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Not all SaaS welcome emails work.

>

Here are 5 that do:



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1. Trello

Get Free Gold To Celebrate 10 Million Users! [View this email in your browser.](#)

Trello

Thanks For Being One Of Trello's
10 Million Users!

10,000,000!

To celebrate, we're giving away free Trello Gold!

[Join the Celebration →](#)

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Bandwagon fallacy

↳ Social proof works because humans think that something is good because many others think so.

CTV > CTA

>

↳ Instead of calling to action (e.g. “Download Now”), they called to value (e.g. “Join the Celebration”). button is encourages immediate action.

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2. Asana

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Premium is powerful and productive—just like you!

Congrats on learning Asana! Now you're ready for Premium. [Start a 30-day free trial](#) to unlock more powerful features and turn your work into a workflow.

Here's a peek at Premium:

- Project privacy
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- Timeline
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633 Folsom Street, San Francisco, CA 94107



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Complimenting sense of identity

↳ Tapping into the reader's sense of identity (and complimenting it) is a power move.

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Statistics

↳ Adding stats convinces users further and makes them learn a general fact (people love this).



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3. SocialBee

welcome to the hive! 🍻

Inbox ×

Ovi Negrean ovi@socialbee.io via dripemail2.com
to me ▾

Hello ,

Let me introduce myself: I'm Ovi, co-founder, and Chief Executive Bee, and together with the SocialBee team, we welcome you to our hive! 🙌



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Sense of community

↳ “Welcome to the hive” and “Chief Executive Bee” make people feel like they belong to SocialBee.

>

Face behind the company

↳ Including a team photo makes the company feel more human and approachable.



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4. Airtable

The screenshot shows the Airtable welcome screen. At the top left is the Airtable logo (a yellow and blue cube icon followed by the word "Airtable"). Below it is a large "Nice to meet you!" heading. A text block says: "You've joined a community of over 200,000 teams who use Airtable to orchestrate their work, collaborate, and achieve ambitious outcomes." Below this is a button with the text "Wondering where to start? Watch our 2-minute intro video!" and a large blue play button icon overlaid on a screenshot of an Airtable base. The base shows two sections: "Bailey Mirza" and "Cameron Toth". The "Bailey Mirza" section has three rows with columns for name, status, priority, and due date. The "Cameron Toth" section has three rows with similar columns. At the bottom of the main content area is a blue button labeled "Watch the video". Below the video button is a question: "Looking for more help as you get set up?". Underneath are two links: "Sign up for a training webinar" (with a computer monitor icon) and "Check out our onboarding guide" (with a lightbulb icon).

Nice to meet you!

You've joined a community of over 200,000 teams who use Airtable to orchestrate their work, collaborate, and achieve ambitious outcomes.

Wondering where to start? Watch our 2-minute intro video! >

Watch the video

Looking for more help as you get set up?

[Sign up for a training webinar](#)

[Check out our onboarding guide](#)



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Delivers on promise

↳ Airtable truly delivers on their promise. They welcome you to their brand from the beginning.

Approach variety >

↳ They tell you how to use the tool through different approaches. You get onboarded by watching a video, attending a webinar, or even reading a guide.



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5. Tripadvisor



Tripadvisor



>

Explore the good out there

Greetings from the Tripadvisor community! We're here to help you discover what's out there by connecting you with fellow travelers who can share stories and offer guidance. So whether you're looking for the best bites nearby, the right hotel for your vibe, or the perfect way to see the sights, we're here to help you find the good stuff.

[Let's get planning](#)





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Relevant image

↳ Tripadvisor does a great job with their choice of image. It's relevant to the title and is engaging.

Buyer-first mentality >

↳ Their email clearly focuses on the pain points and problems of their users instead of focusing on their features.



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