Readable with Images Off



Template System



PayPal

Transactional System

PayPal's hugely successful rebrand is on display in this cutting-edge transaction template system. Driving millions of transactions per day, this email workhorse notifies users of all transactions in a clean, simple interface.



Template System



Responsive Design



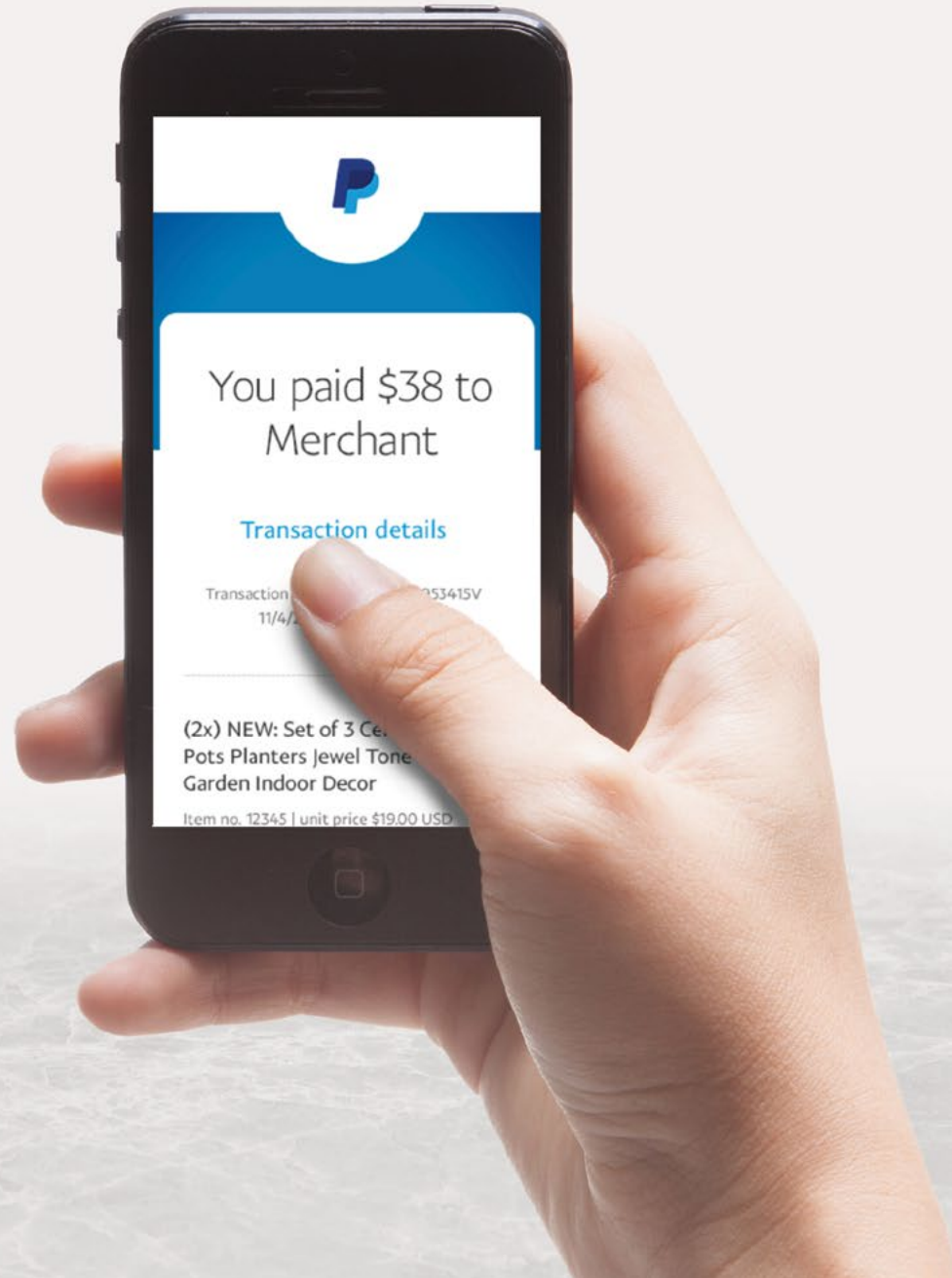
Bulletproof Buttons



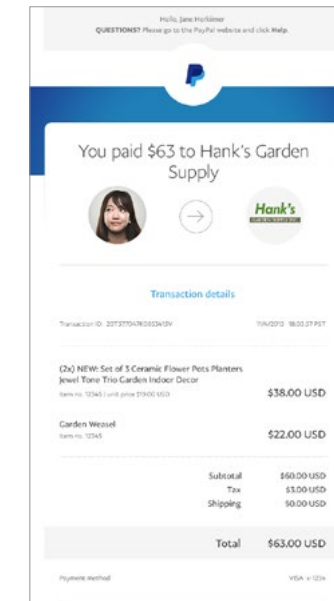
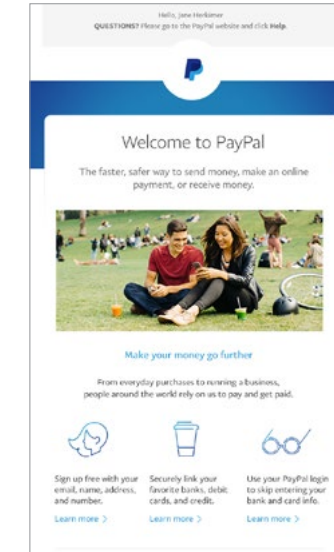
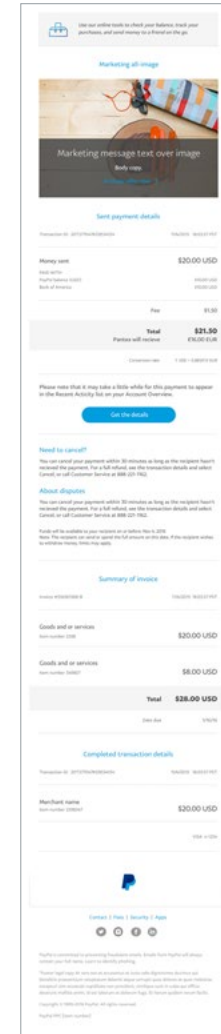
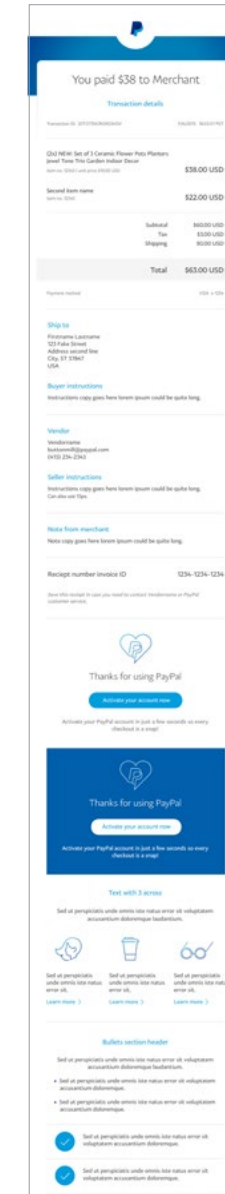
Web Fonts



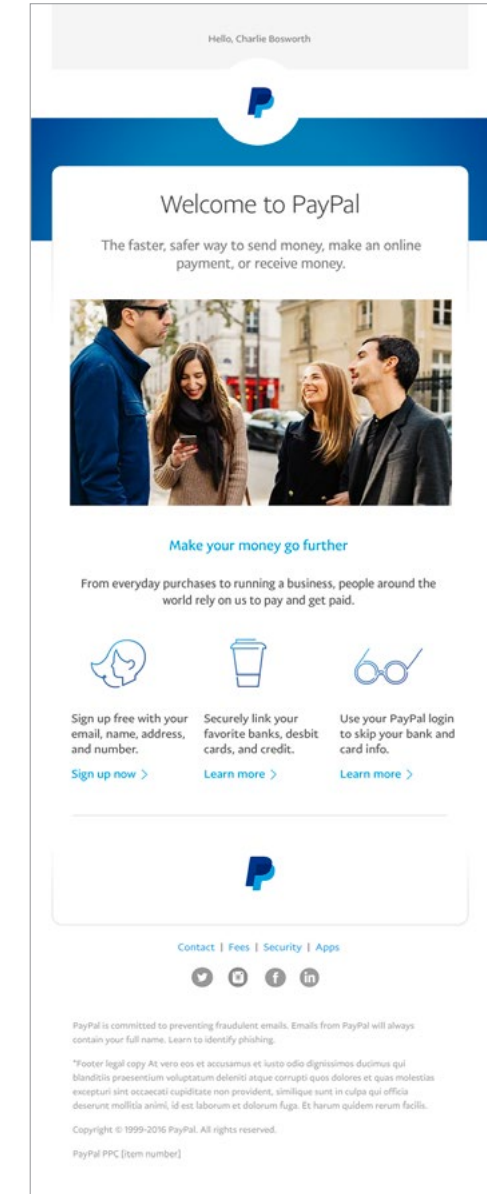
100% Readable with Images Off



Template System



Welcome Email



Choice Hotels

Template System

A great example of a modern email layout that uses bold colors and energetic photography, plus unique touches such as mouse-over effects on buttons and web-fonts. For even more engagement, a dynamic user-activity bar appears as the second module in all monthly newsletters.



Responsive Design



Megamerge



Bulletproof Buttons



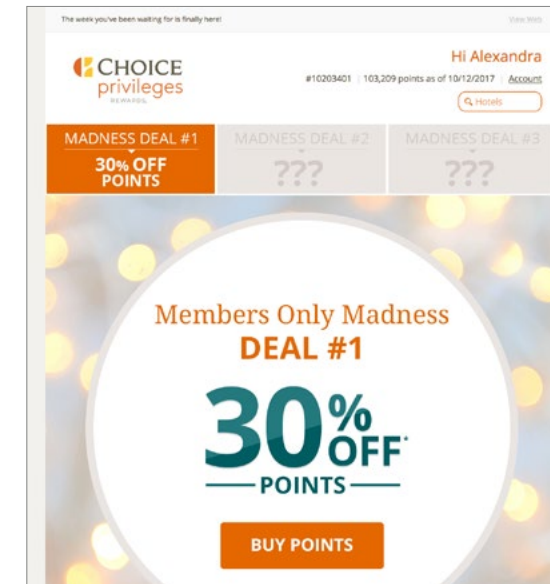
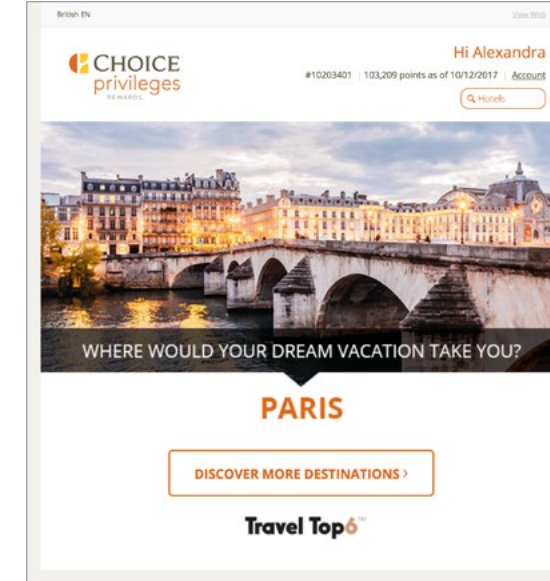
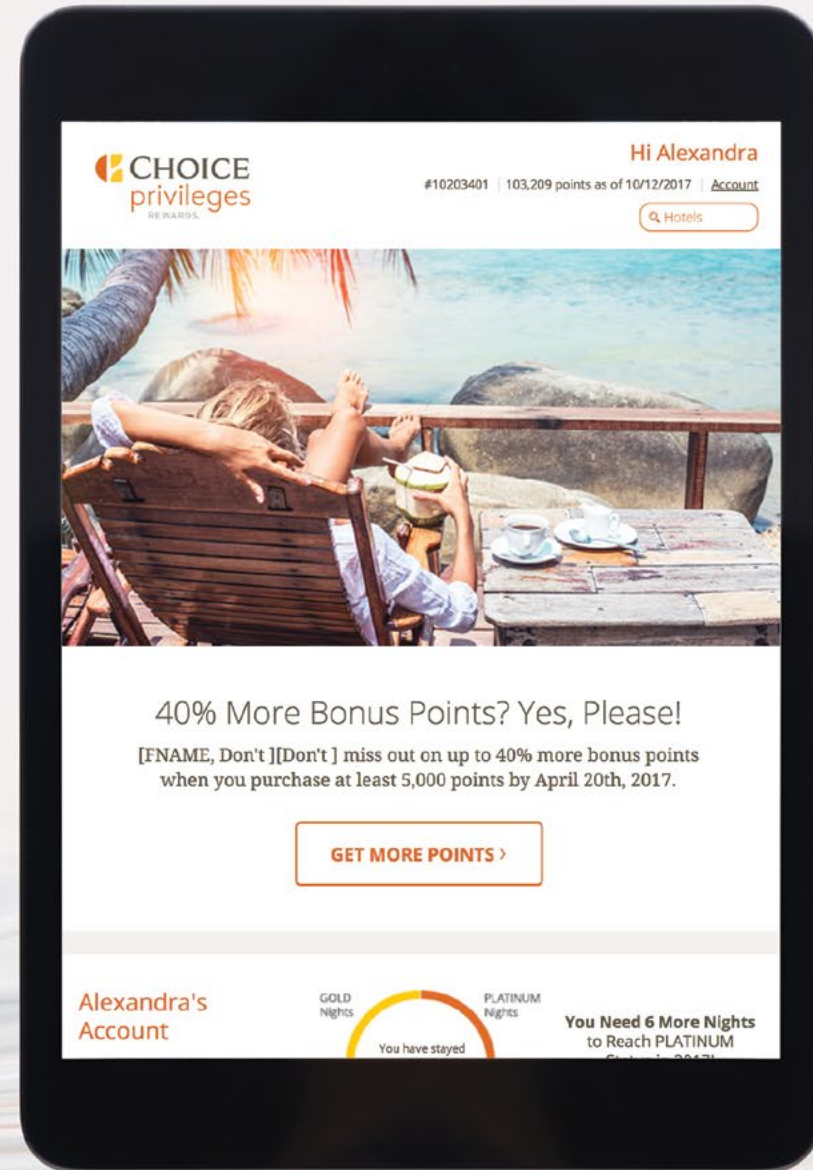
Web Fonts



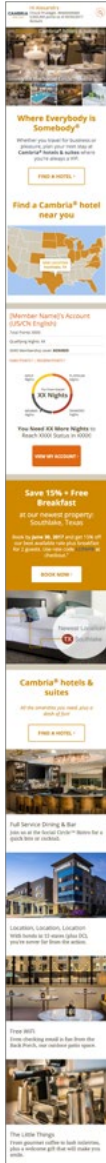
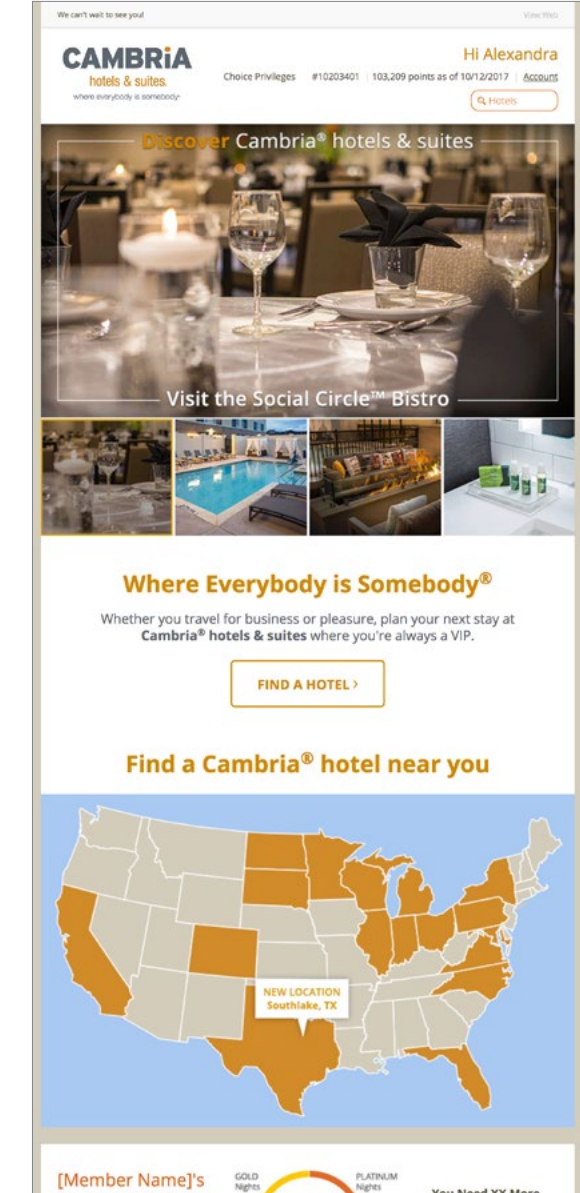
Catch-all Bottom Navigation



100% Readable with Images Off



Interactive Carousel

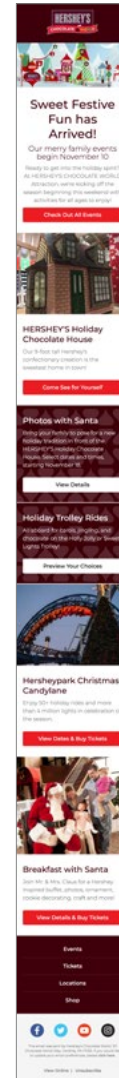
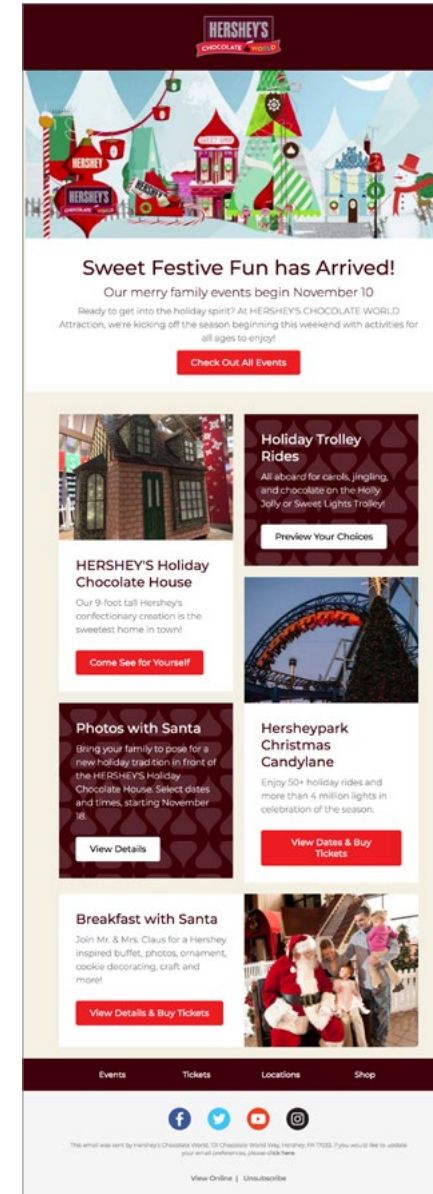
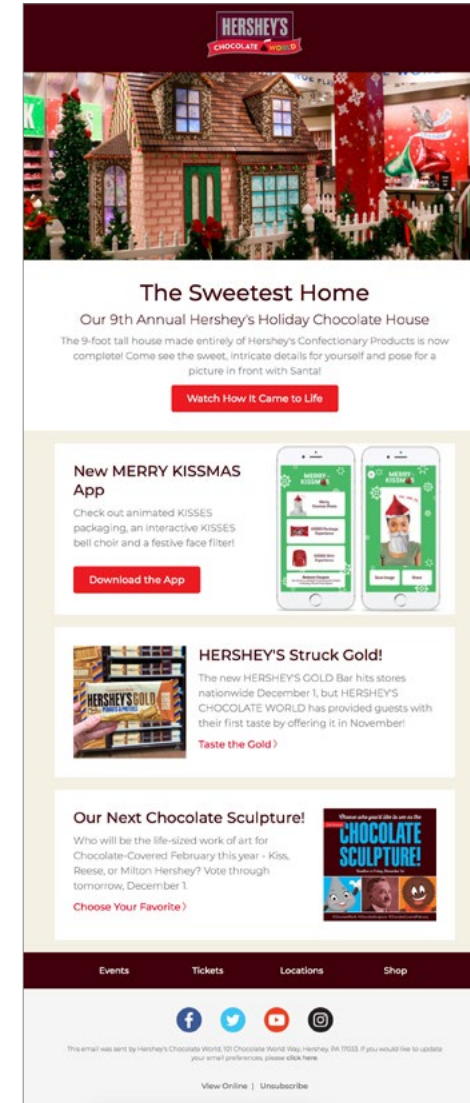
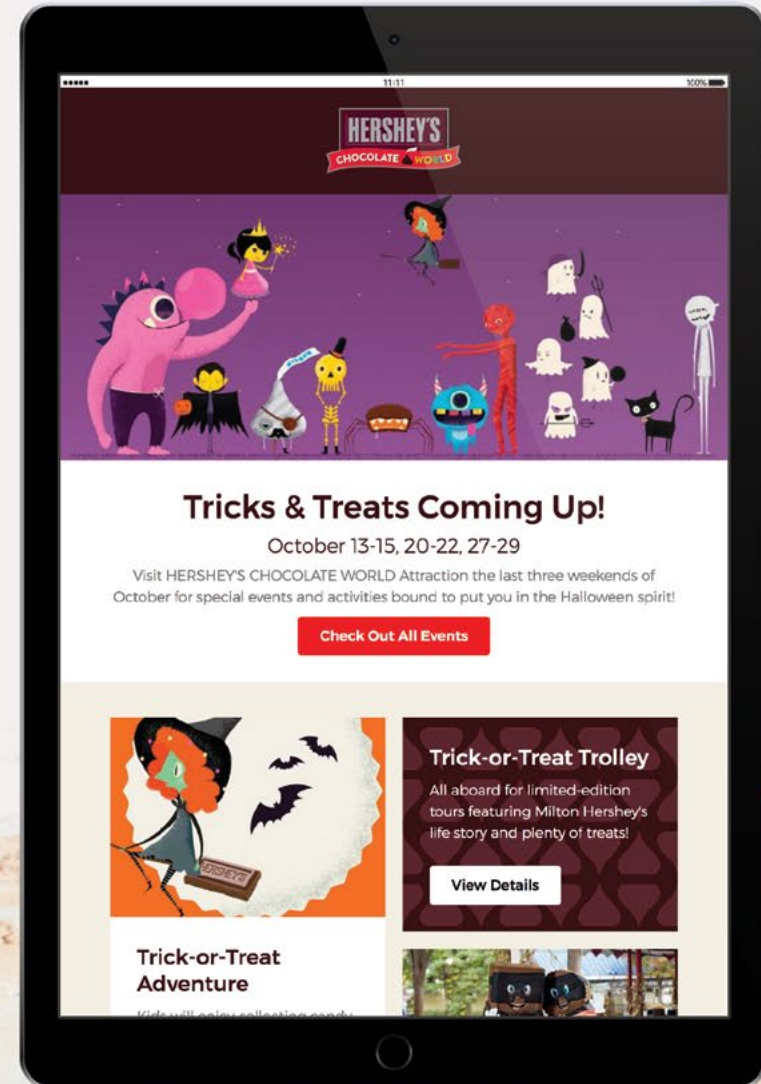


The Hershey Company

Template System

This nimble template system was tailor-made to streamline and visually unify Hershey's Chocolate World email program. Along with standard product modules, this system includes a wide variety of content containers. This allows for a seamless integration of engaging content and sales messaging.

- Template System
- Responsive Design
- Video
- Sticky Content
- Bulletproof Buttons
- 100% Readable with images off



Bed Bath & Beyond

Template System

This leading retailer of all things home decor needed to elevate their email. Pushing beyond price and promotion, the new template strives to be like inspiring interiors – bright, fresh and clean.



Template System



Responsive Design



Dynamic Content Display



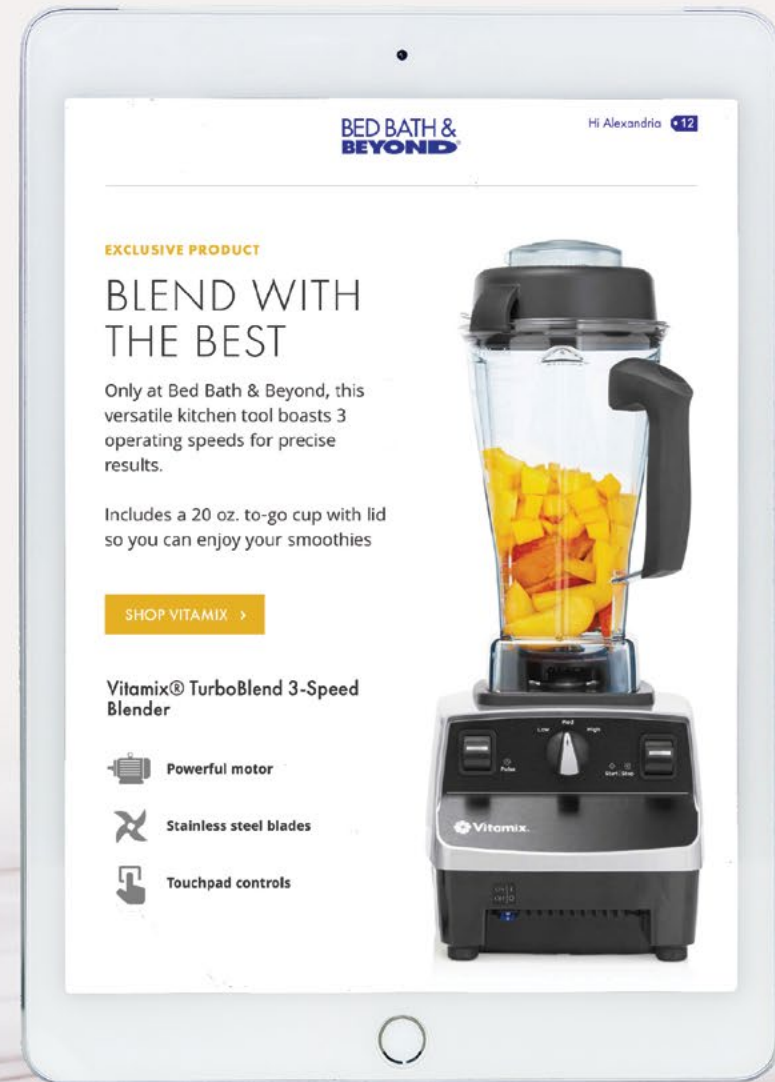
Web Fonts



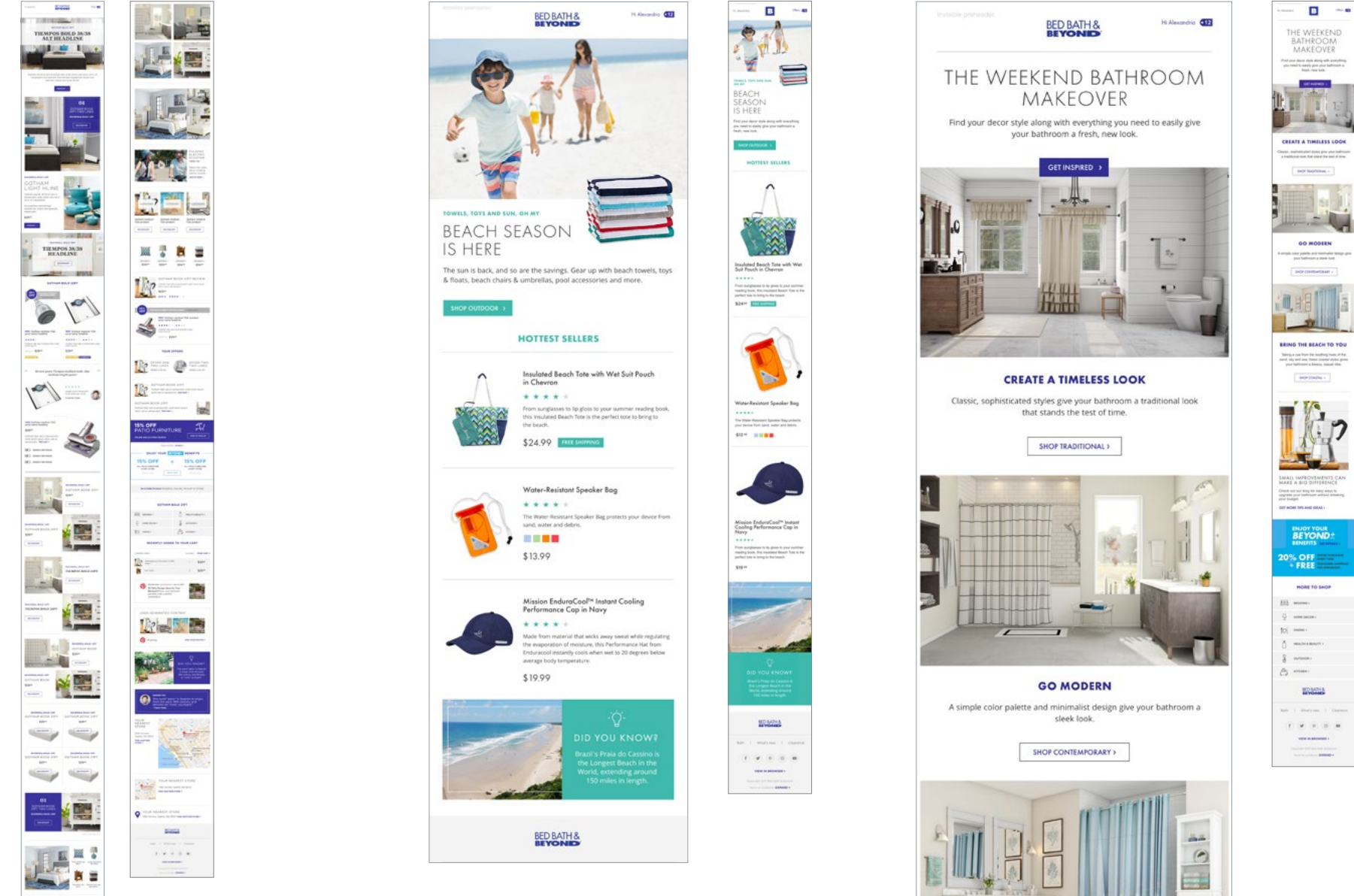
Social Share



100% Readable with Images Off



Template System



Community Coffee

Welcome Emails

Community Coffee serves up this delicious welcome series campaign to new subscribers. This series of emails informs users and gathers more information about them that allows further customization of the emails they will receive.



Responsive Design



Mega Merge



Bulletproof Buttons



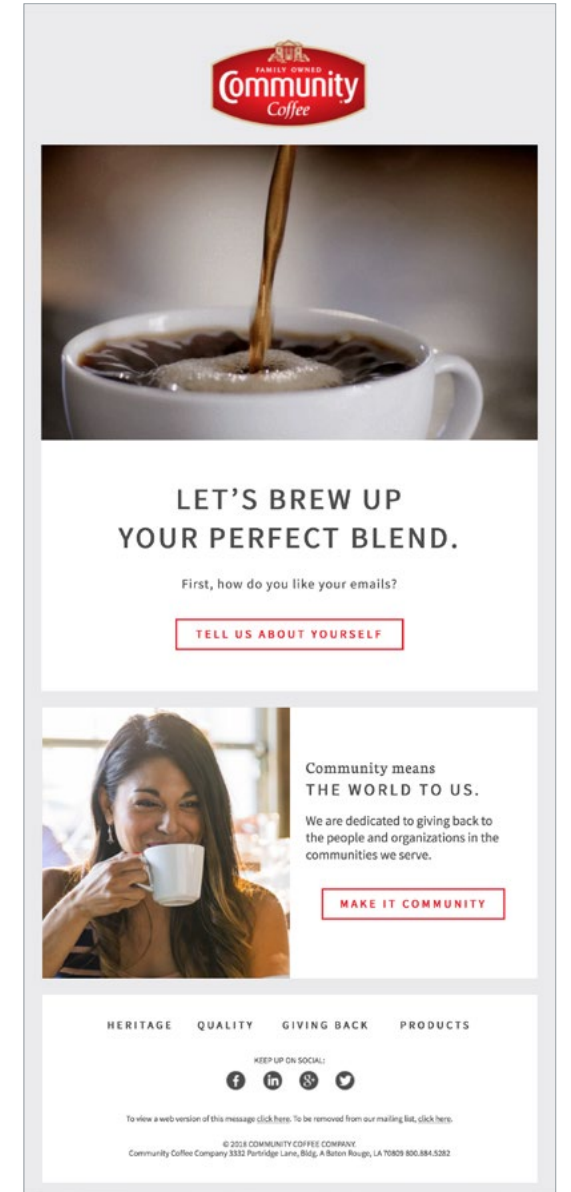
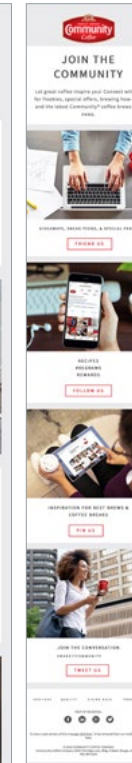
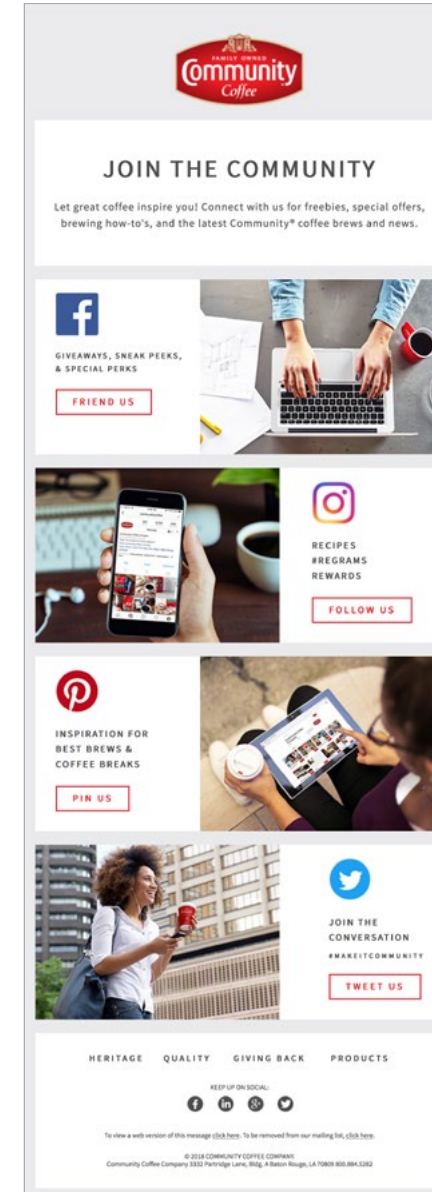
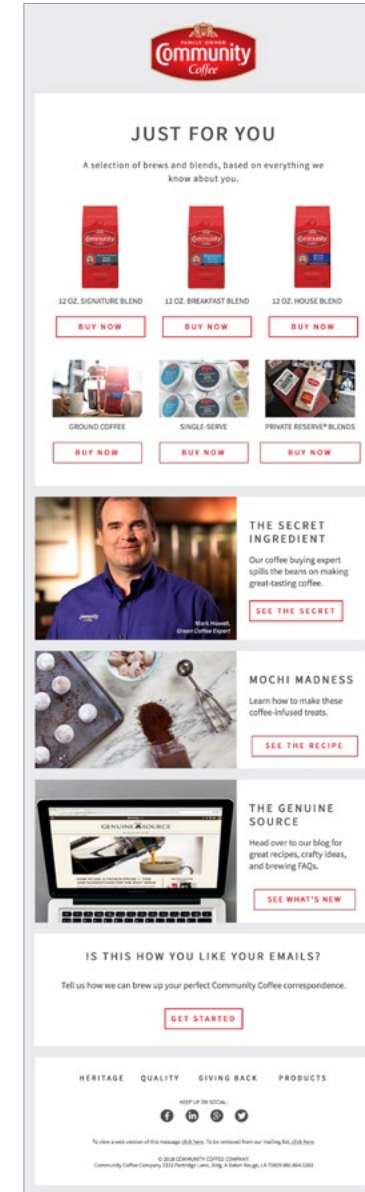
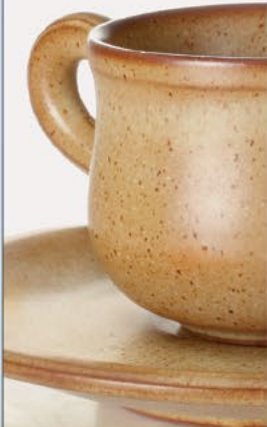
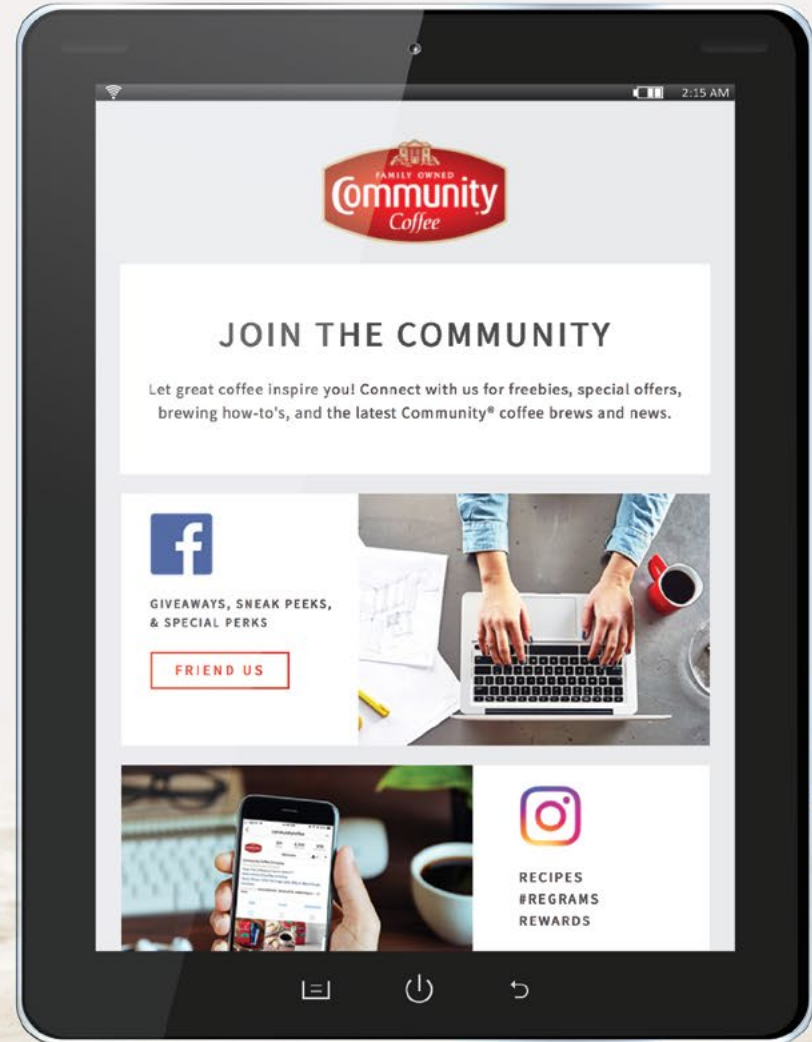
Web Fonts



Social Share



100% Readable with Images Off



West Marine

Activation Campaign & Direct Mail

A successful campaign that utilizes targeted email and direct mail postcards to drive purchases from former customers who have gone quiet.



Responsive Design



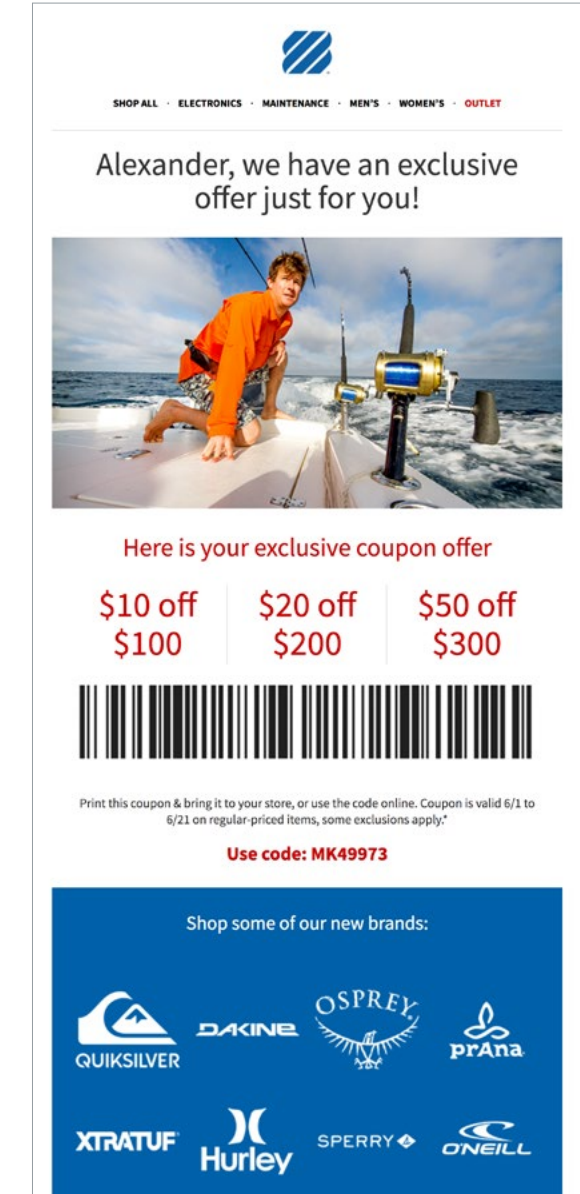
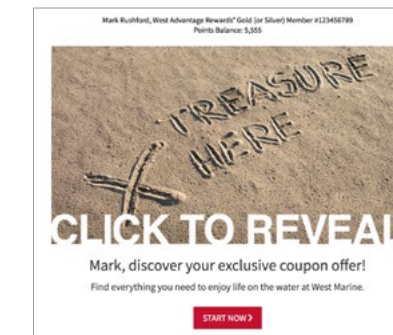
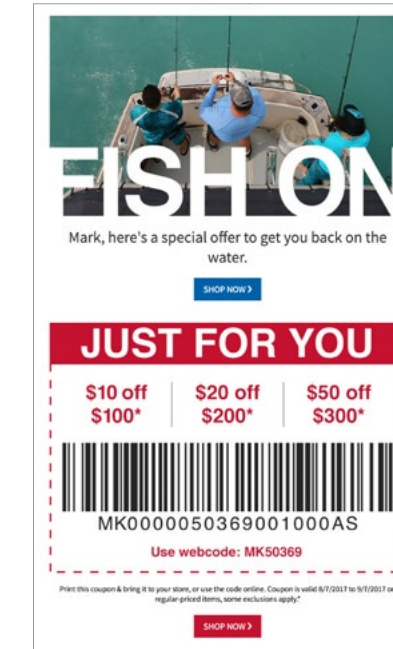
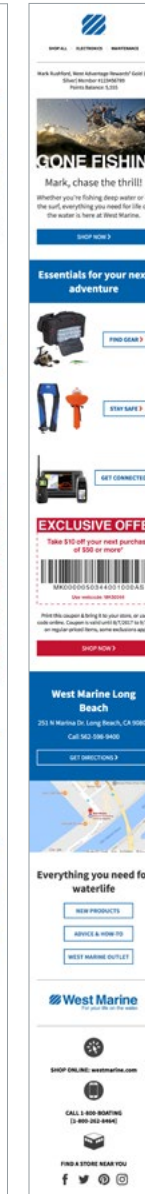
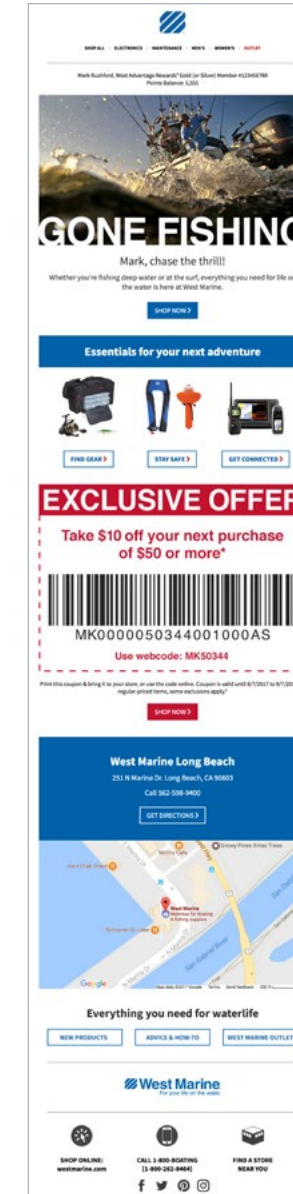
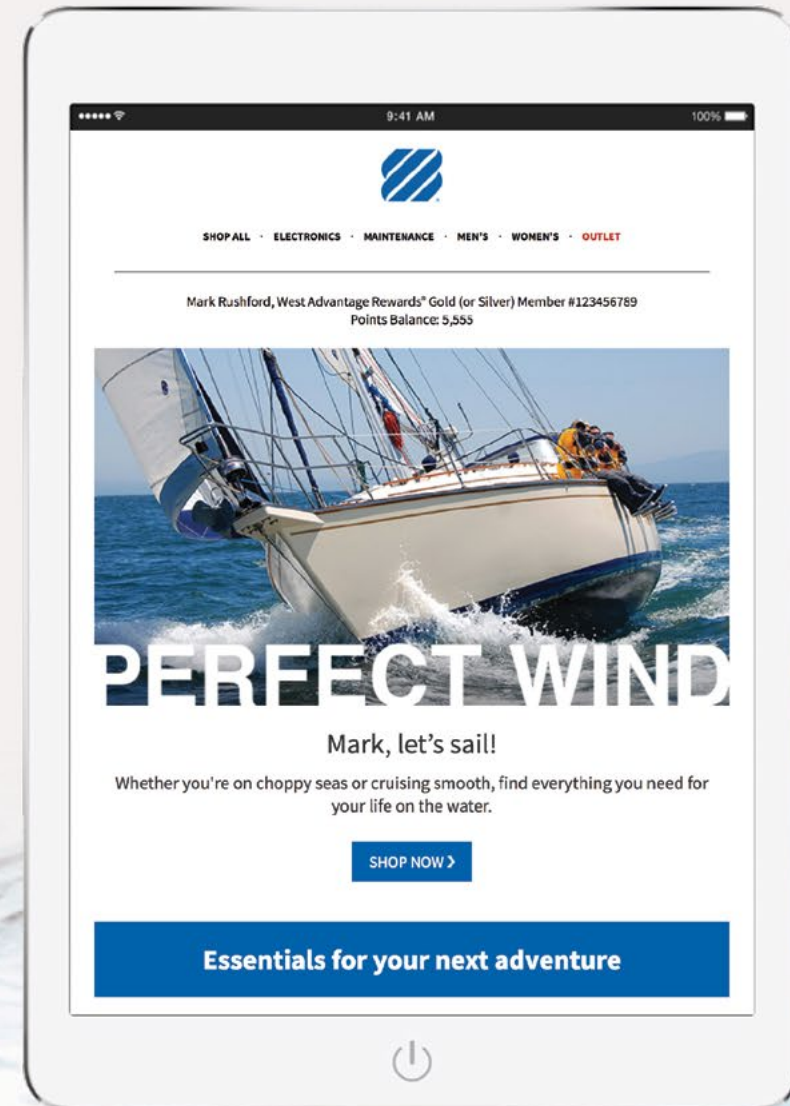
Dynamic Content Display



Multi-message Campaign



Direct Mail



See's Candies

Email Campaigns

See's customers are crazy about their delicious candies. The classic brand gets a modern email makeover by using fresh, foody shots in ultra-clean layouts with plenty of whitespace.



Responsive Design



Web Fonts



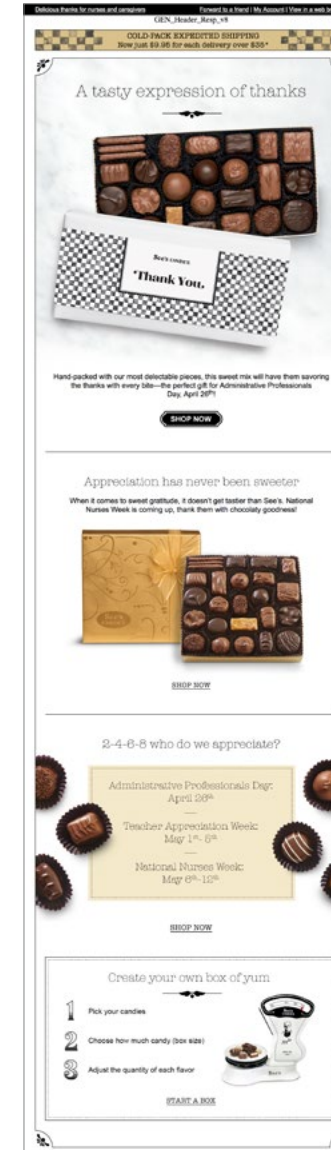
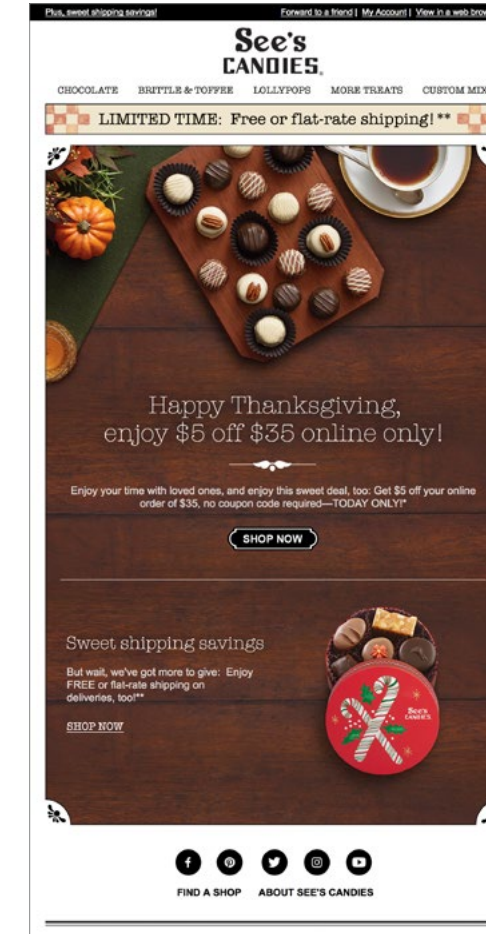
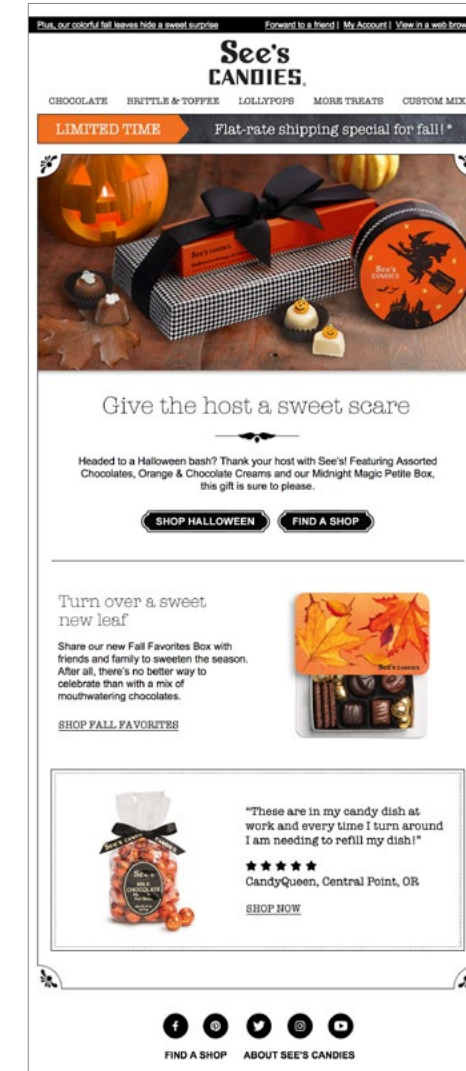
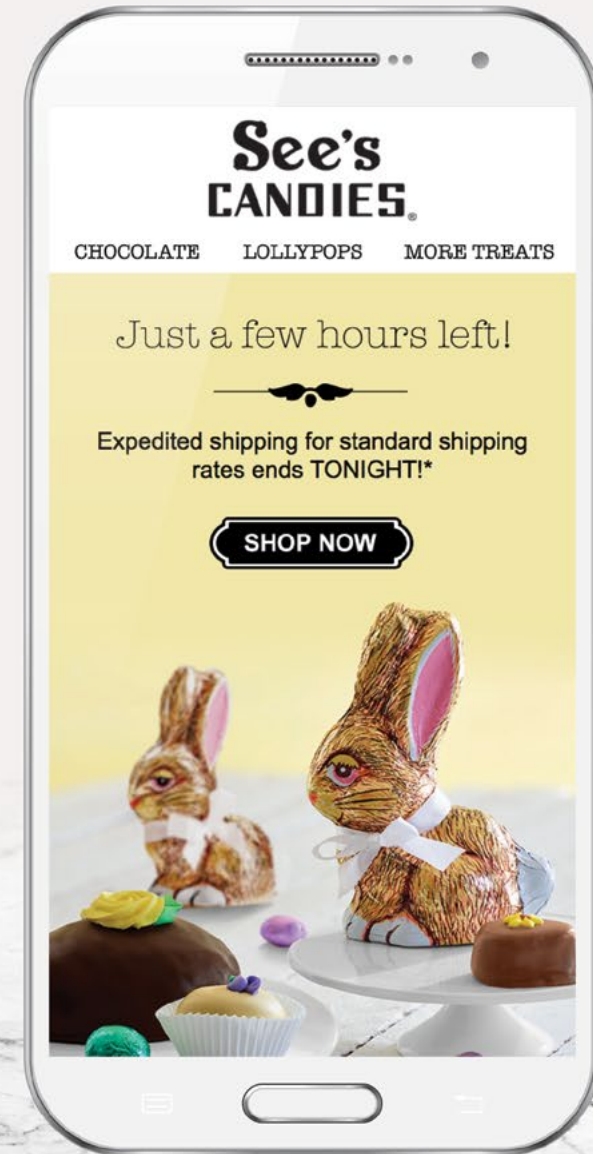
Animated GIFs



Direct Mail



Catch-all Bottom Navigation



Visa Checkout

Template System & Campaigns

One of the main goals for the Visa Checkout Templates system is to be an extension of their payment experience — simple, fast and clean. This successful new program has been quick to garner steady engagement by delivering relevant offers and content.



Responsive Design



Web Fonts



Template System



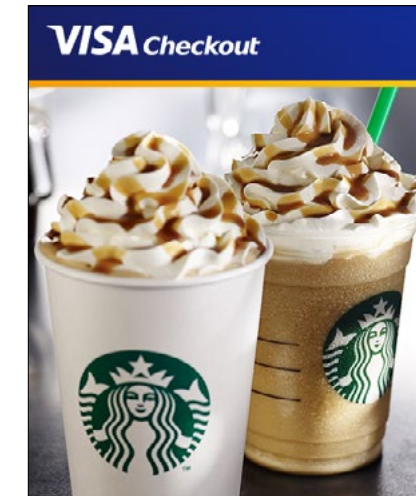
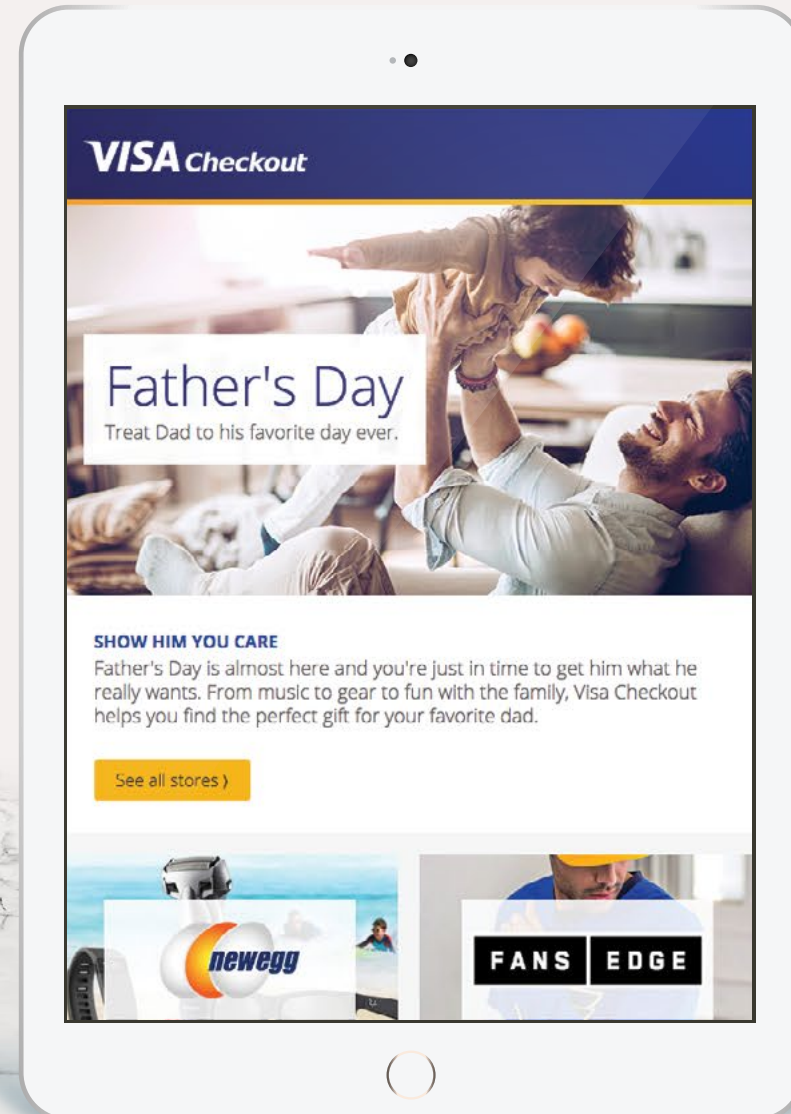
Sticky Content



Social Share



100% Readable with Images Off

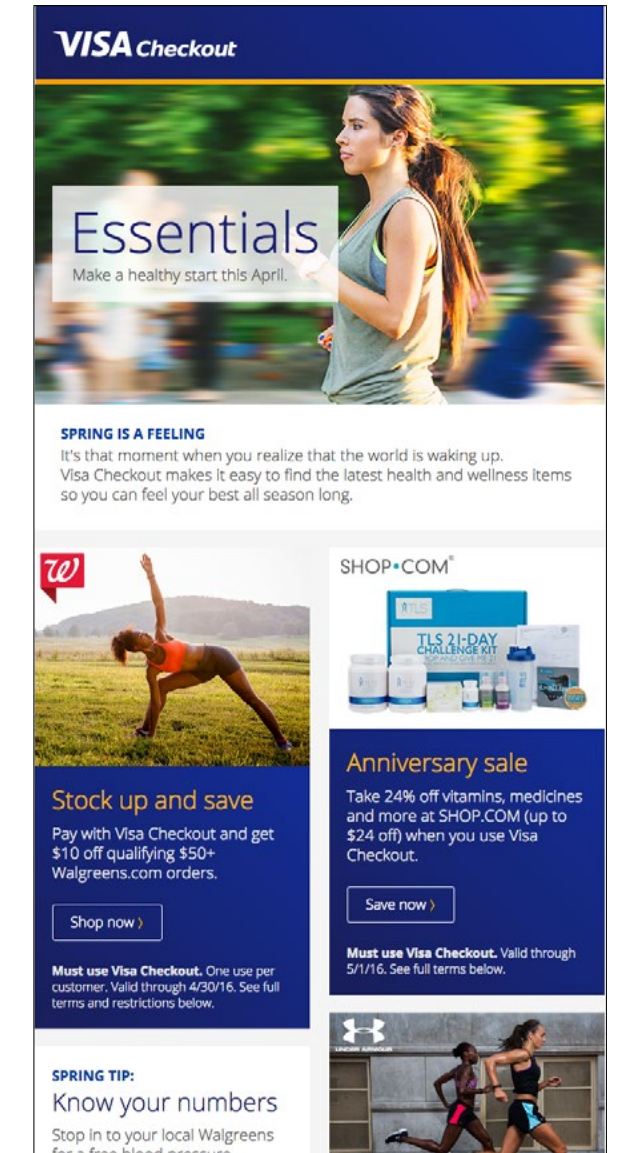
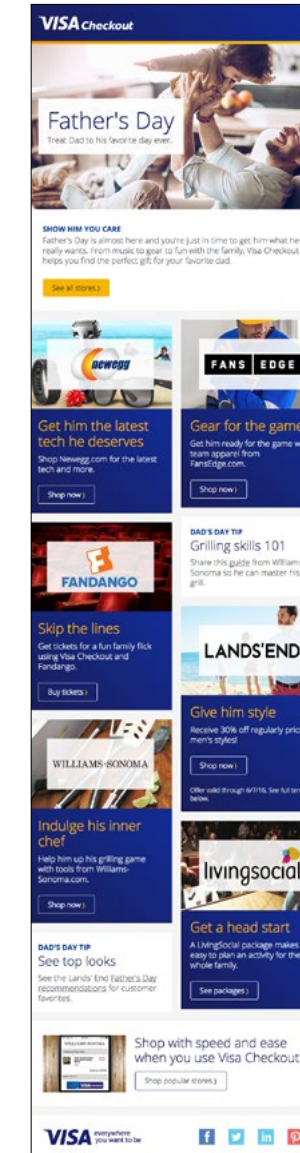


Give a \$10+ Starbucks eGift card and get \$10 when you pay with Visa Checkout!

Buy a Starbucks eGift Card of \$10 or more using Visa Checkout, and get a \$10 bonus, while supplies last. It's the easiest way to give more, brought to you by the easier way to pay online.

[Buy a Starbucks eGift Card >](#)

Visa Checkout Offer. Be one of the first 325,000 to buy a Starbucks eGift Card (min \$10). Limit one per person, while supplies last. Offer valid through 5/17/16. See full terms below.



eBay Sellers

"I Sell, So i Can..."

eBay wanted to inspire others to sell and make money. Rejecting common stock photography this campaign found actual sellers and featured them and the reasons why they sell on eBay, such as travel, art or family.



Responsive Design



Web Fonts



Sticky Content



Bulletproof Buttons



100% Readable with Images Off

SELL YOUR PHONE, GET UP TO \$450*

Sell your phone on eBay and get the most money.* Plus, sell up to five phones by September 30 and pay only \$5 in fees for each one.

Activate offer Includes 5-, 7-, 10-, and 30-day listing durations

Get the most for your phone on eBay†

eBay	Apple iPhone 6 16GB	Apple iPhone 5s 16GB	Samsung Galaxy S5
	\$455*	\$235*	\$210*
Final value fees	- \$5	- \$5	- \$5
You make	\$450	\$230	\$205

AT&T	\$300†	\$135†	\$135†
Gazelle	\$315†	\$165†	\$145†

PEOPLE WANT WHAT YOU GOT

Prepare to sell your phone

Back up your phone
Back up your data and media so you don't lose it.

Erase your data
Reset your phone to its factory default settings.

Deactivate phone and services
Ensure your cell carrier is notified.

PAY NO MORE THAN \$5 PER PHONE

CASH IN AND GIVE ITEMS NEW LIFE

With millions of buyers, eBay is the best place to get more money and find new homes for your once-loved items.

Claim your offer now to list them for FREE* and get 50% off fees when your items sell.

Claim your offer

*Optional features fees apply. Excludes related items.

LIST FREE + GET 50% OFF SELLING FEES
April 22 - 29

eBay makes it easy for people around the world to find items they're searching for.
— Jessica Lindsay

Jessica's sold items

\$35	\$33	\$19
-------------	-------------	-------------

Sellers total \$87

See what items in your home you can sell. [Explore](#)

LIST FOR FREE
JUNE 23-29

FIND CASH ALL AROUND YOUR HOME

List for free* and turn items you no longer need into money. What will you sell for extra cash?

Claim offer
30-day fixed price listings, newly listed items only

\$50 COUPON Get rewarded for making your first sale! [Activate now](#)

BONUS OFFER

Start Selling | How to Sell | What to Sell | Success Stories

SELL NOW AND GET AN EXTRA \$50

Time's running out to sell and make extra holiday cash. Don't miss out! Offer ends December 31.

Claim offer

Snowboard
Avg. selling price: \$185 + Coupon: \$50
You get \$235*

Action figures
Avg. selling price: \$44 + Coupon: \$50
You get \$94

Headphones
Avg. selling price: \$96 + Coupon: \$50
You get \$146

Not sure what to sell?
Phones, tablets, and high-tech toys are hot right now. Sell yours today!
[See the full list of hot holiday gifts](#)

Selling is as easy as 1-2-3!

1. List it
2. Ship it
3. Get paid

+ \$50 COUPON
[Start selling](#)

Lock in a guaranteed price for your phones and tablets

Sell phones and tablets for the eBay trending price—or you'll get a Coupon for the difference.

Sell your phone • **Sell your tablet** •

*Exclusions apply. See details.

SUMMER SELL-CEBRATION WEEK
June 18-22

Sell to fund your summer fun

List up to \$K more for free, plus get a chance to win a car of your choice up to \$100K!† Ends June 22.

Get started now

eBay is helping you kick-start your summer selling this week with tips, tools, and two special offers. [Get started](#)

Top selling items for summer

- \$37 Avg. selling price
- \$72 Avg. selling price
- \$29 Avg. selling price
- \$25 Avg. selling price
- \$381 Avg. selling price

How-to videos

Selling on eBay: How to create a compelling tit...

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Selling on eBay: How to select the right shippi...

How to create a compelling title and description

How to select the right shipping option

Webinar **FREE**

Listing and Selling on eBay
Jim "Golf" Griffith, Owner of eBay Education
June 19, 2014, 3AM PST

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Selling checklist

It's easy to sell on eBay. Download our checklist for the essential steps.

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eBay Seller Protection

The Seller Protection Team works behind the scenes to protect your interests for the rare times when something goes wrong.

[Learn more](#)

Share your story

There are thousands of people doing amazing things on eBay. Are you one of them? If so, we would love to hear from you!

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Ticketmaster

Template System

Entertainment at your fingertips! One template drives all Ticketmaster email. From triggers to newsletters this extensive template system features a unique flat design with ticket-like organization of key info.



Responsive Design



Web Fonts



Template System



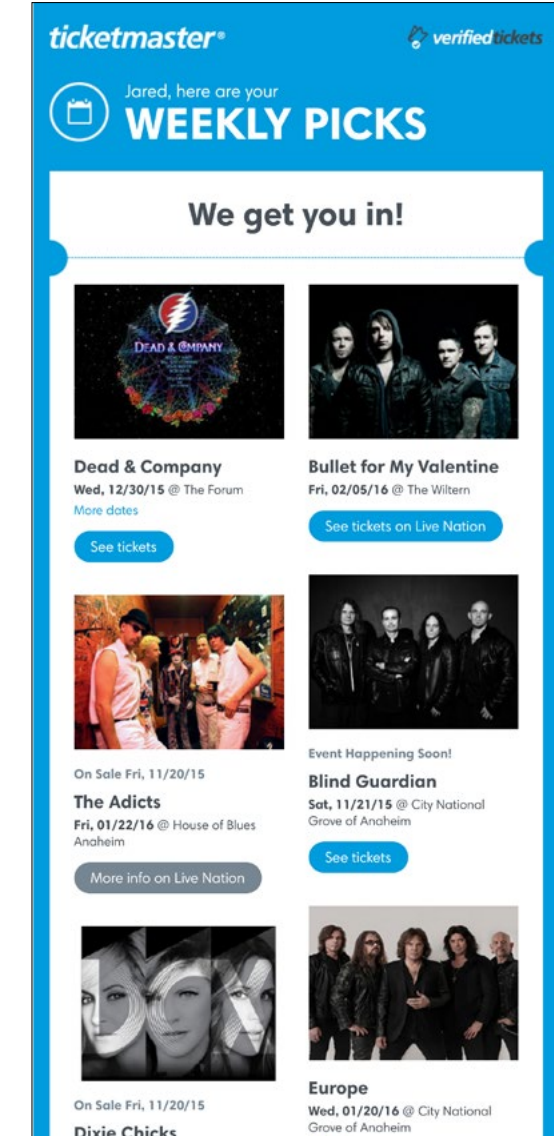
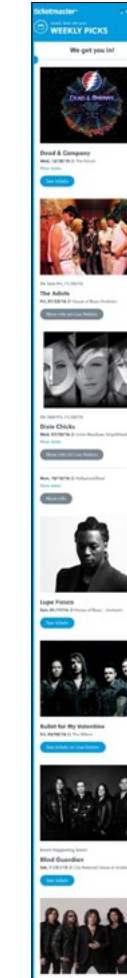
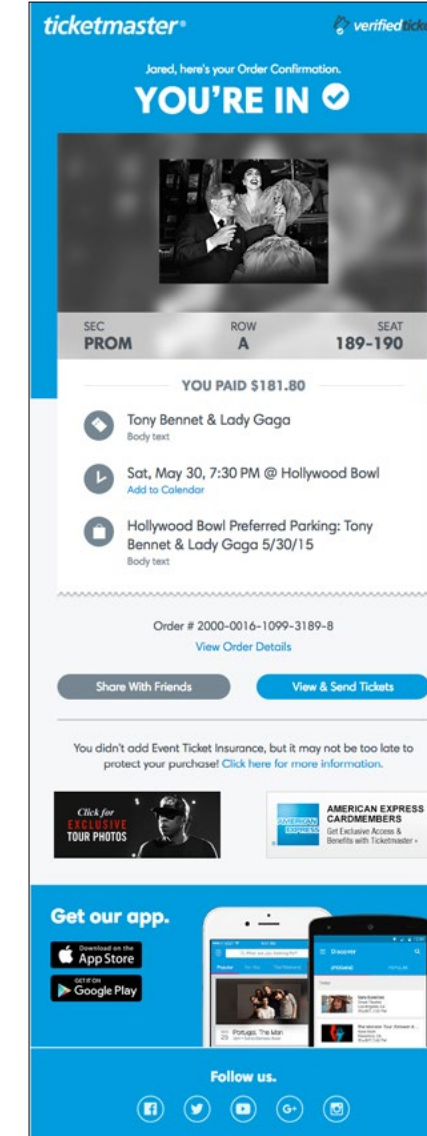
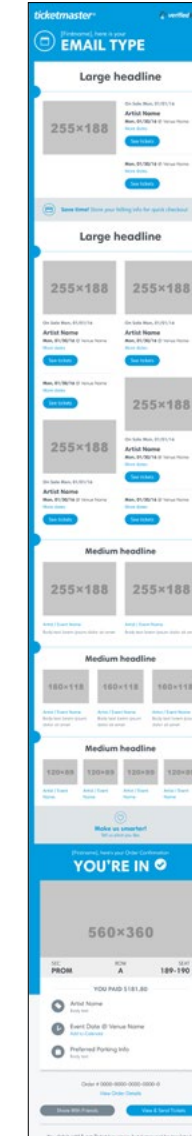
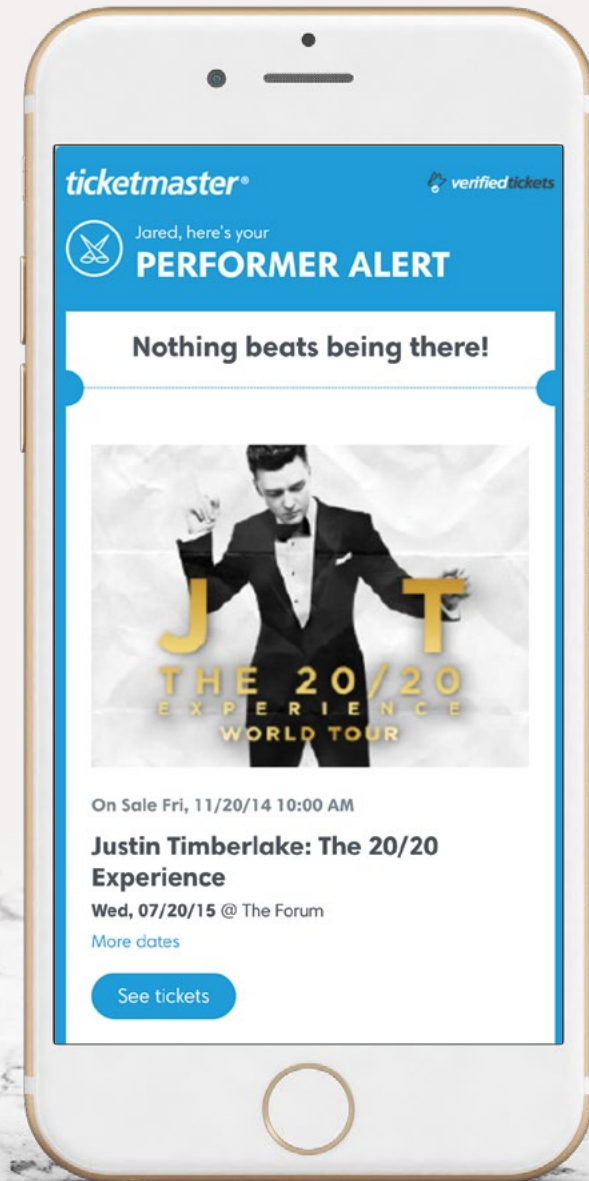
Megamerge



Social Share



Click-to-Launch App



KEEN

Template System

People love their KEENs! Comfortable, adventurous and fun—this template was designed to embrace their brand and showcase the plethora of great outdoor content they enjoy.



Responsive Design



Web Fonts



Template System



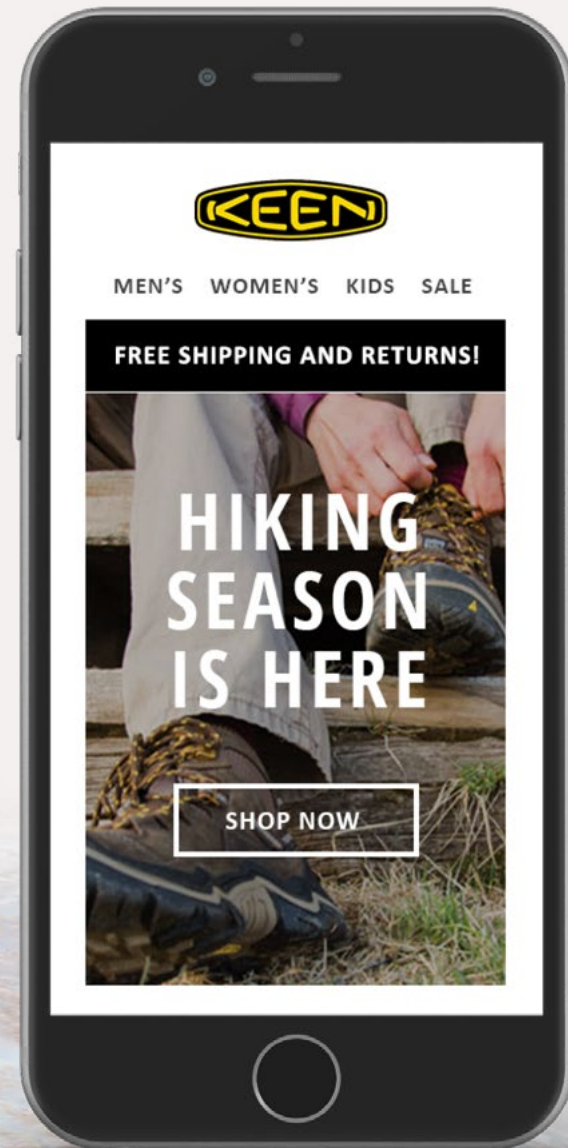
Sticky Content



Bulletproof Buttons



100% Readable with Images Off



Microsoft Groove

Template System

An email template system that educates users about Microsoft's most recent media player. Featuring bulletproof copy over images and dynamic content all in a modern design.



Responsive Design



Web Fonts



Template System



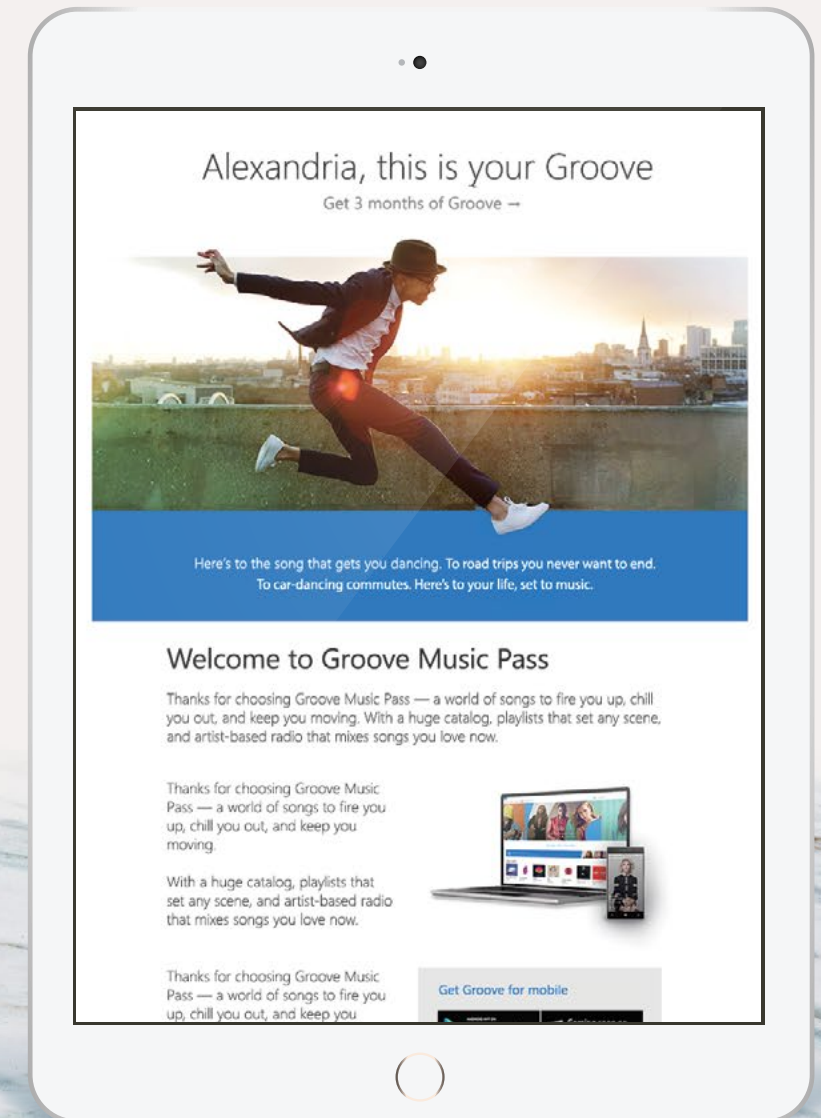
Video



Bulletproof Buttons



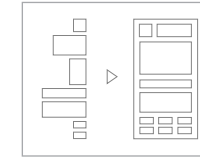
100% Readable with Images Off



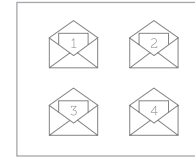


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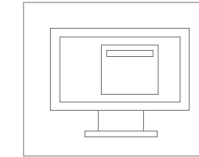
Products & Services



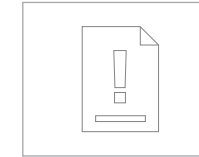
Template
Systems



Email
Campaigns



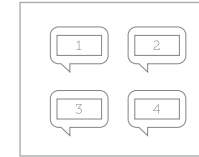
Landing
Pages



Content
Creation



Banner &
Display

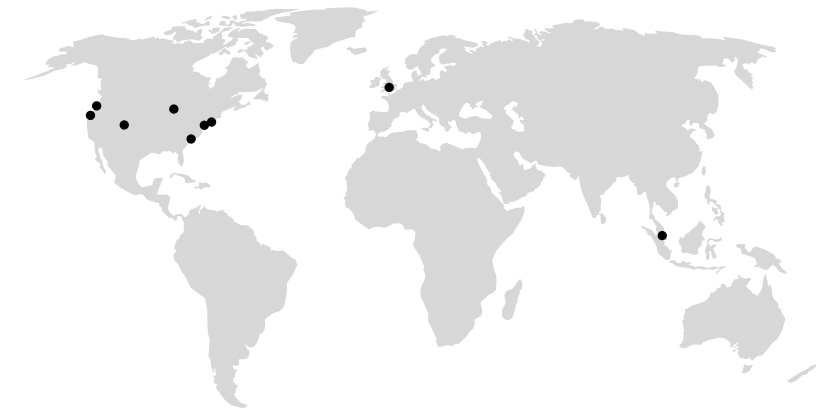


Social
Campaigns



Registration
& Preference
Sign Up Pages

Locations



- Chicago
- Portland
- NYC
- San Francisco
- Boston
- Washington D.C.
- Atlanta
- Denver
- London
- Singapore
- Ontario

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Alexander, we have an exclusive offer just for you!

Sweet Festive Fun has Arrived!

Our merry family events
begin November 10

Ready to get into the holiday spirit?
At HERSHEY'S CHOCOLATE WORLD
Attraction, we're kicking off the
season beginning this weekend with
activities for all ages to enjoy!

Check Out All Events

HERSHEY'S Holiday
Chocolate House

Today will challenge your
threshold and you'll
from intense exercise
lactate threshold
improve your end
climbs, rope pulls, and
You have 30 minutes
lunges, and crawling
of it...

WARM-UP

1. DYNAMIC warm-up
2. JUMPING JACKS 75X
3. Run, cycle, row or jump
for 5 minutes.

MAIN SET

On treadmill or outside:

1. Run 2 minutes
2. PLANK 30-90 seconds
3. Run 2 minutes
4. HOLLOW HOLD 30-90 seconds

OBSTACLE
TUTORIALS

SPARTAN RACE SPEAR THROW