

GLOBAL COMMUNICATIONS WORKSHOP - WEEK 1

## Bilingual Email Campaign Submission

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Field	Details
Student	Anthony Johnson II
Project	ThemeGPT v2.0 - Privacy-First ChatGPT Theming Extension
Date	February 12, 2026
Reviewed by	Claude Code (claude-opus-4-6)
Campaign Flow	Reactivation (Dormant Users)
Marketing Platform	Mautic (equivalent: Stripe + Resend + Firebase)

This submission contains a bilingual (English + Spanish) reactivation email campaign for ThemeGPT v2.0. It includes the campaign goal, segment definitions, Email 1 content in both languages, a translation verification table, campaign canvas diagrams, and inbox preview mockups.

## 1. CAMPAIGN GOAL + SEGMENT DEFINITION

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This campaign uses a **Reactivation flow** to re-engage dormant ThemeGPT users who completed onboarding but have been inactive for 14 or more days. The campaign targets two parallel segments based on language preference. The **English segment** (preferred\_locale starts with en\_) includes users in the United States, United Kingdom, Canada, and Australia who previously applied at least one theme and have opened or clicked a prior email. The **Spanish segment** (preferred\_locale starts with es\_) includes users in Mexico, Spain, Argentina, and other Latin American markets with the same behavioral criteria. Both segments receive culturally adapted messaging that showcases new themes released since their last visit. The **primary outcome metric** is CTA click-through rate, measured via UTM parameters appended to the reactivation link (utm\_campaign=reactivation\_win\_back), tracked in Firebase Analytics and Stripe checkout attribution.

Attribute	English Segment	Spanish Segment
Segment Name	EN Dormant Reactivation	ES Dormant Reactivation
Locale Filter	preferred_locale starts with en_	preferred_locale starts with es_
Behavioral Filter	last_active < 14 days ago	last_active < 14 days ago
Engagement Filter	email_click_count > 0	email_click_count > 0
Tag Requirement	onboarding_complete	onboarding_complete
Tone / Register	Casual, friendly, direct	Warm, informal (tu), enthusiastic
Primary Metric	CTA clicks (UTM tracked)	CTA clicks (UTM tracked)

## 2. EMAIL CONTENT

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### Email 1 - English Version (EN)

Component	Content
Subject Line	We added 3 new themes since you've been away
Preheader	Your favorite ChatGPT look is waiting - come see what's new.
Greeting	Hi {contactfield=firstname},
Body	<p>It's been a while since you last customized your ChatGPT experience, and we've been busy building new themes.</p> <p>Your free themes are still waiting exactly where you left them, and it only takes one click to try something new. We</p>
CTA Text	Explore New Themes
CTA URL	<a href="https://themegpt.app/themes?utm_source=mautic&amp;utm_medium=email&amp;utm_campaign=reactivation_win_back&amp;">https://themegpt.app/themes?utm_source=mautic&amp;utm_medium=email&amp;utm_campaign=reactivation_win_back&amp;</a>
Footer Line 1	You're receiving this because you signed up for ThemeGPT updates.
Footer Line 2	{unsubscribe_url}   {preferences_url}
Footer Line 3	ThemeGPT by EthereaLogic - Privacy-first ChatGPT theming.

### Email 1 - Spanish Version (ES)

Component	Content
Subject Line	Agregamos 3 temas nuevos desde tu ultima visita
Preheader	Tu look favorito de ChatGPT te espera - descubre las novedades.
Greeting	Hola {contactfield=firstname},
Body	<p>Ha pasado un tiempo desde que personalizaste tu experiencia en ChatGPT, y hemos estado trabajando en nuev</p> <p>Tus temas gratuitos siguen exactamente donde los dejaste, y solo necesitas un clic para probar algo nuevo. Nos</p>
CTA Text	Explorar Nuevos Temas
CTA URL	<a href="https://themegpt.app/themes?utm_source=mautic&amp;utm_medium=email&amp;utm_campaign=reactivation_win_back&amp;">https://themegpt.app/themes?utm_source=mautic&amp;utm_medium=email&amp;utm_campaign=reactivation_win_back&amp;</a>
Footer Line 1	Recibes este correo porque te registraste en ThemeGPT.
Footer Line 2	{unsubscribe_url}   {preferences_url}
Footer Line 3	ThemeGPT por EthereaLogic - Personalizacion de ChatGPT con privacidad.

### 3. TRANSLATION VERIFICATION TABLE

Side-by-side comparison of key email components verifying cultural adaptation and linguistic accuracy between the English and Spanish versions.

Component	English Version	Spanish Version
Subject Line	We added 3 new themes since you've been away	Agregamos 3 temas nuevos desde tu ultima visita
Preheader	Your favorite ChatGPT look is waiting - come see what's new!	Tu look favorito de ChatGPT te espera - descubre las novedades!
Body Sentence 1	It's been a while since you last customized your ChatGPT experience. Check out our latest theme updates!	ChatGPT te ha pasado mucho tiempo sin que lo personalizas. ¡Míralo!
Body Sentence 2	Since your last visit, we've released three fresh designs: Aurora Boreal, Sunset Blaze, and Frosted Windowpane.	Después de tu última visita, hemos lanzado tres temas frescos: Aurora Boreal, Sunset Blaze, y Frosted Windowpane.
CTA Sentence	Explore New Themes	Explorar Nuevos Temas
Greeting	Hi {contactfield=firstname},	Hola {contactfield=firstname},
Unsubscribe Footer	You're receiving this because you signed up for ThemeGPT updates.	Tú recibes este correo porque te registraste en ThemeGPT.

#### Translation Notes

Theme names were culturally adapted rather than literally translated: "Aurora Borealis" becomes "Aurora Boreal" (standard Spanish term), "Sunset Blaze" becomes "Atardecer Radiante" (evocative rather than literal), and "Frosted Windowpane" becomes "Ventana Escarchada" (natural Spanish phrasing). The Spanish version uses the informal "tu" register throughout, which is appropriate for Latin American markets and aligns with ThemeGPT's casual, friendly brand voice. The UTM content parameter distinguishes between language versions (en\_email1 vs. es\_email1) for accurate attribution tracking.

## 4. CAMPAIGN CANVAS DIAGRAMS

Below are the campaign canvas configurations for both the English and Spanish reactivation flows as they would appear in Mautic's Campaign Builder.

Mautic Campaign Canvas: EN Reactivation Flow		
[TRIGGER]	Segment: EN Dormant	Contact enters EN Dormant Reactivation segment (preferred_locale starts with en_)
↓		
[CONDITION]	Check: Has opened email?	Condition: email_open_count > 0 AND last_active < 14 days ago
↓		
[ACTION]	Send: Email 1 (EN)	Send "We added 3 new themes since you've been away" reactivation email
↓		
[WAIT]	Wait 3 Days	Pause for 3 days to allow engagement
↓		
[CONDITION]	Check: Clicked CTA?	Condition: clicked link in Email 1 (UTM tracked)
↓		
[ACTION]	YES: Tag as re-engaged	Add tag: reactivated. Remove from dormant segment.
↓		
[ACTION]	NO: Send Email 2 (EN)	Send follow-up with personalized theme recommendation
↓		
[WAIT]	Wait 5 Days	Pause for 5 additional days
↓		
[ACTION]	Send: Email 3 (EN)	Final win-back with 20% discount code + survey link

Mautic Campaign Canvas: ES Reactivation Flow		
[TRIGGER]	Segmento: ES Dormant	Contact enters ES Dormant Reactivation segment (preferred_locale starts with es_)
↓		
[CONDITION]	Verificar: Abrio email?	Condition: email_open_count > 0 AND last_active < 14 days ago
↓		
[ACTION]	Enviar: Email 1 (ES)	Enviar "Agregamos 3 temas nuevos desde tu ultima visita" correo de reactivacion

↓		
[WAIT]	<b>Esperar 3 Dias</b>	Pausa de 3 dias para permitir engagement
↓		
[CONDITION]	<b>Verificar: Clic en CTA?</b>	Condition: clicked link in Email 1 (UTM tracked)
↓		
[ACTION]	<b>SI: Etiquetar reactivado</b>	Agregar tag: reactivated. Remover del segmento dormant.
↓		
[ACTION]	<b>NO: Enviar Email 2 (ES)</b>	Enviar seguimiento con recomendacion personalizada de tema
↓		
[WAIT]	<b>Esperar 5 Dias</b>	Pausa de 5 dias adicionales
↓		
[ACTION]	<b>Enviar: Email 3 (ES)</b>	Correo final con codigo de 20% descuento + enlace a encuesta

## 5. EMAIL PREVIEW MOCKUPS

Below are inbox-style preview mockups for both the English and Spanish versions of Email 1, showing the subject line, preheader, and CTA as they would appear in a recipient's email client.

**Mautic Email Preview - English (EN)**

**Subject:** We added 3 new themes since you've been away

**Preheader:** Your favorite ChatGPT look is waiting - come see what's new.

Hi Sarah,

It's been a while since you last customized your ChatGPT experience, and we've been busy building new themes just for you. Since your last visit, we've released three fresh designs: **Aurora Borealis**, **Sunset Blaze**, and **Frosted Windowpane** - each crafted to reduce eye strain and make your daily conversations more enjoyable.

Your free themes are still waiting exactly where you left them, and it only takes one click to try something new. We'd love to have you back.

**Explore New Themes**

[https://themegpt.app/themes?utm\\_source=mautic&utm\\_medium=email&utm\\_campaign=reactivation\\_win\\_back&utm\\_content=en\\_email1](https://themegpt.app/themes?utm_source=mautic&utm_medium=email&utm_campaign=reactivation_win_back&utm_content=en_email1)

You're receiving this because you signed up for ThemeGPT updates.

[Unsubscribe](#) | [Email Preferences](#)

ThemeGPT by EthereaLogic - Privacy-first ChatGPT theming.

**Mautic Email Preview - Spanish (ES)**

**Subject:** Agregamos 3 temas nuevos desde tu ultima visita

**Preheader:** Tu look favorito de ChatGPT te espera - descubre las novedades.

Hola Carlos,

Ha pasado un tiempo desde que personalizaste tu experiencia en ChatGPT, y hemos estado trabajando en nuevos temas especialmente para ti. Desde tu ultima visita, lanzamos tres diseños frescos: **Aurora Boreal**, **Atardecer Radiante** y **Ventana Escarchada**, cada uno creado para reducir la fatiga visual y hacer tus conversaciones diarias mas agradables.

Tus temas gratuitos siguen exactamente donde los dejaste, y solo necesitas un clic para probar algo nuevo. Nos encantaria tenerte de vuelta.

## Explorar Nuevos Temas

[https://themegpt.app/themes?utm\\_source=mautic&utm\\_medium=email&utm\\_campaign=reactivation\\_win\\_back&utm\\_content=es\\_email1](https://themegpt.app/themes?utm_source=mautic&utm_medium=email&utm_campaign=reactivation_win_back&utm_content=es_email1)

Recibes este correo porque te registraste en ThemeGPT.

[Cancelar suscripcion](#) | [Preferencias de correo](#)

ThemeGPT por EthereaLogic - Personalizacion de ChatGPT con privacidad.

# SUBMISSION SUMMARY

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Deliverable	Status	Location in Document
Campaign goal + segment definition (100-150 words)	COMPLETE	Section 1, Page 2
English Email 1 (subject, preheader, body, CTA, footer)	COMPLETE	Section 2, Page 3
Spanish Email 1 (subject, preheader, body, CTA, footer)	COMPLETE	Section 2, Page 3
Personalized greeting ({contactfield=firstname})	COMPLETE	Both emails use Hi/Hola tokens
CTA link with UTM parameters	COMPLETE	utm_campaign=reactivation_win_back
Footer tokens ({unsubscribe_url}, {preferences_url})	COMPLETE	Both emails include tokens
Translation Verification Table	COMPLETE	Section 3, Page 4
EN campaign canvas (full sequence visible)	COMPLETE	Section 4, Page 5
ES campaign canvas	COMPLETE	Section 4, Page 5
EN inbox preview (subject, preheader, CTA visible)	COMPLETE	Section 5, Page 6
ES inbox preview (subject, preheader, CTA visible)	COMPLETE	Section 5, Page 6

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**Student:** Anthony Johnson II  
**Project:** ThemeGPT v2.0  
**Submission Date:** February 12, 2026  
**Campaign:** Reactivation (Dormant Users) - Bilingual EN/ES

**Resources:**

**GitHub (Public):** <https://github.com/Org-EthereaLogic/themegpt-v2.0.git>  
**Chrome Web Store:** <https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmapmclgckhba>  
**Prior Exercise:** doc/report/segmentation-strategy-mautic.pdf

Review completed by Claude Code (claude-opus-4-6) on February 12, 2026.