

# Bluecore Winter LOOKBOOK



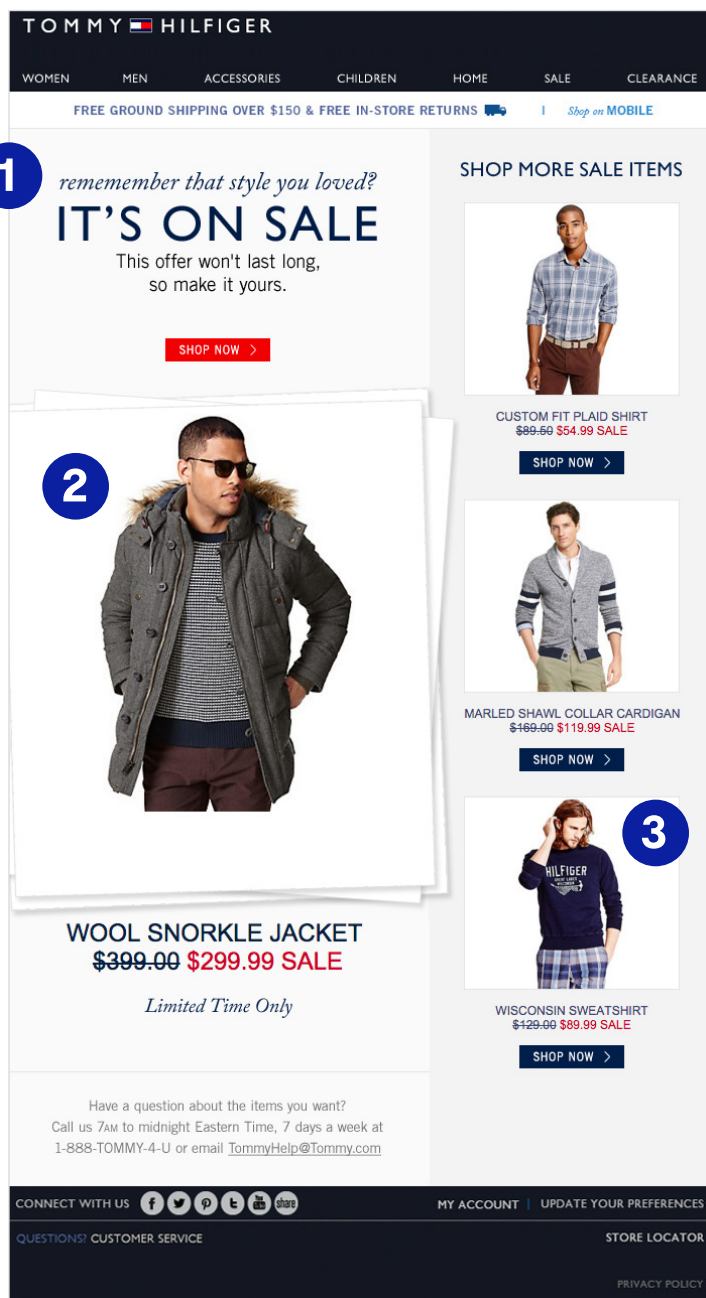
# CONTENTS

Welcome to the Winter edition of the Bluecore Lookbook – a small sampling of behavioral and product catalog triggers currently employed by our partners across a number of key verticals. For more information about any of the emails you see here, please reach out to us at [lookbook@bluecore.com](mailto:lookbook@bluecore.com). Enjoy!

Apparel	3
Footwear	8
Housewares	12
Jewelry	16
Specialty Retail	21
Sporting/Outdoor	24
Automotive	27
Electronics	29

Subject Line

Wool snorkle jacket on sale...



- 1 Targets customers that have browsed, but not purchased, items with price reductions
- 2 Combines new pricing and visuals of products previously browsed
- 3 Real-time product recommendations based on browse behavior

⌚ Sent immediately after price changes

## WHAT'S INTERESTING

Tommy Hilfiger's Price Decrease trigger identifies products that have decreased in price by a predetermined threshold and matches those items with customers who previously browsed within a certain time period... with no data feeds.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
36%	12%	\$1.95

Subject Line

Tell us what you think!

\*\*\*\*\*

**IT'S YOUR CHANCE TO WIN \$1,000**

Review your purchases below and be entered to win.

See our official rules for more details.

**So, what do you think?**

We'd love feedback on your recently purchased item. Your reviews and ratings will help us offer the best products for our guests, and help others select the perfect products.

**1**

**Men's Opti-Dri Striped Polo**

[WRITE REVIEW >>](#)

**You may also like:**

**2**

**Men's Opti-Vent Feedstriped Polo**

[SHOP NOW](#)

**Men's Opti-Soft Cotton Stripe Polo**

[SHOP NOW](#)

**REVIEW THE REST OF YOUR PURCHASE:**

**3**

**Men's Opti-Vent Polo**

[WRITE REVIEW >>](#)

**Women's Chevron Embossed Polo**

[WRITE REVIEW >>](#)

**GET SOCIAL**

- 1** Pulls in exact product(s) purchased
  - 2** Related products recommended based on gender of those purchased
  - 3** Integrated survey banner displays based on specific product purchases
- 🕒 Sent 9 days after purchase is made

### WHAT'S INTERESTING

Handsome men in polos? Yes. But also a survey opportunity dynamically pulled into the template from the eCommerce storefront.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>45%</b>	<b>08%</b>	<b>\$0.76</b>

Subject Line

We thought you may like these

Calvin Klein

WOMEN

MEN

SALE


STILL LOOKING FOR PANTS, SHORTS + DENIM?

1


WE SELECTED THESE JUST FOR YOU...

CONTINUE SHOPPING >


2



CALVIN KLEIN WHITE LABEL  
 BODY SKINNY SOLID BELTED PANTS  
 \$70.00 \$34.99  
 EXTRA 20% OFF, DISCOUNT IN CART




CALVIN KLEIN WHITE LABEL  
 ESSENTIAL SKINNY BELTED PANTS  
 \$70.00 \$34.99  
 EXTRA 20% OFF, DISCOUNT IN CART




CALVIN KLEIN WHITE LABEL  
 ESSENTIAL SKINNY PANTS  
 \$70.00 \$34.99  
 EXTRA 20% OFF, DISCOUNT IN CART


WE THOUGHT YOU MIGHT ALSO LIKE




CALVIN KLEIN WHITE LABEL  
 GARMENT DYED ZIP DETAIL CROPPED PANTS  
 \$69.00 \$19.98  
 EXTRA 15% OFF, DISCOUNT IN CART



CALVIN KLEIN WHITE LABEL  
 POWERSTRETCH SKINNY METALLIC SPLATTER PRINT PANTS  
 \$74.00 \$19.98  
 TAKE 60% OFF



CALVIN KLEIN WHITE LABEL  
 BODY SKINNY MOTO PANTS  
 \$74.00 \$19.98



CALVIN KLEIN JEANS  
 PULL ON PONTE LEGGINGS  
 \$29.99  
 EXTRA 40% OFF, DISCOUNT IN CART

3

SHOP BESTSELLERS >

- 1 Dynamic copy based on products searched for (e.g., Pants, Shorts + Denim)
- 2 Products recommended from the category based on search function and best-sellers
- 3 Direct links to category page as well as best-sellers

⌚ Sent 4 hours after Search Abandonment

## WHAT'S INTERESTING

Customers who enter specific search terms on CalvinKlein.com and later abandon, receive this Abandoned Search trigger with dynamic copy related to specific areas of interest.

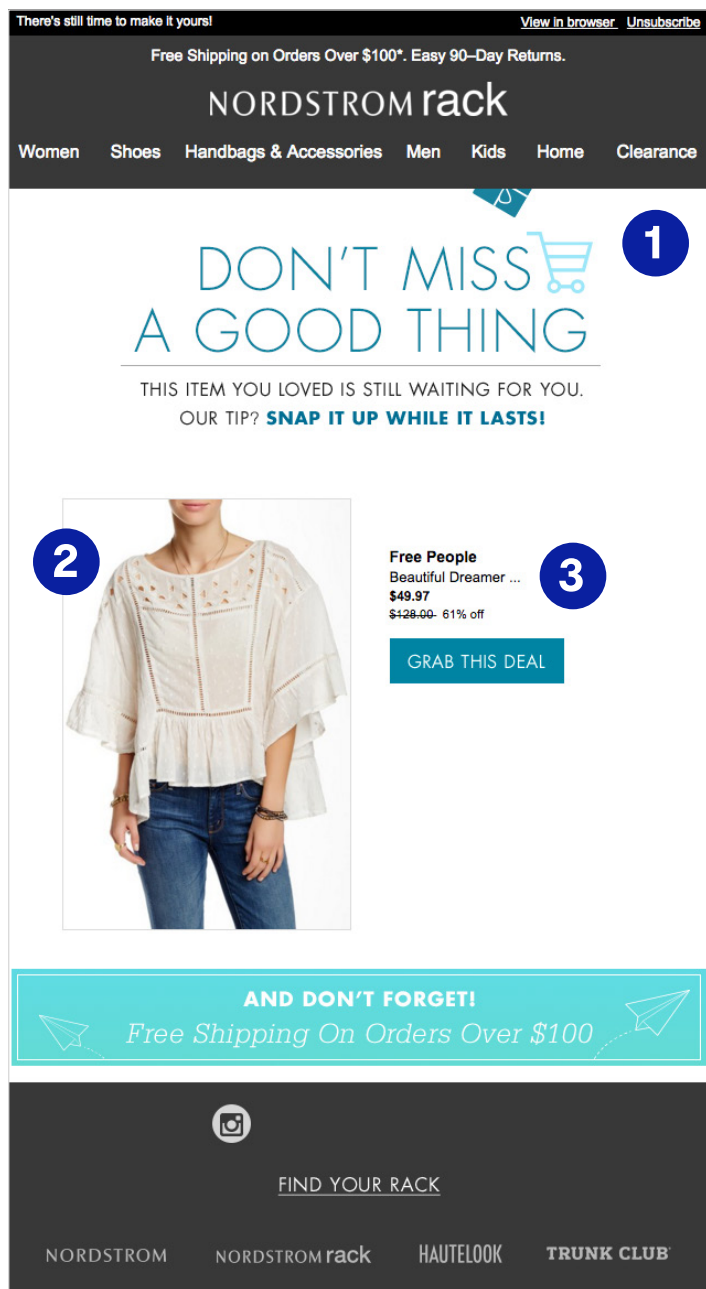
## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
36%	6%	\$0.54

Subject Line

# 1 Forget something? Get it before it's gone!



- 1 .gif-based header displaying a moving shopping cart creates more engaging email content
- 2 Real-time catalog data only shows cart contents that are still in-stock
- 3 Catalog data enables pricing information as well as savings to be shown in email automatically

🕒 Sent 2 hours after Cart Abandonment

## WHAT'S INTERESTING

Nordstrom Rack is taking Abandoned Cart triggers to the next level with a fun .gif animation in addition to grabbing a previously carted item at a discount.

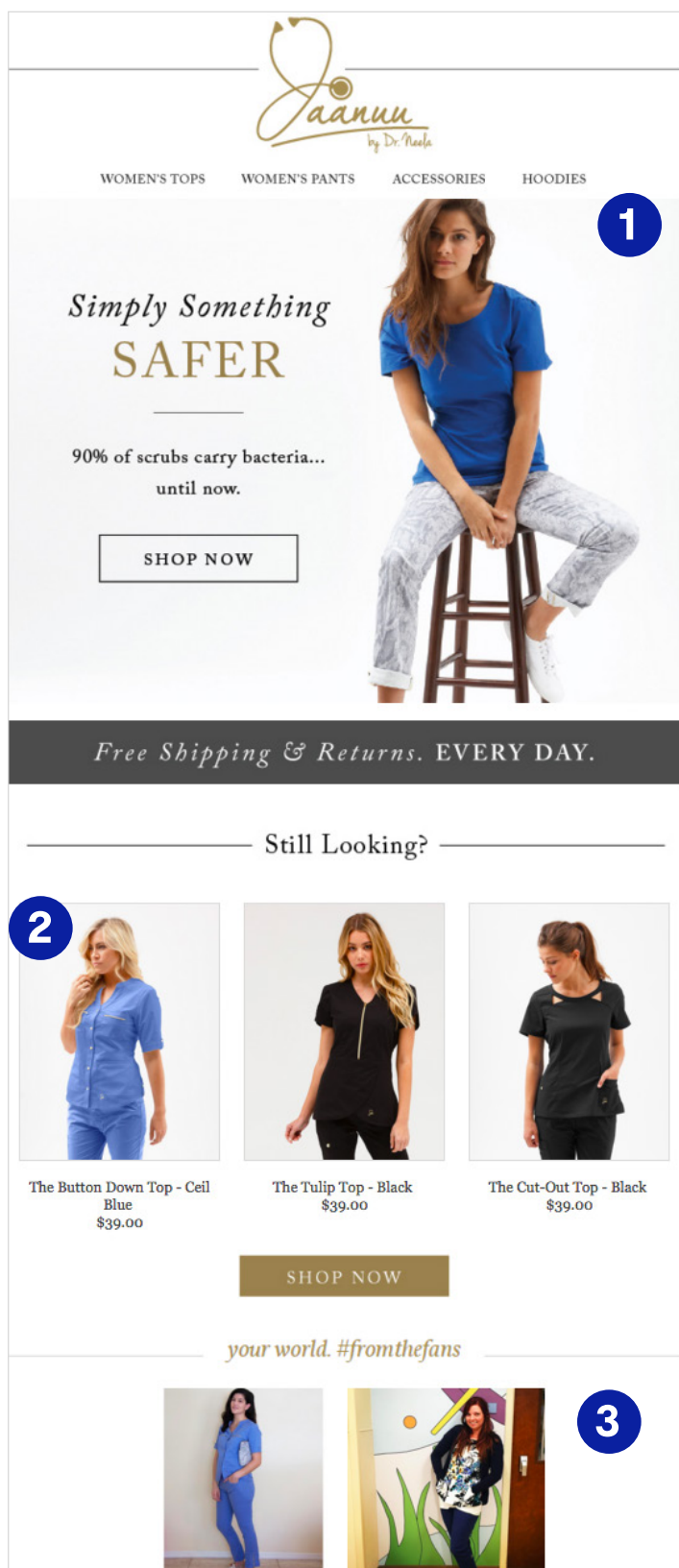
## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
44%	12%	\$3.83

Subject Line

Your search just got easier



- 1 Category-appropriate product promotion placed at top of email
- 2 Best-selling products in the category abandoned are displayed
- 3 Editorial content details uses of product by real customers

🕒 Sent 4 hours after Category Abandonment

### WHAT'S INTERESTING

Category browsing behaviors are well worth tracking and sending triggered emails around - especially with compelling copy and design like this.

### RESULTS FROM BLUECORE PARTNERS\*

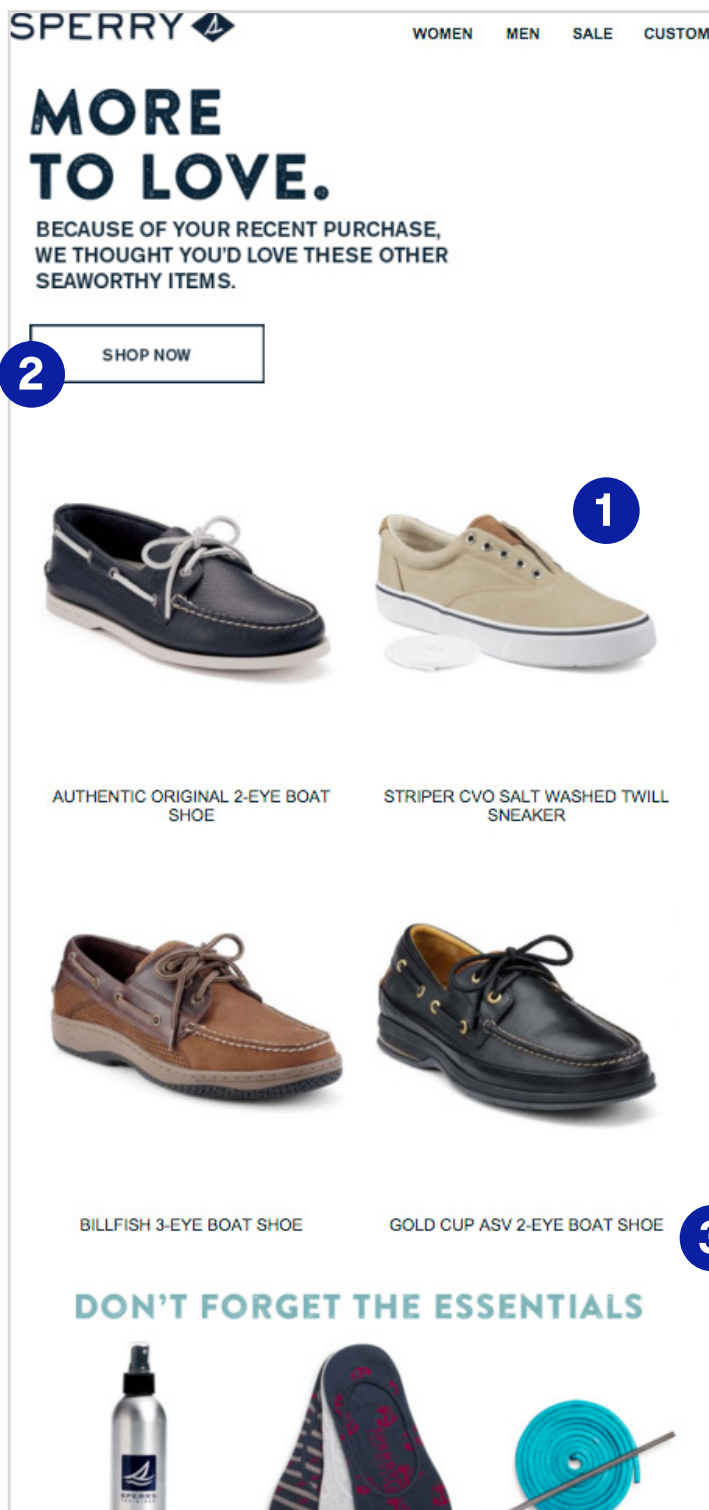
\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
43%	10%	\$1.41



Subject Line

We thought you'd love these...



- 1 Real-time product recommendations support customer's purchase
- 2 Copy utilizes opportunity to further personalize customer messaging
- 3 Post Purchase cross-sell helps customers extract maximum value from previous purchase

🕒 Sent 10 days after purchase is made

## WHAT'S INTERESTING

Sperry leverages a block of cross-sell items directly related to items purchased to drive additional conversions and help customers maximize value.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
28%	6%	\$0.20



Subject Line

Back in stock: crocs hilo clog



- 1 Related products in the category browsed
- 2 Custom .gif displays color options of similar products
- ⌚ Sent daily based on products returning to the catalog

## WHAT'S INTERESTING

This Back-In-Stock trigger is sent based on automatic detection of inventory changes within Crocs' online catalog.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
35%	10%	\$0.47

Subject Line

Still thinking about those shoes?

WOMEN MEN GIRLS BOYS ACCESSORIES

ONLINE ONLY BUY ONE GET ONE 50% OFF FOOTWEAR AUTO-APPLIED AT CHECKOUT

## YOU NEED THESE SHOES!

Still dreaming of these must-haves?

CONTINUE SHOPPING

1

**Men's Monroe Oxford**  
Payless Shoes  
**\$44.99** reg \$44.99

**Men's Monroe Oxford**  
Payless Shoes  
**\$10.00** reg \$44.99

2

**Men's Leather Blake Work Boot**  
Payless Shoes  
**\$25.00** reg \$54.99

CONTINUE SHOPPING

## OUR BEST SELLERS!

**Men's Rieder Sneaker**  
Airwalk  
**\$19.00** reg \$34.99  
★★

**Men's Edward Brogue Oxford**  
Dexter  
**\$15.00** reg \$39.99

**Men's Smith Moc Slip-On**  
Dexter  
**\$20.00** reg \$39.99

- 1 Real-time product recommendations based on browse behavior
- 2 Pricing information included to help promote customer conversions
- 3 Best-sellers in the category browsed

🕒 Sent 3 hours after Product Abandonment

## WHAT'S INTERESTING

Hours after customers complete their online shoe shopping, Payless leverages real-time product recommendations and an optimized email designed to bring them back to complete their purchase.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
41%	11%	\$1.00

Subject Line

Pick up right where you left off. Here's your cart.

**stride rite®** free shipping for rewards members

girl boy accessories brands sale walking 101 find a store

**still deciding?**  
You left these in your cart.  
Grab them before they sell out.

[view your cart](#)

**here's what's in your cart.**

**1** **2**

Star Wars™ Force Speed Sneaker Kotaro 2 Lace Sneaker

**more styles to shop.**

**3**

Beckett Boot \$39.99 Made2Play® Sneaker Boot \$55.00 Made2Play® Kaleb Sneaker \$49.00

**stride rite rewards.**  
rewards members get free shipping on all orders. [learn more](#)

- 1 .gif product images illustrate unique product offerings (e.g., light-up shoes)
- 2 Real-time catalog data only shows cart contents that are still in stock
- 3 Personalized product recommendations based on items in cart

Sent 2 hours after Cart Abandonment

### WHAT'S INTERESTING

In their Abandoned Cart email, Stride Rite includes a banner for their rewards program which includes a free shipping promotion. This is a good strategy to push a sale along and also to encourage customer loyalty.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>40%</b>	<b>13%</b>	<b>\$2.85</b>



Subject Line

Vosne Romanee Les Malconsorts Sylvain Cathiard 2012 and more...

**zachys**  
AN UNRIVALLED SELECTION OF FINE WINE AND SPIRITS

Shop by Country | Best Sellers | Top Sellers | On Sale

**Still deciding? This bottle is still available**

**Vosne Romanee Les Malconsorts Sylvain Cathiard 2012 (93-95BH) (750ML)**  
IN STOCK - LIMITED QTY

**93-95WA**  
**\$696.00**

Type: Red  
Country: France  
Region: Burgundy  
Winery: Cathiard

**BUY NOW!**

"plenty of Vosne-style spice in the form of inner mouth perfumed. There is excellent volume, power and muscle to the intensely mineral-infused big-bodied flavors that brim with dry extract on the explosively long and impeccably well-balanced finish that goes on and on. This is flat out terrific though note that plenty of time will be required to fully realize the marvelous development potential. A classic Malconsorts of power and depth...93-95\* BH 01/14

**You may also like**

**Bourgogne Rouge Nicolas Rossignol 2012 (750ML)**  
\$31.99  
\$25.59  
**BUY NOW!**

**More St Denis Clos de la Bussiere Georges Roumier 2012 (750ML)**  
93-95WA  
\$260.00  
**BUY NOW!**

**Chambolle Musigny Les Feusselottes La Pousse d'Or 2012 (750ML)**  
91-93WA  
\$143.00  
**BUY NOW!**

**Top Sellers**

**HAPPELLE-CHAMBERTI GRAND CRU**  
DOMAINE DROUHIN-LAROSE

**CHAMBOLE-MUSIGNY PREMIER CRU**  
DOMAINE DROUHIN-LAROSE

**CHAMBOLE-MUSIGNY AMOUREUSES**  
DOMAINE DROUHIN-LAROSE

1 Individual product browsed included with product information

2 Real-time product recommendations based on browse behavior

⌚ Sent 3 hours after Product Abandonment

## WHAT'S INTERESTING

Triggers about great deals on wine? Yes, please. Zachy's pairs past wine browsing with related top sellers, with many on sale.

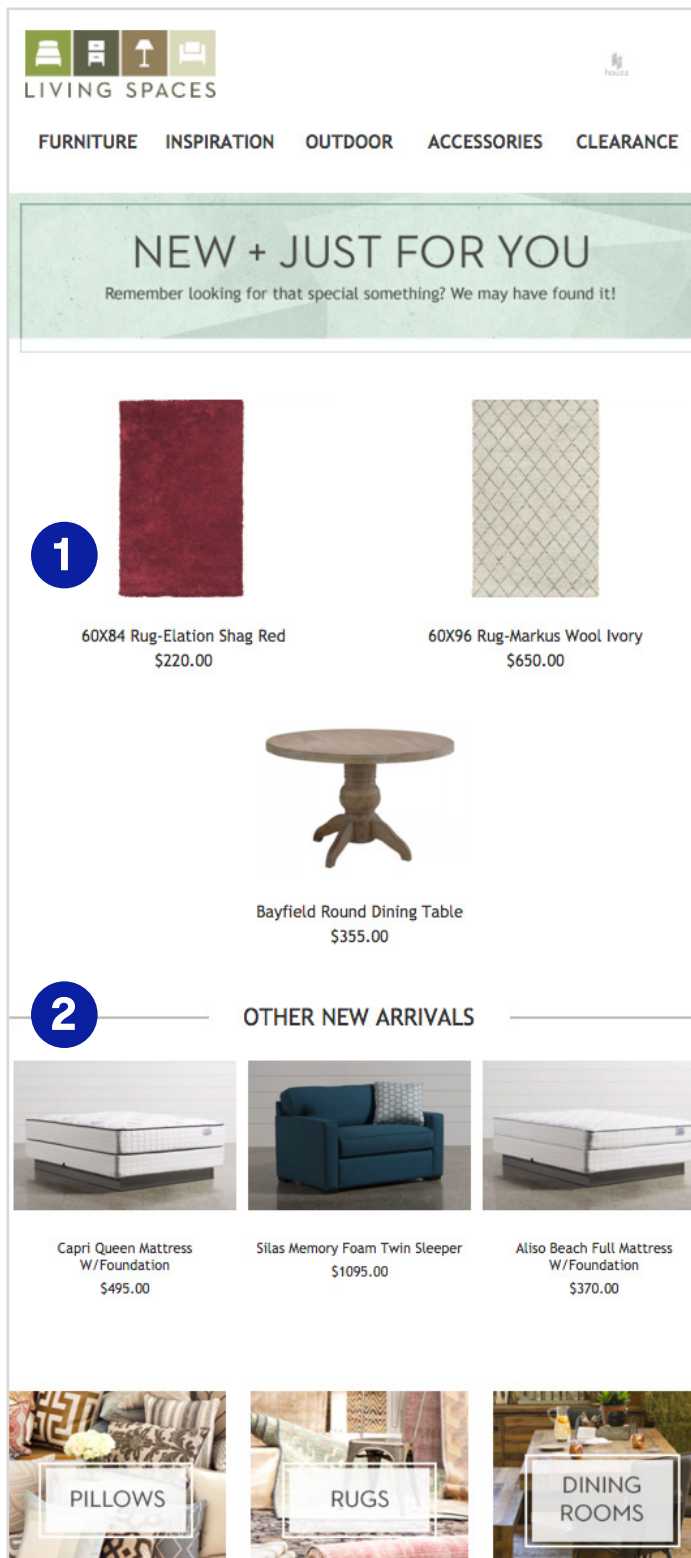
## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>45%</b>	<b>11%</b>	<b>\$4.05</b>

Subject Line

**Challenge Accepted!**  
New designs picked with you in mind!



- 1** Real-time new merchandise based on products browsed
- 2** Previous browsing history provides customers with product recommendations
- L** Sent as soon as new products arrive in catalog

### WHAT'S INTERESTING

This New Merchandise trigger from Living Spaces combines individual customer browsing data with up-to-date catalog data to personalize product recommendations and keep customers coming back for more.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>37%</b>	<b>7%</b>	<b>\$0.40</b>

Subject Line

It's in the bag: **Beaumont Duvet Cover**

SERENA & LILY

BEDDING + BATH   FURNITURE   DÉCOR   RUGS   FASHION   KIDS + BABY

Get what you love. The shipping's on us.

Use code: **QR5-VV4-ZCV-HD6**


For one week only.

2

BACK TO YOUR SHOPPING BAG ▶


your shopping bag awaits.

1




Beaumont Duvet Cover

\$258.00 - \$328.00



Beaumont Standard & King Sham

\$78.00 - \$88.00



Beaumont Euro Sham

\$88.00

- 1

Real-time catalog data only shows cart contents that are still in stock
- 2

Coupon code helps to encourage completion of purchase by recipient
- 🕒

Sent 2 hours after Cart Abandonment

WHAT'S INTERESTING

Super stylish products, super stylish email design, and a dynamically populated coupon code to keep customers coming back for more.

RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
41%	11%	\$7.96



Subject Line

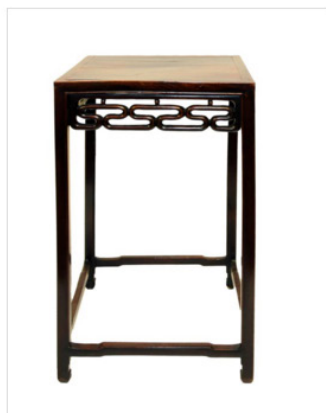
Chinese Art &amp; Antiques auctions just for you

**invaluable**  
 The world's premier auctions

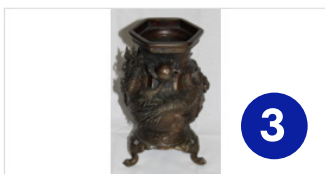
Looking for Chinese Art &  
Antiques?  
We have you covered. **1**

**2**

Thought you might like



**Lot 470 »**  
A Chinese Wood Stand

**3**

**Lot 126 »**  
Unique Chinese Figural Dragon ...



**Lot 81 »**  
Chinese Celadon Porcelain Brush ...

Popular items right now



**Lot 268 »**  
Group Of Six Chinese  
Carved Jade Bangles



**Lot 330 »**  
Two Chinese Porcelain  
Covered Paste Boxes



**Lot 184 »**  
Chinese Famille Rose  
Porcelain Vase

**1** Dynamic copy based on products searched for (e.g., Chinese Art & Antiques)

**2** Products from category searched by customer

**3** Best-selling items from category searched for

Sent 4 hours after Search Abandonment

## WHAT'S INTERESTING

Customers show clear intent to purchase by searching for specific products or categories, and Invaluable's Abandoned Search emails show them the products and the in-category best sellers to drive conversions.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate

**40%**

Click Rate

**7%**
 RPE  
 (Revenue-Per-Email)
**\$2.46**

Subject Line

Are you still thinking about...

**CARATLANE** 3D Virtual Try-On  
GET THE APP NOW!

SOLITAIRES JEWELLERY RINGS EARRINGS PENDANTS GIFTS

WE LOVE  
**YOUR TASTE**

Here's what we spotted you checking out

**1** Victoria Solitaire Studs  
Rs. 44,847 **2**

VIEW MORE DETAILS

**3** Other pieces that you might equally dig!

Orchid Earrings  
Rs. 33,577

Brushed Golden Stud Earrings  
Rs. 6,525

Dahlia Stud Earrings  
Rs. 43,021

• 30 Day Money Back • Lifetime Exchange • Free & Insured Shipping

- 1** Actual product searched by customer and priced based on country of origin
  - 2** Real-time inventory data ensures only in-stock items are included in emails
  - 3** Best-sellers in the category browsed
- 🕒 Sent 3 hours after Product Abandonment

### WHAT'S INTERESTING

Product abandonment triggers are a great way to re-engage with customers, but when inventory is extremely limited it is imperative to have real-time information related to the product catalog.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry


Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>46%</b>	<b>12%</b>	<b>\$12.28</b>

Subject Line

## Price Drop Alert: Your Vacheron Constantin Won't Last Long

**CROWN & CALIBER** shop sell new arrivals about blog [Get a Quote](#)

**The Price is Finally Right!**  
We thought that you'd want to know. There's only 1 in stock, so act now!  
You're not the only one who's looking ...



**Vacheron Constantin**

Patrimony 31 Day Retrograde 18k White Gold 47245

Model#: ERP18101

SKU: **\$11600.00**

Was: \$23900.00 (You Save 51)

AS LOW AS \$966.0/month [Affirm](#)

[Get it Now!](#)

**Rolex Pre-Holiday Sale**  
50 watches at up to an additional 30% off. Sale ends Monday, November 16, midnight EST.  
Financing Available

**CROWN & CALIBER** [Shop Watches](#)

**If You Have Any Questions At Any Time**  
Give us a shout at our Atlanta Headquarters: (800) 514-3750

ADDRESS: 3565 Piedmont Rd. NE Building 4 Suite 710 Atlanta, GA 30305

PHONE: (800) 514-3750

EMAIL: [info@crowncalliber.com](mailto:info@crowncalliber.com) [Get A Quote](#)

Rates from 10-30% APR. Choose from 3, 6, or 12 monthly payments. [Click here](#) to learn more.  
© 2015, Crown & Caliber LLC. All Rights Reserved. | [Click Here](#) to Unsubscribe

- 1 Targets customers that have browsed, but not purchased, items with price reductions
  - 2 Combines new pricing and visuals of product previously browsed
  - 3 Button links directly to product description page
- 🕒 Sent immediately after price changes

### WHAT'S INTERESTING

By combining customer browsing history and up-to-date catalog data, Crown & Caliber immediately notifies customers about great deals on great watches.

### RESULTS FROM BLUECORE PARTNERS\*


\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>38%</b>	<b>10%</b>	<b>\$7.44</b>



Subject Line

Still thinking about our Women's Chronograph?



1


## DON'T YOU FORGET ABOUT ME

Our **Womens Chronograph** is still hanging out in your cart for when you're ready to checkout.


RETURN TO YOUR CART >

2


### THESE MIGHT CATCH YOUR EYE




Miami  
\$88.00



Miami  
\$84.00




EASTON AVENUE  
\$56.00



Linwood Street  
\$56.00

100%  
WORRY-FREE  
SHOPPING

We want you to love your Timex.  
If for any reason you don't, call 1-888-727-2931



EXCLUSIVE STYLES  
ONLY ON TIMEX.COM

- 1 Real-time catalog data only shows cart contents that are still in-stock
- 2 Personalized product recommendations based on items in cart

 Sent 2 hours after Cart Abandonment

WHAT'S INTERESTING

Pulling in the name of the exact product carted helps Timex reach a beautifully high revenue per email on this Abandoned Cart trigger.

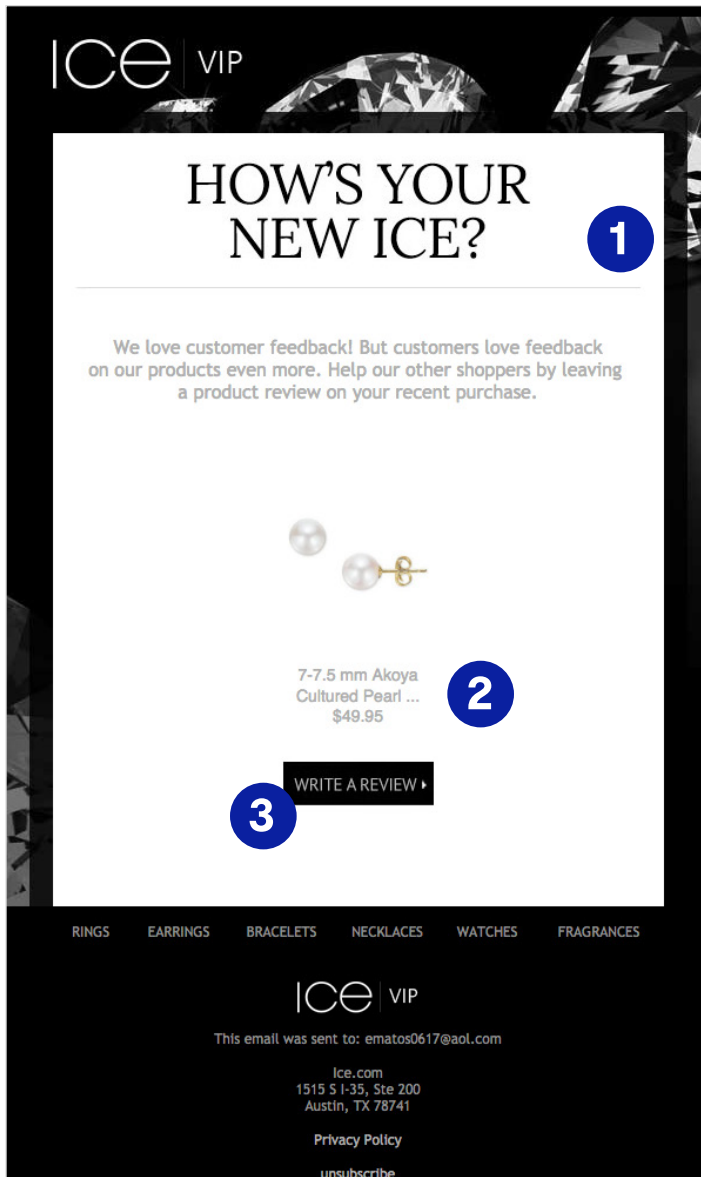
RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
45%	14%	\$44.49

Subject Line

Thanks for shopping at Ice.com



- 1 Email template designed to differ based on whether or not customers are high-value (i.e., VIP)
- 2 Real-time product data includes information on product purchased
- 3 Direct link to review page helps drive product feedback

🕒 Sent 24 hours after purchase is made

### WHAT'S INTERESTING

Ice.com leverages segmentation and customer reviews to create lasting relationships with customers and drive repeat purchases.

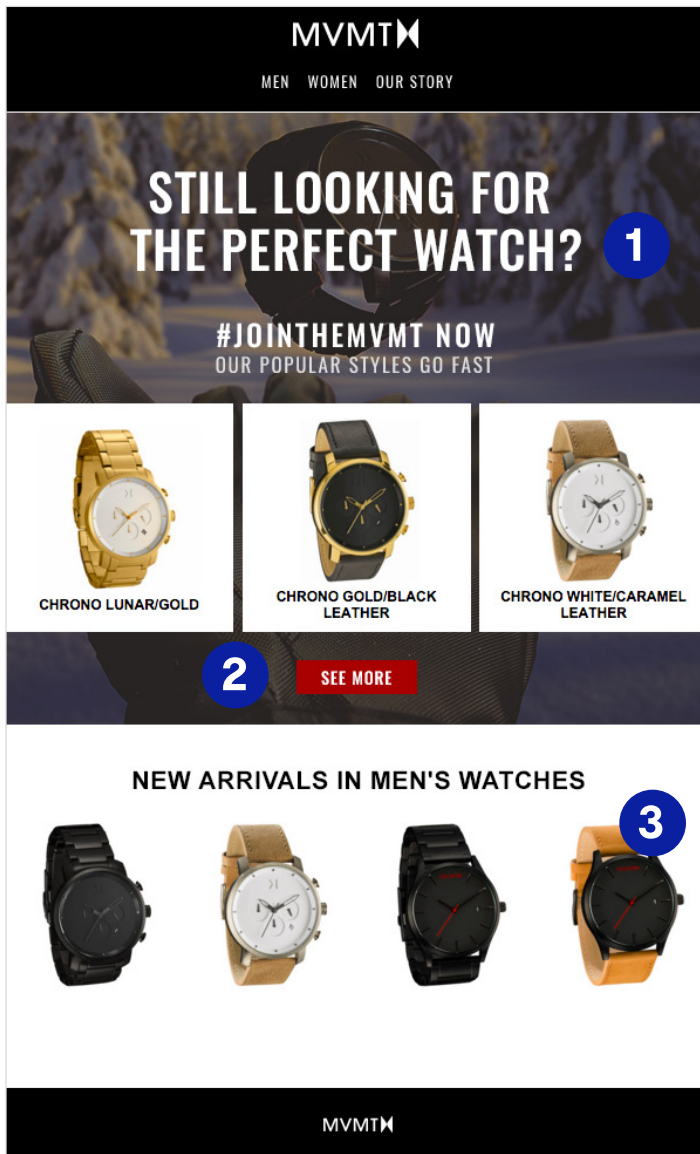
### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
43%	7%	\$0.33

Subject Line

Still looking for chrono watches?



- 1 Template creative changes automatically based on gender
- 2 Direct link to category page
- 3 Products searched for in category

⌚ Sent 4 hours after search abandonment

### WHAT'S INTERESTING

A search trigger that is automatically segmented based on gender further personalizes this communication to create an RPE that is rather impressive.


### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry


Open Rate	Click Rate	RPE (Revenue-Per-Email)
40%	8%	\$4.74

Subject Line

Still looking for Printers?

 **DAILY DEALS**

**1** Check out our new low price.

Get it now and **save.** 

**2** Canon Pixma MG2520 Inkjet One Printer **\$29.99** ~~\$79.99~~

★★★★★ (170) Expires January 23, 2016

**PURCHASE NOW**

**3** We thought you might also like

Canon Color ImageCLASS MF726CDW Laser Printer  
**\$549.99**  
**ON SALE: \$349.99**

Canon iX6820 Wireless Inkjet Business Printer  
**\$199.99**  
**ON SALE: \$164.99**

Canon IMAGECLASS MF229DW Mono Laser All-in-One Printer  
**\$299.99**  
**ON SALE: \$149.99**


ELECTRONICS COPY & PRINT OFFICE SUPPLIES INK & TONER PAPER


Price Match Guarantee | Up to 5% back in Staples Rewards in store and online | Easy Returns

**Save \$50** on your first account purchase of \$150 or more when you apply for a Staples **More Account™** today.

Subject to credit approval.

**APPLY NOW**

 **moreACCOUNT™**  
123456 781234 567812  
John G. Sample

- 1** Targets customers that have browsed, but not purchased, items with price reductions
  - 2** Combines new pricing and visuals of product previously browsed
  - 3** Real-time product recommendations based on browse behavior
-  Sent immediately after price changes

## WHAT'S INTERESTING

Showing the new low price with an expiration date is a great strategy to provoke urgency and get customers to buy.

## RESULTS FROM BLUECORE PARTNERS\*

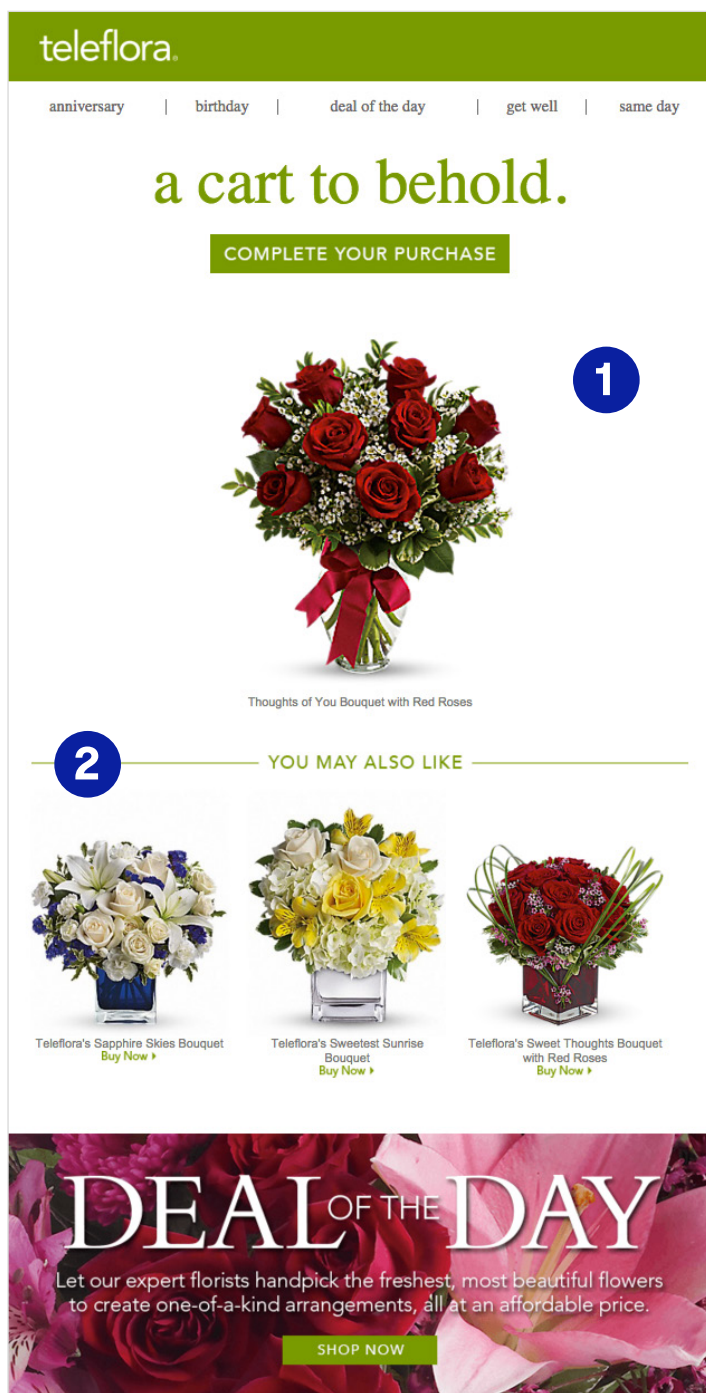
\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>20%</b>	<b>6%</b>	<b>\$0.41</b>



Subject Line

Did You Forget Something?



- 1 Real-time catalog data only shows cart contents that are still in-stock
- 2 Real-time catalog data pulls product recommendations based on the item(s) in a customer's cart

🕒 Sent 2 hours after Cart Abandonment

### WHAT'S INTERESTING

Including banner promotions such as "Deal of The Day" can give customers more incentive to buy and help increase order values.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
39%	12%	\$3.46

Subject Line

The Private Reserve steaks you're looking for are here right now!

The Private Reserve steaks you're looking for are here right now!

OMAHA STEAKS

SINCE 1917

SHOP · DAILY DEAL · OVERSTOCKS · BEST SELLERS

Shopping for Omaha Steaks?

Come back to Omaha Steaks and experience the very best in beef. Private Reserve® is waiting for you.

SHOP PRIVATE RESERVE

1

2

8 (7 oz.) Private Reserve® Ribeye Crown Steak

You Might Also Like

3

1 Dynamic button populated with actual search term

2 Product from category searched by customer

3 Best-selling product recommendations included based on search behavior

L

 Sent 4 hours after Search Abandonment

WHAT'S INTERESTING

A 'top-of-the-funnel' trigger that delivers a \$0.66 RPE is incremental revenue for your email stream.

RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
30%	8%	\$0.66

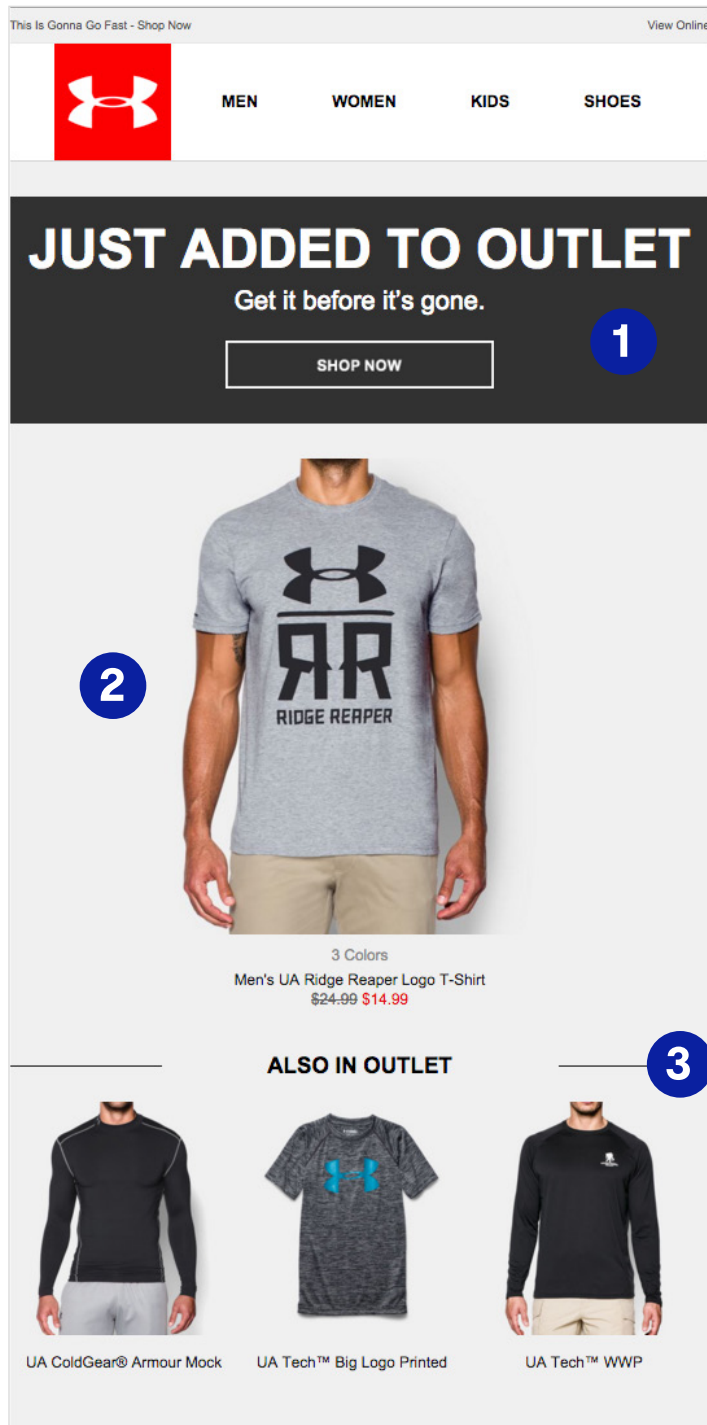
Bluecore

WINTER LOOKBOOK

23

Subject Line

This Just Hit UA Outlet...



- 1 Automatic price decrease alerts based on products previously browsed
  - 2 Visual showcase of product reduced in price
  - 3 Real-time product recommendations based on browsing behavior
- ⌚ Sent immediately after price changes

### WHAT'S INTERESTING

Under Armour Price Decrease emails bring customers back to their site that haven't engaged recently... and who may not have come back otherwise.

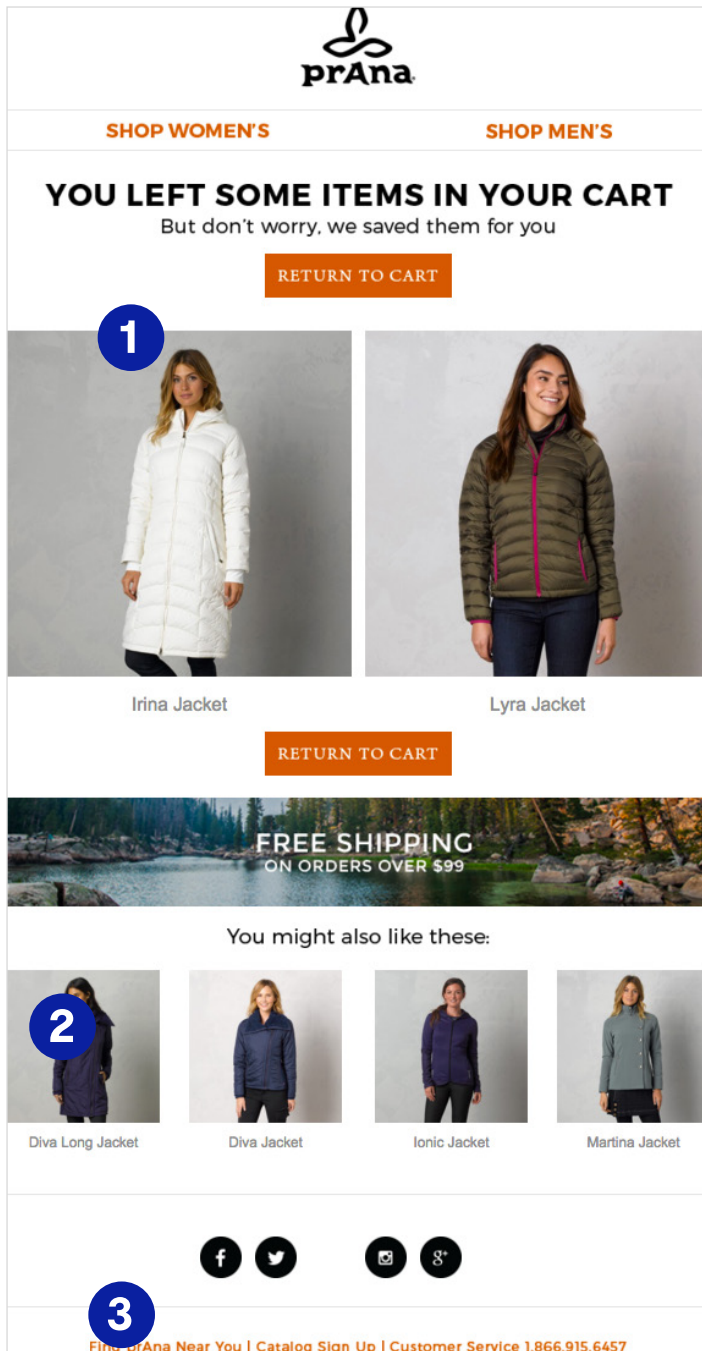
### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>45%</b>	<b>17%</b>	<b>\$1.75</b>

Subject Line

Looks like you forgot something.



1 Real-time catalog data only shows cart contents that are still in-stock

2 Personalized product recommendations based on items in cart

🕒 Sent 2 hours after Cart Abandonment

### WHAT'S INTERESTING

Free Shipping promotions that appear directly below cart items are often the extra push a customer needs to buy.

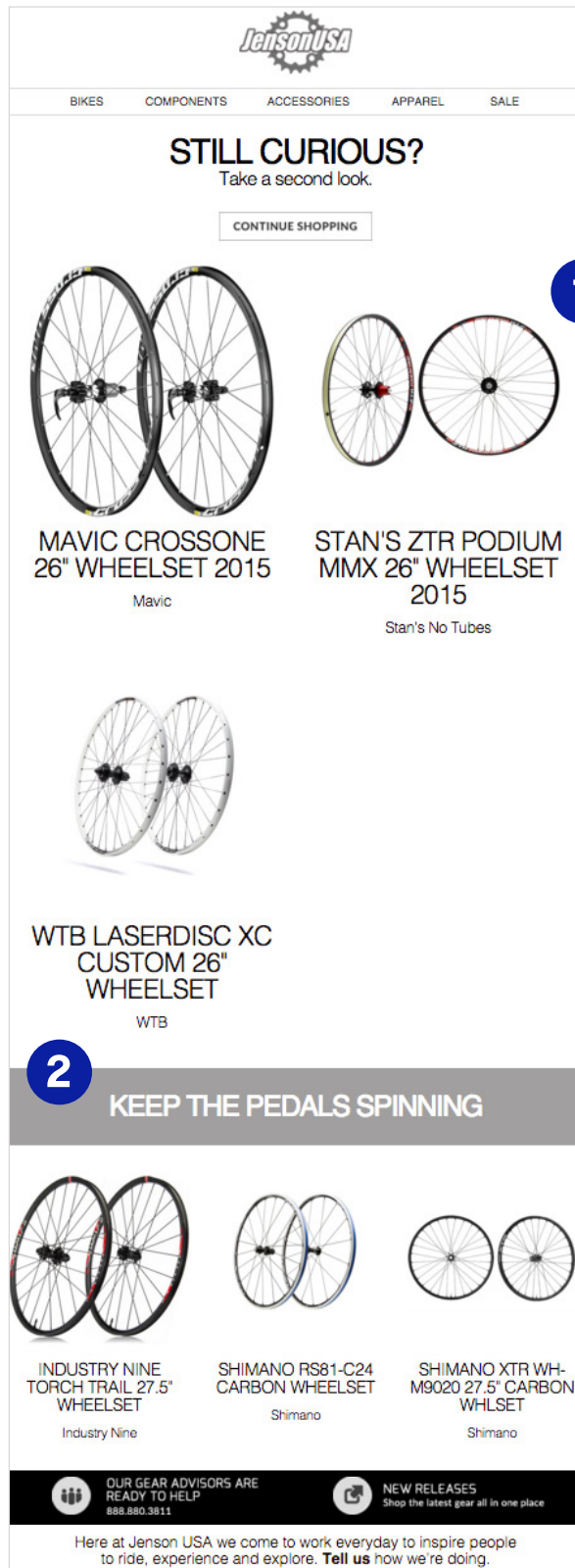
### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
47%	17%	\$4.90



Subject Line

**Still curious?**


**JensonUSA**

BIKES COMPONENTS ACCESSORIES APPAREL SALE

**STILL CURIOUS?**  
Take a second look.

[CONTINUE SHOPPING](#)

**1**

**MAVIC CROSSONE 26" WHEELSET 2015**  
Mavic

**STAN'S ZTR PODIUM MMX 26" WHEELSET 2015**  
Stan's No Tubes

**WTB LASERDISC XC CUSTOM 26" WHEELSET**  
WTB

**2**

**KEEP THE PEDALS SPINNING**

**INDUSTRY NINE TORCH TRAIL 27.5" WHEELSET**  
Industry Nine

**SHIMANO RS81-C24 CARBON WHEELSET**  
Shimano

**SHIMANO XTR WH-M9020 27.5" CARBON WHEELSET**  
Shimano

OUR GEAR ADVISORS ARE READY TO HELP  
888.880.3811

NEW RELEASES  
Shop the latest gear all in one place

Here at Jenson USA we come to work everyday to inspire people to ride, experience and explore. **Tell us** how we're doing.

**1** Products from category searched by customer

**2** Best-selling products recommended based on category searched

 Sent 4 hours after Search Abandonment

**WHAT'S INTERESTING**

When a recipe that's higher in the funnel drives revenue close to \$1.00, it's hard not to be curious.

**RESULTS FROM BLUECORE PARTNERS\***

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>46%</b>	<b>11%</b>	<b>\$0.97</b>

Subject Line


Still need this for your 2001 GMC Yukon XL 1500?

AdvanceAutoParts


Shop by BrandVideo GalleryRebate CenterMonthly Specials

STILL NEED THIS FOR YOUR 2001 GMC YUKON XL 1500


Exact Fit




Cardone Remanufactured Power ...  
Exact Fit




Cardone Remanufactured Power ...  
Exact Fit




Cardone Power Steering Pump ...  
Exact Fit



Powercraft Pump Complete ...  
Exact Fit



Powercraft Pump Drive Shaft ...  
Exact Fit



Cardone Power Steering Pump ...  
Exact Fit

LET'S GET YOU BACK TO THE GARAGE

1

Products recommended based on category searched by customer

2

Recommended products are limited to those usable for a given customer's vehicle

3

Dynamic layout based on number of product recommendations

🕒

Sent 4 hours after Search Abandonment

WHAT'S INTERESTING

Advance Auto has a unique offering in showing the top 6 results in specific categories searched for a certain car.

RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
53%	8%	\$1.54

Bluecore

WINTER LOOKBOOK

27

Subject Line

Checking us out? Our product reviews speak for themselves.

**COBB**

HOME | PRODUCTS | BLOG | CONTACT

**Your car deserves COBB products.**

**1**

**2**

Subaru Accessport V3 (AP3-SUB-004)

★★★★★ 4.6 (77 reviews)

**\$650.00**

GET IT NOW!

Subaru Accessport V3 (AP3-SUB-002)

★★★★★ 4.6 (13 reviews)

**\$650.00**

GET IT NOW!

**Have you seen these go fast products?**

**3**

**COBB**  
FLEX FUEL PACKAGE

Subaru Flex Fuel Package - WRX 2008-2014, STI ...

**\$800.00**

GET IT NOW!

Subaru AEM High Flow Fuel Pump 05-09 LGT, 08-14 ...

**\$150.00**

GET IT NOW!

- 1 Real-time inventory data ensures only in-stock items are included in emails
- 2 Actual product(s) browsed by customer
- 3 Best-sellers in the category browsed

🕒 Sent 3 hours after Product Abandonment

### WHAT'S INTERESTING

Cobb Tuning dynamically pulls in customer reviews for abandoned products to help entice a purchase.

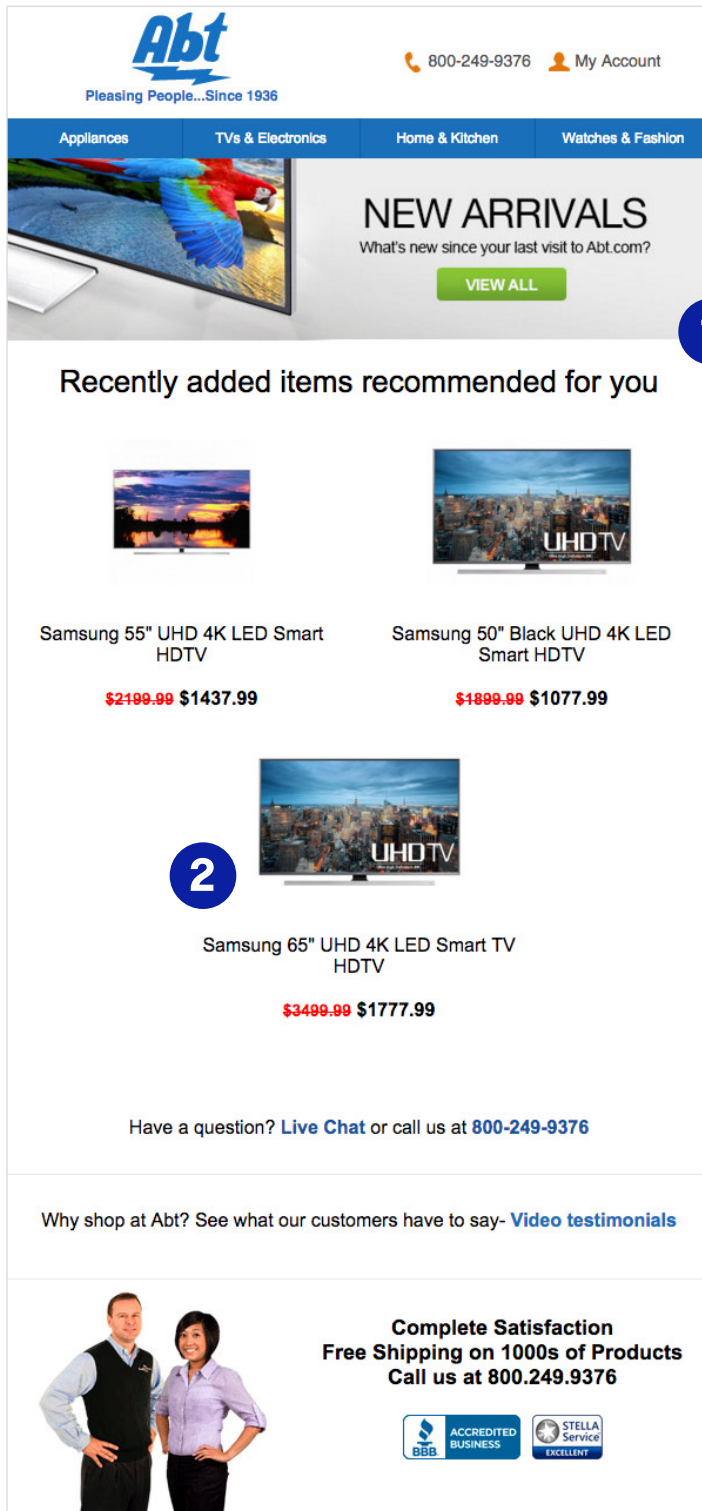
### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>54%</b>	<b>8%</b>	<b>\$0.92</b>

Subject Line

Check out our newest arrivals!



The screenshot shows the Abt.com website. At the top, there's a navigation bar with 'Appliances', 'TVs & Electronics', 'Home & Kitchen', and 'Watches & Fashion'. Below this is a 'NEW ARRIVALS' section with a 'VIEW ALL' button. A callout '1' points to this section. Below the new arrivals is a 'Recently added items recommended for you' section. It features three Samsung UHD 4K LED Smart HDTVs. The first two are 55" and 50" models, both with a price drop from \$2199.99 to \$1437.99 and \$1899.99 to \$1077.99 respectively. The third is a 65" model with a price drop from \$3499.99 to \$1777.99. A callout '2' points to the 65" model. At the bottom, there's a 'Live Chat' button and a contact number 800-249-9376. A section titled 'Why shop at Abt?' includes 'Video testimonials' and a 'Complete Satisfaction' guarantee with 'Free Shipping on 1000s of Products'. It also features BBB and Stella Service Excellence logos.

1 Real-time new arrivals based on previous products browsed

2 Direct link to all new arrivals in product catalog

⌚ Sent as soon as new products arrive in catalog

### WHAT'S INTERESTING

When new, big ticket items go on sale on Abt.com, alerting customers of price drops on items they have browsed is pretty compelling.

### RESULTS FROM BLUECORE PARTNERS\*


\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
35%	9%	\$0.56



Subject Line

## Shopping for All Tablets? Choose Only From the Best



► All e-Blast Deals COMPUTER HARDWARE PCS & LAPTOPS ELECTRONICS SOFTWARE OUTLET


# TECH RULES

**Hi Customer,**

Looking for All Tablets? It's come looking for you. Here are the most popular products in this category.

\*If you have already completed your purchase, please simply disregard this e-mail. We thank you sincerely for shopping at Newegg!


**See Them Now >**



SHOP NOW >

**SAMSUNG**


SAMSUNG Series 7 XE700T1A - A06US Intel Core i5 4 GB Memory 128 GB 11.6" Tablet PC with Docking Windows 7 Professional 64 - Bit



SHOP NOW >

**ASUS**


ASUS ZenPad S 8.0 Z580C - B1 - BK Intel Atom 2 GB DDR3 Memory 32 GB eMMC 8.0" Touchscreen Tablet Android 5.0 (Lollipop)



SHOP NOW >

**Lenovo**


Lenovo Tab 2 (A7 - 20) MTK 1 GB DDR2 Memory 8 GB 7.0" Touchscreen Tablet Android 4.4 (KitKat)



SHOP NOW >

**Microsoft**


Microsoft Surface 2 NVIDIA Tegra 4 2 GB Memory 64 GB 10.6" Touchscreen Tablet - Grade A Windows 8.1 RT



SHOP NOW >

**Apple**


Apple iPad 2 iPad 2nd generation MC775LL / A Apple A1396 A5 64GB Wi - Fi + 3G - GSM (Att and / or t - mobile) 9.7" Touchscreen Tablet Black Built - In Front Camera, GPS, Built - In Rear Camera, Speakerphone



SHOP NOW >

**SAMSUNG**


SAMSUNG Galaxy Tab Pro 10.1 16GB 10.1" Tablet



SHOP NOW >

**VULCAN**

Vulcan Minion Tab Intel Atom 1GB Memory 16 GB 7.0" IPS Touchscreen Tablet Windows 8.1



SHOP NOW >

**ONDA**

New Onda Tablet PC 8" 1280x800 HD IPS Screen Intel 64bit Quad Core 1.83GHz Dual OS Windows 10 & Android 4.4 RAM:2GB / ROM:32GB Wi - Fi HDMI

- 1 Dynamic copy includes category browsed by customer
- 2 Direct link to category browsed by customer
- 3 Product recommendations based on category browsed by customer

🕒 Sent 3 hours after Product Abandonment

## WHAT'S INTERESTING

The product detail page is the last step before a customer puts an item in his cart — but sometimes he never take that next step. Newegg pulls in popular products in the category browsed to get customers to the next step.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
40%	16%	\$3.35

Subject Line


May we suggest...

**Hammacher Schlemmer** Customer Service  
Offering the Best, the Only, and the Unexpected Since 1848 800-321-1484


New Arrivals • Our Favorites • The Best • Gift Guide • Gadgets • **Special Values**

*Thank you for your recent visit to Hammacher.com. We want to make it easy for you to find exactly what you seek. Here are a few items we know will pique your interest.*


**1** More Personal Care items just for you:




[The Authentic Sleep Sound Generator.](#)




[The Award Winning Illuminated Learning Blocks.](#)




[The Power Nap Head Pillow.](#)



[The Award Winning Symphony Blocks.](#)



[The Carbon Fiber Credit Card Wallet.](#)



[The Genuine Wood Interlocking Blocks.](#)

*If you have further questions or concerns, please do not hesitate to contact us. You may reach us at 800.321.1484, or via email at [customerservice@hammacher.com](mailto:customerservice@hammacher.com)*

**3** [Shop Personal Care ▶](#)

JOIN US ON FACEBOOK & FOLLOW US ON TWITTER

Questions? Call Customer Service at 1-800-321-1484 or send an email to [customerservice@hammacher.com](mailto:customerservice@hammacher.com)

**We stand behind our products for life ▶**  
We respect the privacy of our customers: [Our Privacy Policy ▶](#)  
[Unsubscribe ▶](#)

HAMMACHER SCHLEMMER  
NEW YORK CITY LANDMARK STORE  
147 E. 57th Street, New York, NY 10022-2101  
© 2015 Hammacher Schlemmer

- 1 Dynamic copy based on products searched for (i.e., "Personal Care")
- 2 Products in category searched for
- 3 Direct link to category page

⌚ Sent 4 hours after Search Abandonment

## WHAT'S INTERESTING

Customers who utilize the search bar have a clear interest in specific items. Sending customers an email relevant to their search can assist with conversions.

## RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry


Open Rate	Click Rate	RPE (Revenue-Per-Email)
39%	09%	\$2.05

Subject Line

The Samsung Galaxy S5 is waiting for you!

**T-Mobile** SHOP COVERAGE [View in browser](#)

WE'LL PAY YOUR SHIPPING!



**Get unlimited talk, text & data on our network from \$50 per month**

Luisa,


We noticed you left without buying the Samsung Galaxy S<sup>®</sup> 5 - Certified Pre-Owned in your cart. Get it with T-Mobile and get the most out of our Simple Choice Plan, T-Mobile's unlimited talk, text & data plan on our Data Strong<sup>™</sup> network. **Starting from just \$50 per month**, this plan has no annual service contract, no domestic data overage fees, and it includes up to 1GB of high-speed data.

For live help completing your purchase or getting answers to questions, call us at 1-877-699-6897.


**SHOP NOW**

---


Other items you may be interested in [Shop all devices >](#)




Google Nexus 6 - Certified Pre-Owned



Samsung Galaxy S<sup>®</sup> 6



Samsung Galaxy Note<sup>®</sup> 4



Apple iPhone 6s

**1** Information and image of product(s) in cart pulled into email content

**2** Real-time catalog data powers additional product recommendations

 Sent 2 hours after Cart Abandonment

### WHAT'S INTERESTING

In the email copy, T-Mobile highlights promotions specific to the product in the cart as a push to get customers to convert.

### RESULTS FROM BLUECORE PARTNERS\*

\*KPIs are Averages Across Bluecore Partners in Apparel Industry

Open Rate	Click Rate	RPE (Revenue-Per-Email)
<b>42%</b>	<b>12%</b>	<b>\$4.47</b>

# WOAH, YOU READ THE WHOLE THING?

That's awesome!

Research shows that people who finish what they start are 10x more attractive 🥰 and intelligent 🧐 than their peers.

*(Note, "Research" done on the Internet. Mostly very likely that this isn't true. It's a compliment. Take it and move along please.)*

If you have questions or feedback, please reach out to [lookbook@bluecore.com](mailto:lookbook@bluecore.com).

Thank you!

