



THE TOP 100 EMAIL MARKETING CAMPAIGNS OF 2013



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INTRODUCTION

It seems inevitable that each new year ushers in a slew of predictions around the demise of email marketing. SMS to social media; PPC to RSS; instant messaging to Gmail tabs: the list of would-be email marketing killers stretches on.

And yet email is still here. In fact, it continues to grow in popularity. At Campaign Monitor alone, we've seen the average number of campaigns our customers send grow by 17% in 2013 - and the average number of recipient per campaign grow 10%.

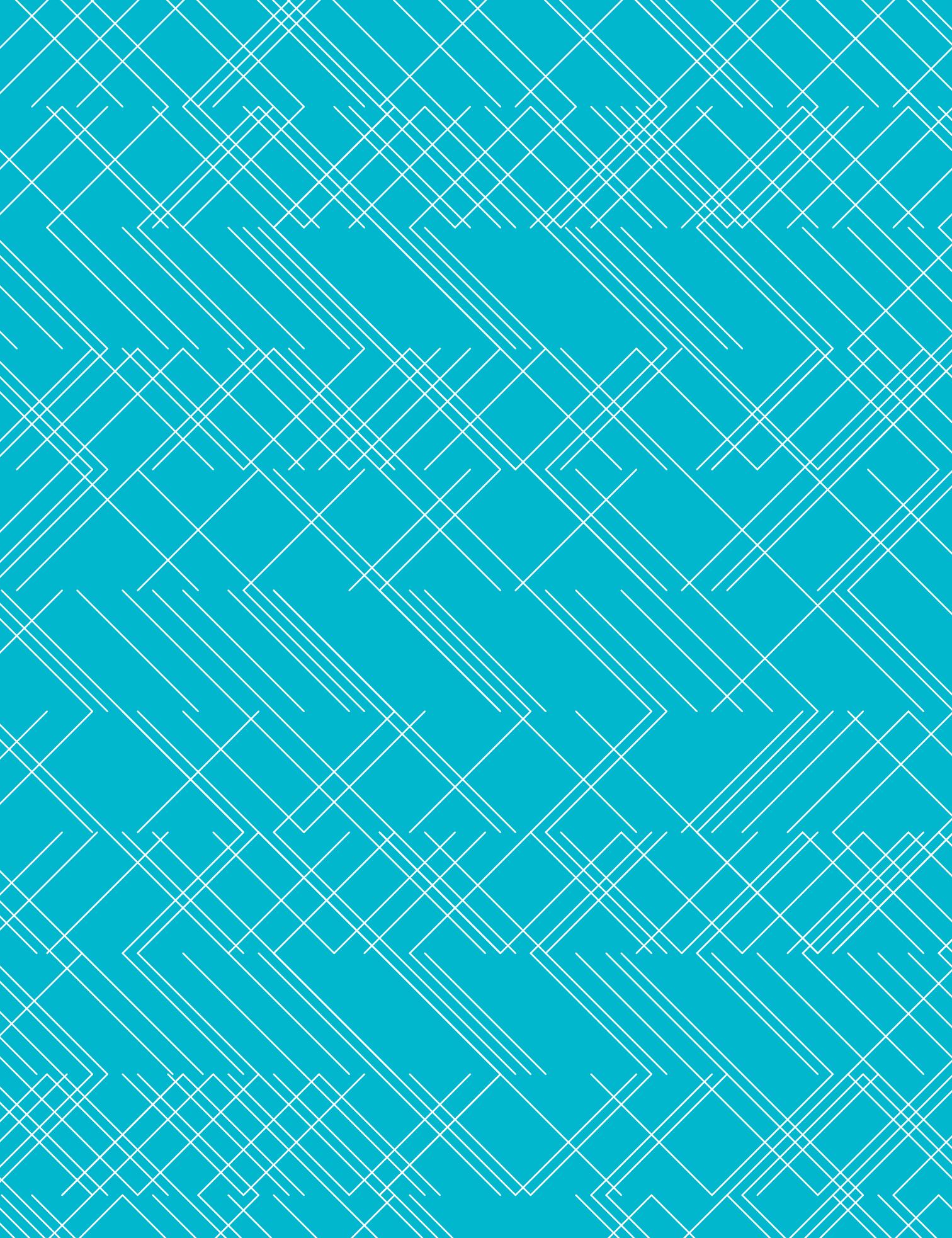
So why the perpetual death threat?

Email may persevere - but there's no denying it's evolving, sometimes more rapidly than the marketing and design communities can keep up with. New regulations, deliverability challenges, rendering issues, list hygiene problems, changing design and coding requirements, more sophisticated marketing techniques: these are the constants in the world of email marketing.

So what worked last year - and sometimes last month - can be dramatically different than what works today. And it's only getting more difficult to figure out how to be effective.

Our collection of the top 100 email campaigns of 2013 is a celebration of the agencies, brands and marketers who have met these challenges head on. From A/B tests that increase opens by more than 20%, to large newsletters and promotional mailers that deliver double-digit response rates: the campaigns featured here reflect the best of email marketing.

We're sure this compilation of beautiful designs, clever techniques, and strong results will inspire new ideas for your own email programs this year.

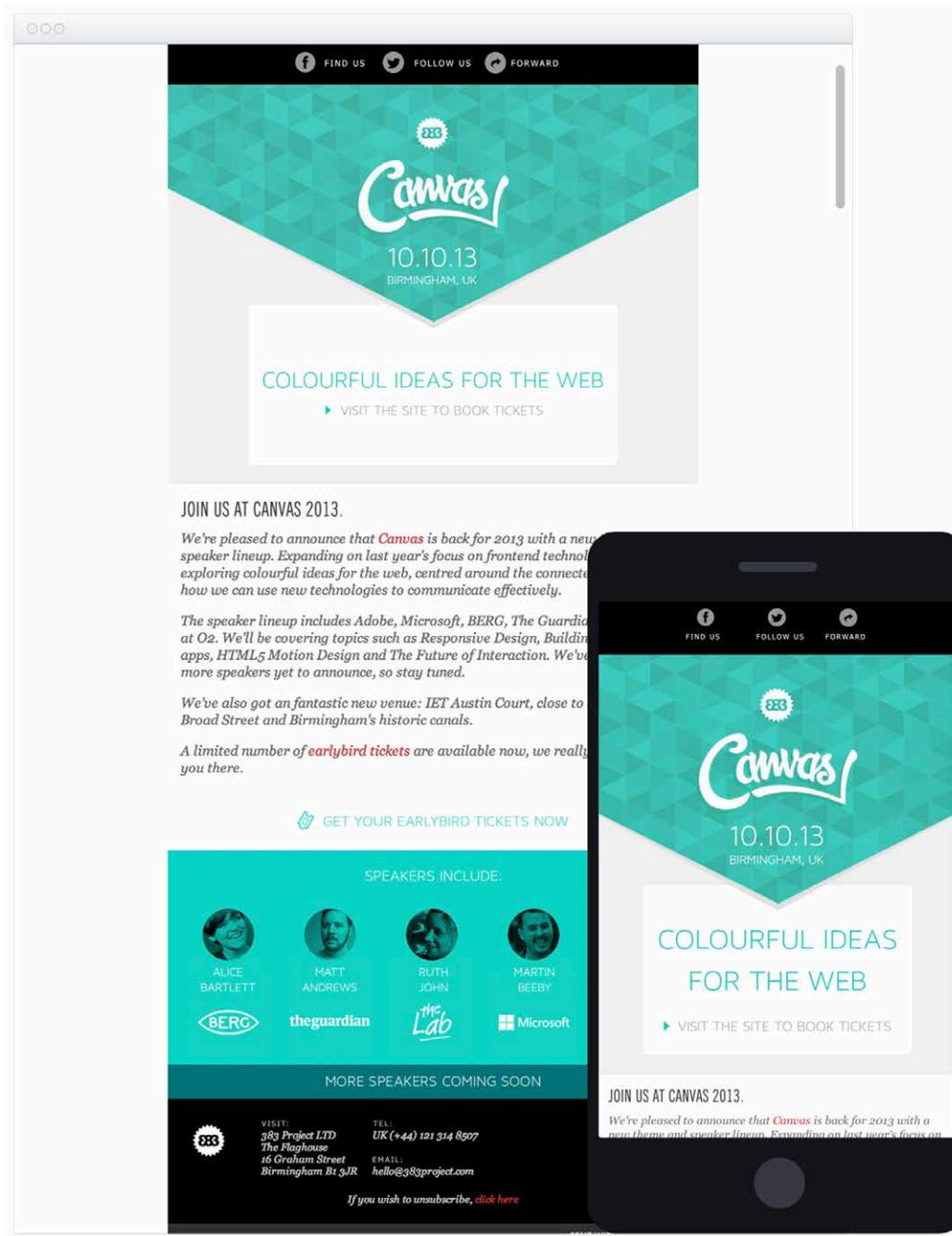


DESIGN LEADERS

Our design leaders push the boundaries of what's possible in email to deliver delightful newsletters to their subscribers. Short on ideas for your campaign, or not sure how to execute your next concept? These beautiful layouts, stunning visuals and creative techniques are sure to inspire.

Canvas

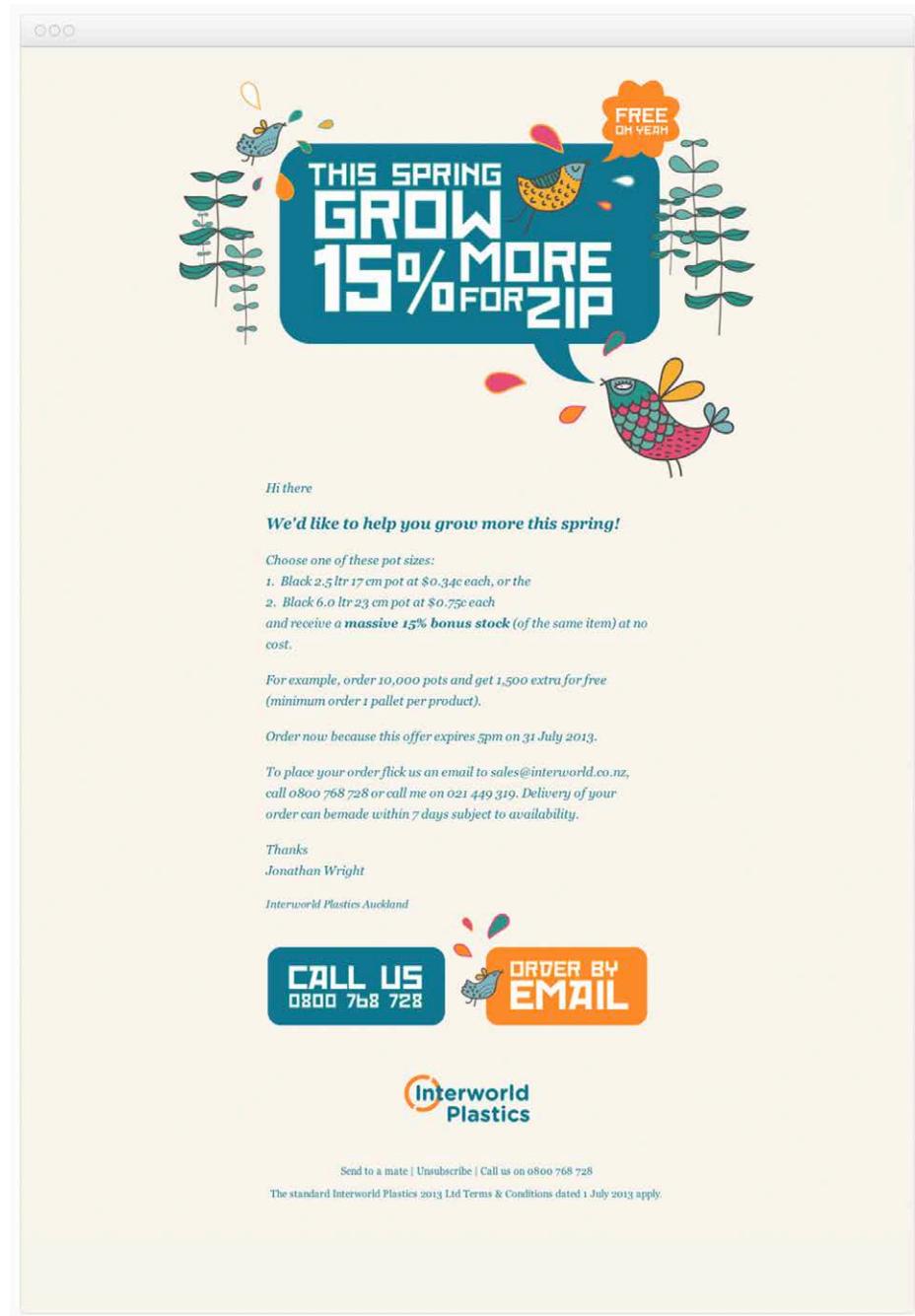
Designed by: www.383project.com
 Subject line: Join us at Canvas 2013 - Earlybird tickets now available



This responsive campaign features a stylish header image and thoughtfully written copy - as you'd expect from a mailer for a design conference of Canvas' caliber.

Interworld Plastics

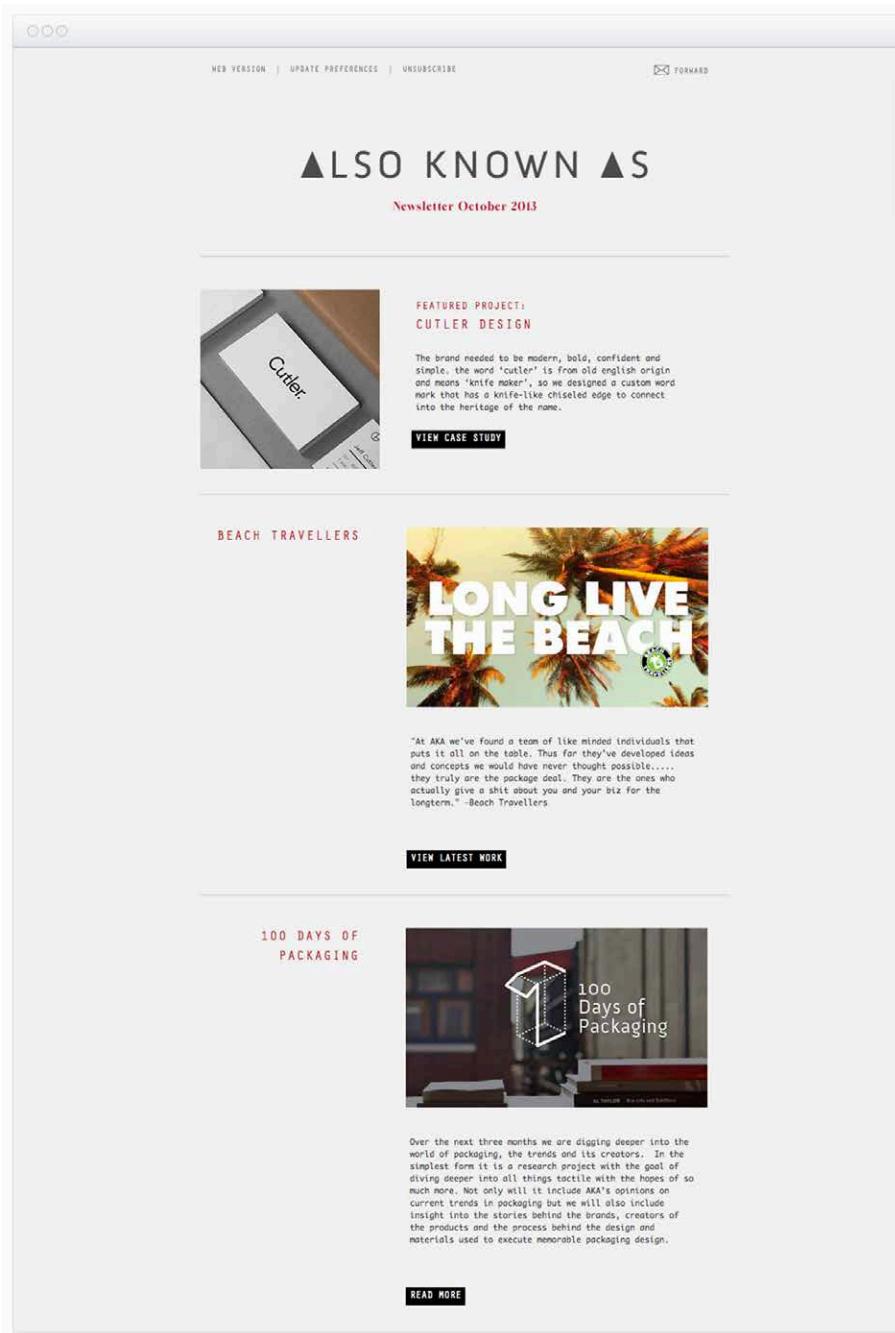
Designed by: www.a-e.co.nz
 Subject line: Time to order more pots? Get 15% extra for free



This email newsletter is simply fun - proving great design can make for a compelling campaign across any industry, even plastics.

AlsoKnownAs Studio

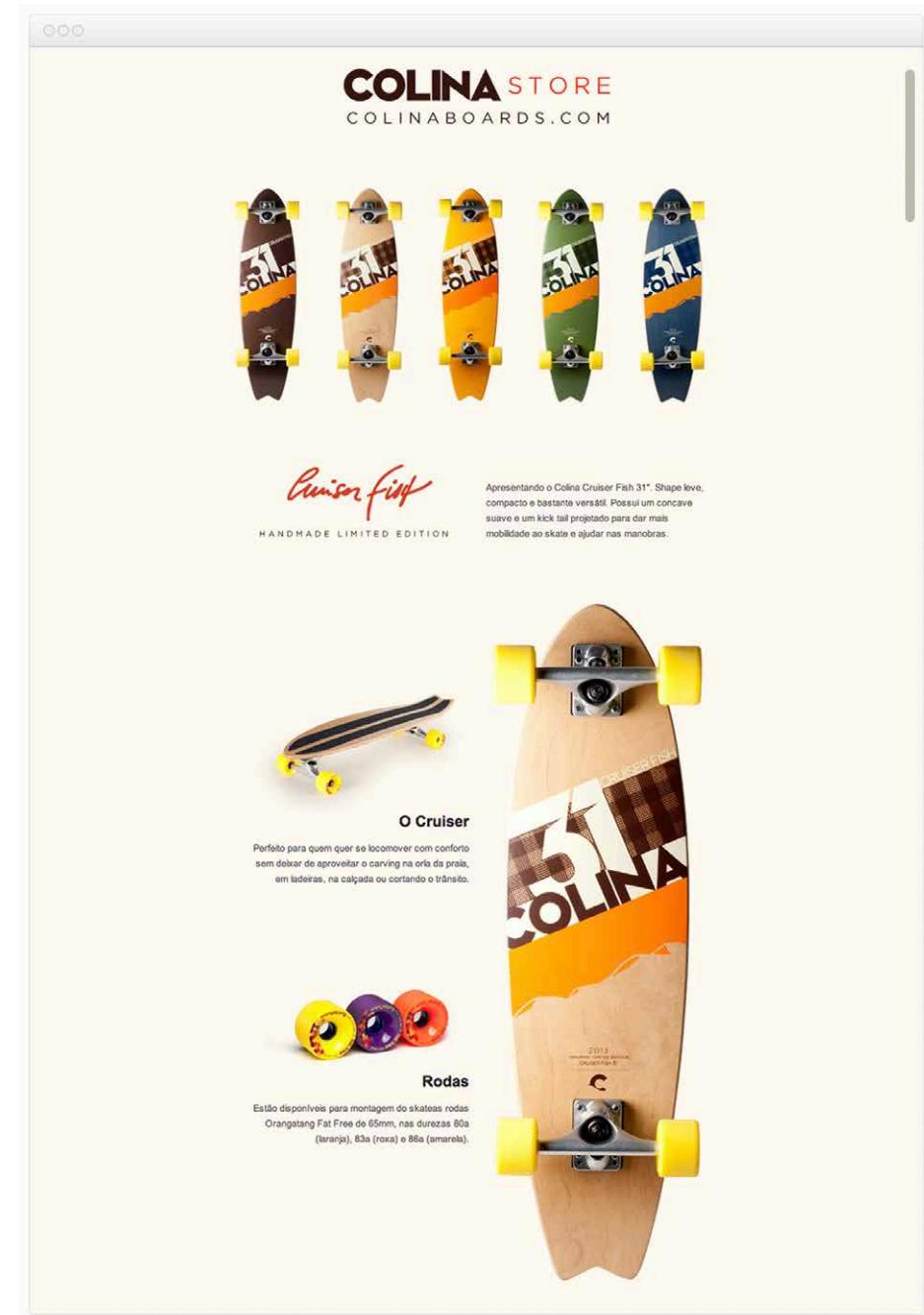
Designed by: www.alsoknownas.ca
Subject line: AKA Newsletter - October



Liberal use of white space, a lovely typeface and overall sharp design make this email from AlsoKnownAs Studios stand out from the pack.

Colina Boards

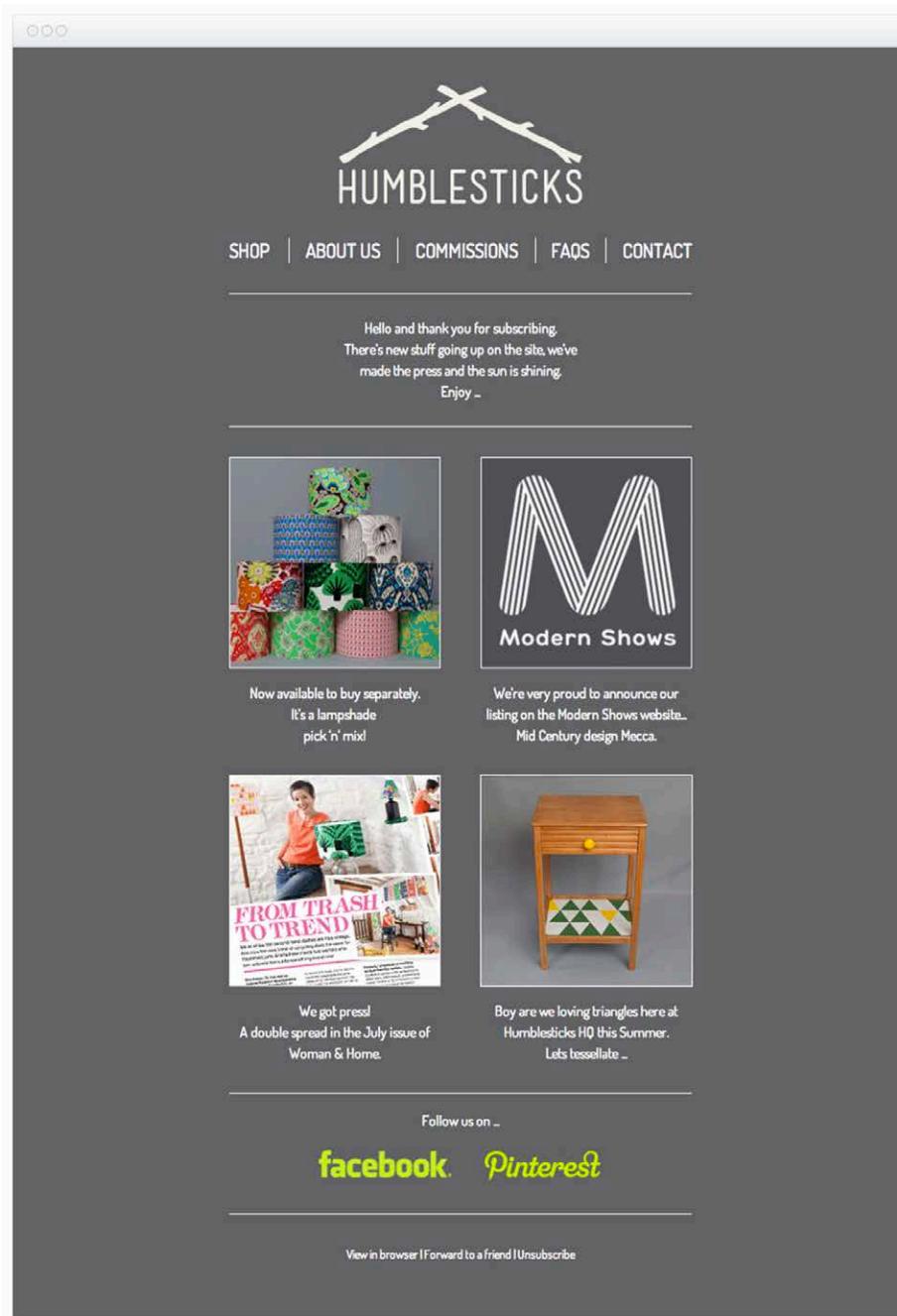
Designed by: www.colinabboards.com
Subject line: Colina Boards - Cruiser Fish 31



This unusual layout featuring both right and left alignment is dynamic and engaging - without removing the emphasis from the product.

Humblesticks

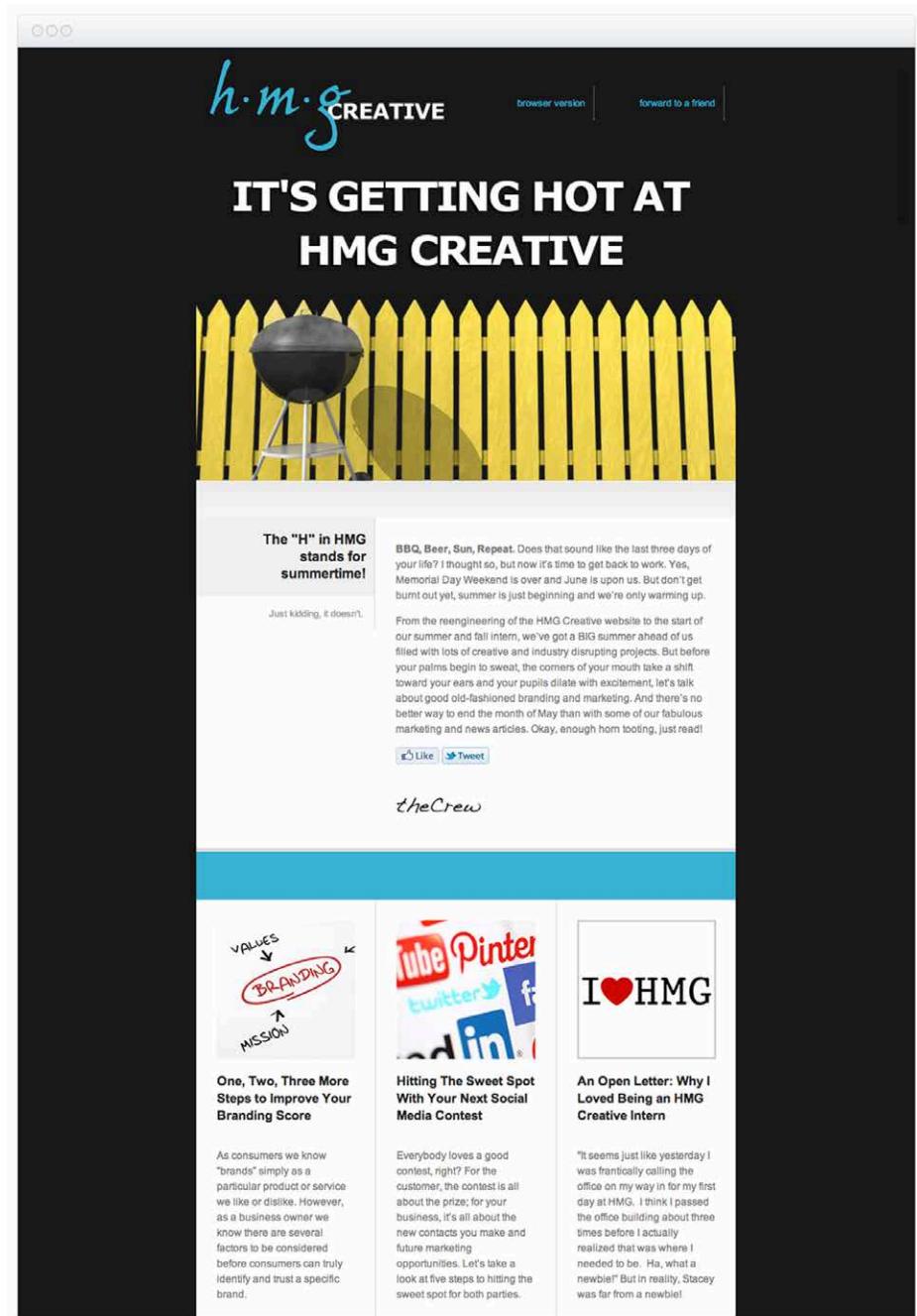
Designed by: www.digitalog.co.uk
Subject line: Hello from Humblesticks!



This email features a solid balance between text and images. It uses a versatile template that is creative, fun, and a great canvas for featuring their products.

HMG Creative

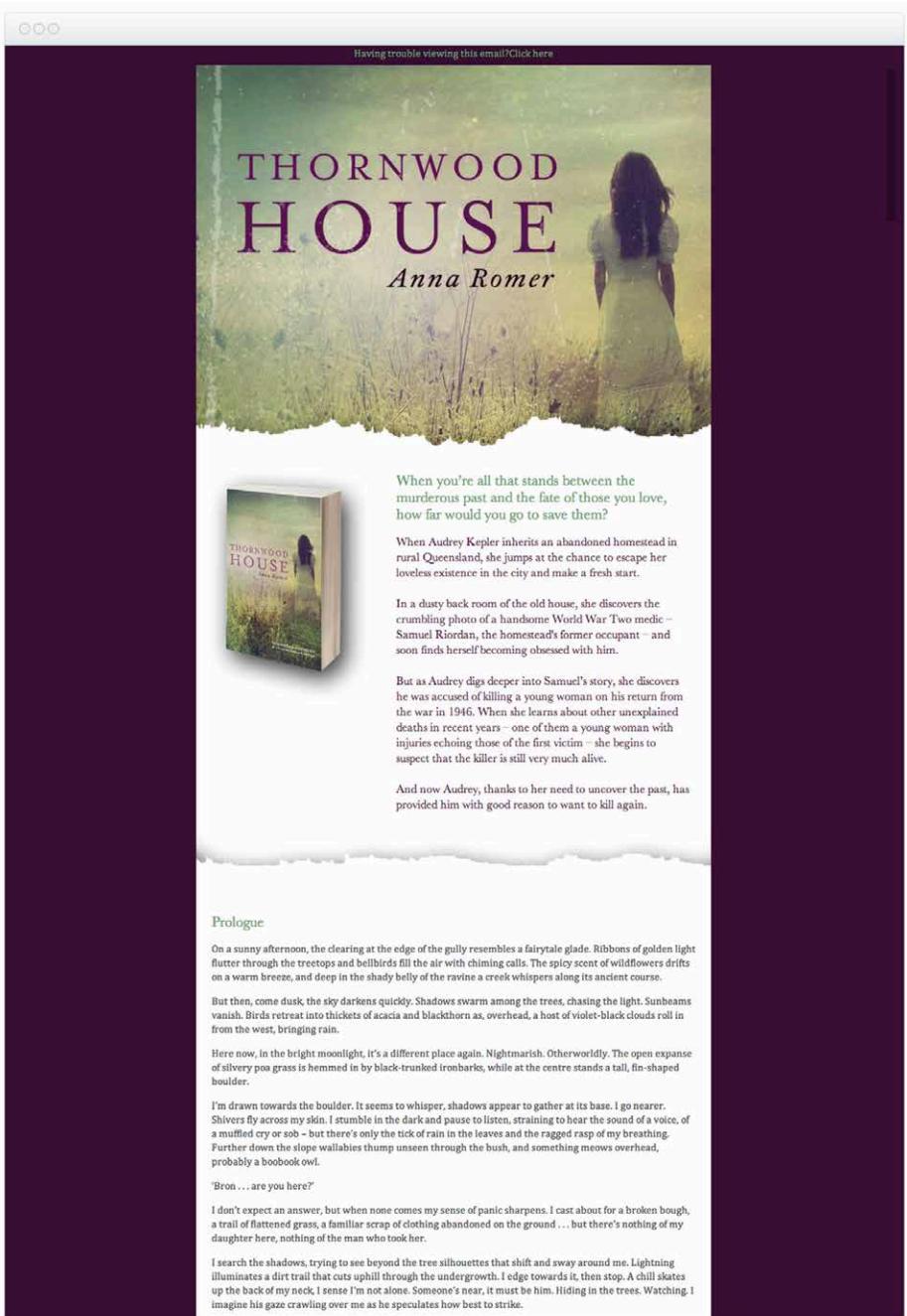
Designed by: www.hmgcreative.com
Subject line: It's Getting HOT at HMG Creative!



The abundance of white space and seasonal messaging makes HMG Creative's newsletter impossible to ignore. With its personable use of language and picket fence imagery, this campaign stays approachable and friendly.

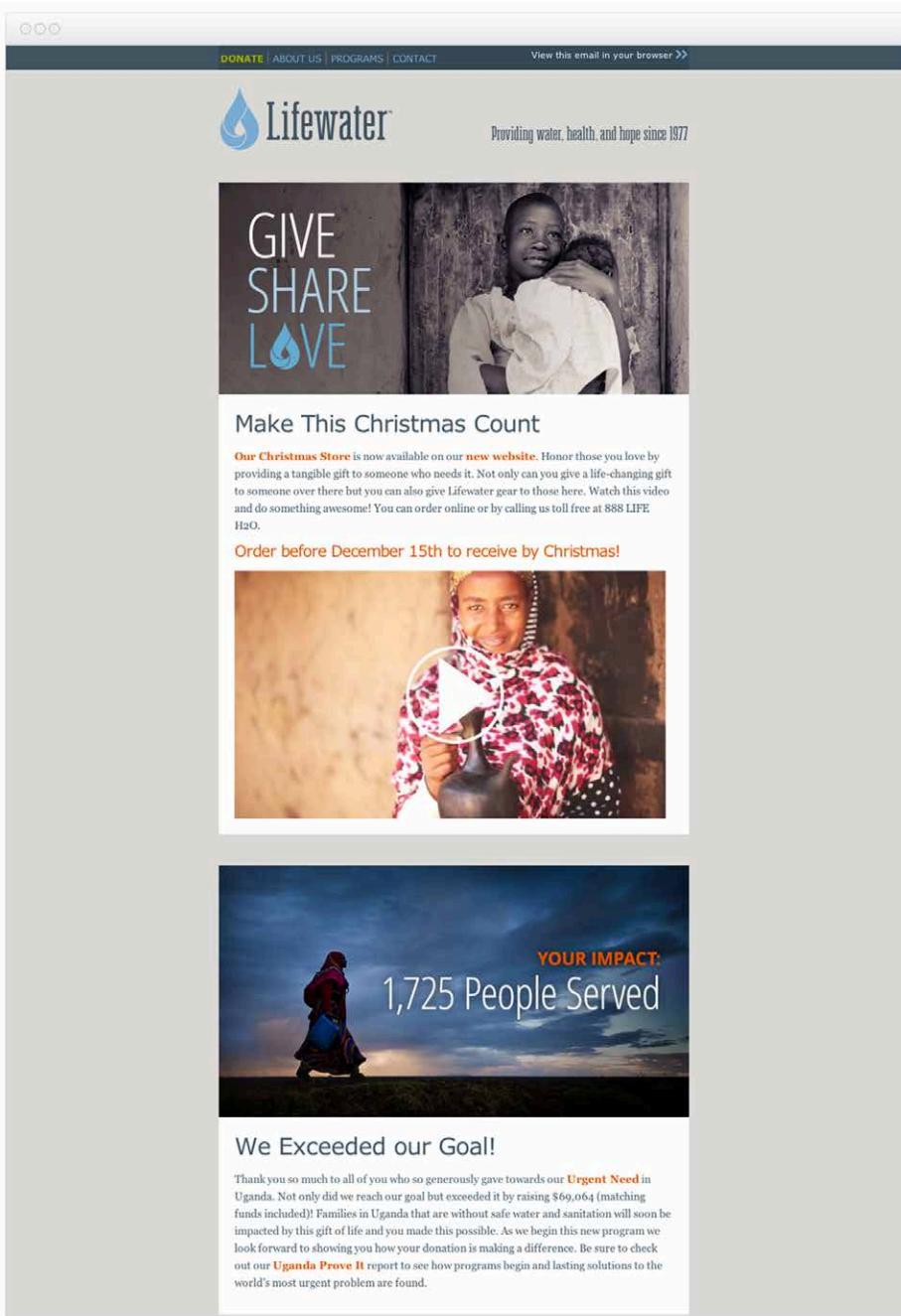
Simon & Schuster

Designed by: www.ful-vue.com
Subject line: Read a chapter from Thornwood House by Anna Romer



Lifewater

Designed by: www.emailengine.co
Subject line: Give Share Love

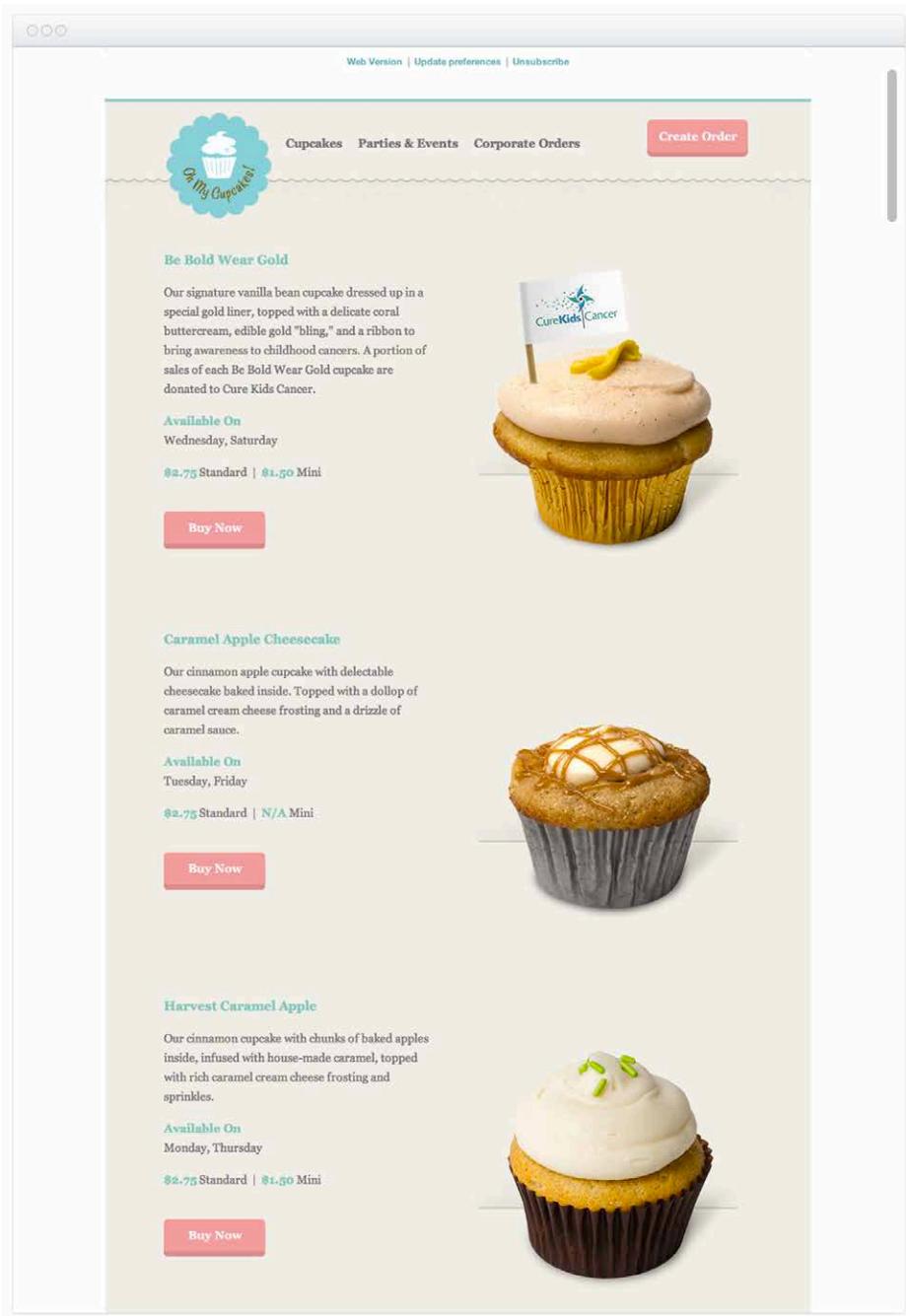


Between the classic typeface and prominently featured book excerpts, this campaign makes for a compelling read.

Not only does this campaign make good use of imagery, but they also integrate the call to action to watch a video beautifully. Overall, a great email newsletter for a great cause.

Oh My Cupcakes

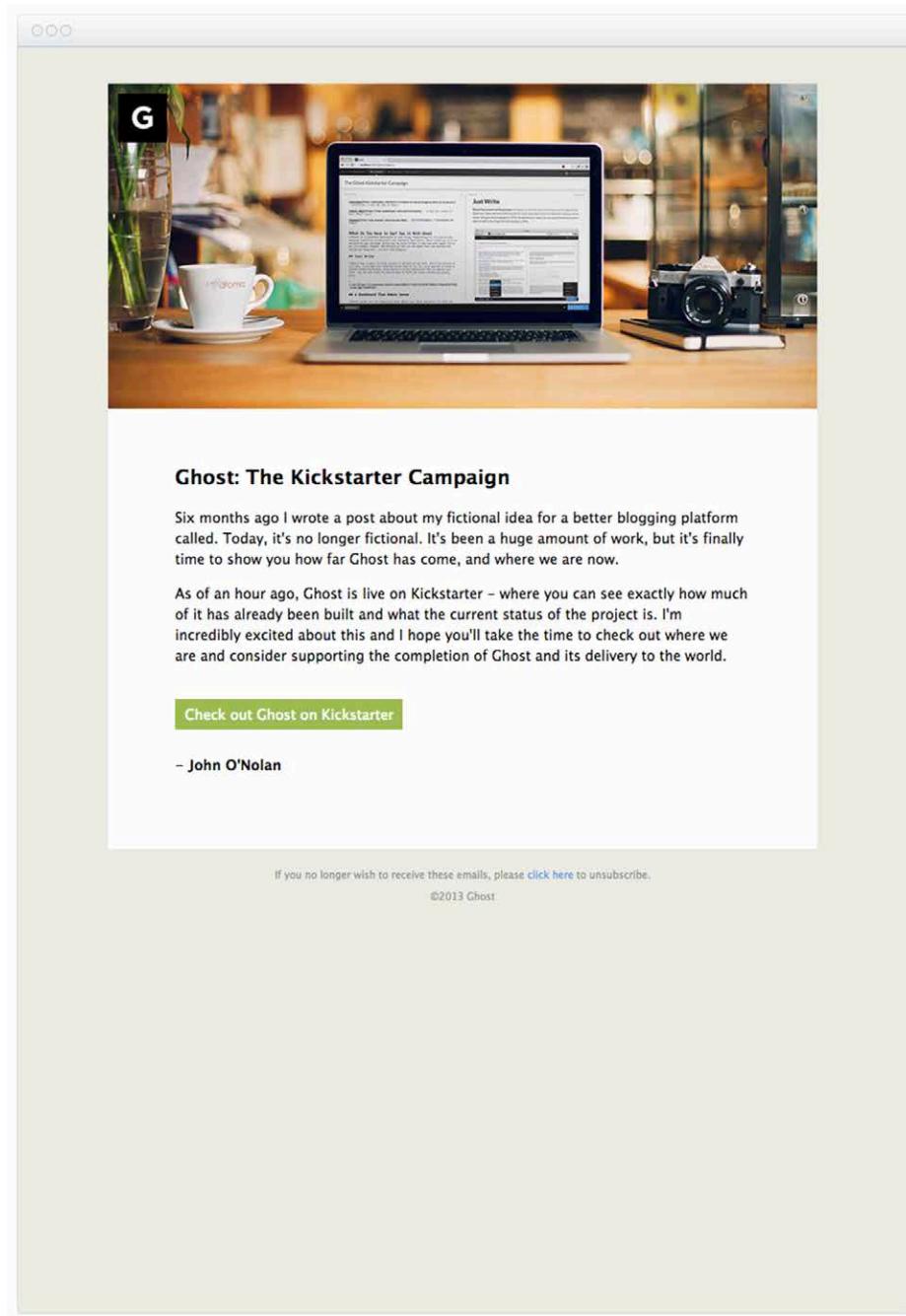
Designed by: www.fusedinteractive.com
Subject line: September Seasonal Cupcakes Now Available!



The use of pastel colors and the contrasting boldness of the cupcakes makes the campaign a visual stunner. Combined with the clean layout, this email is truly a treat.

Ghost

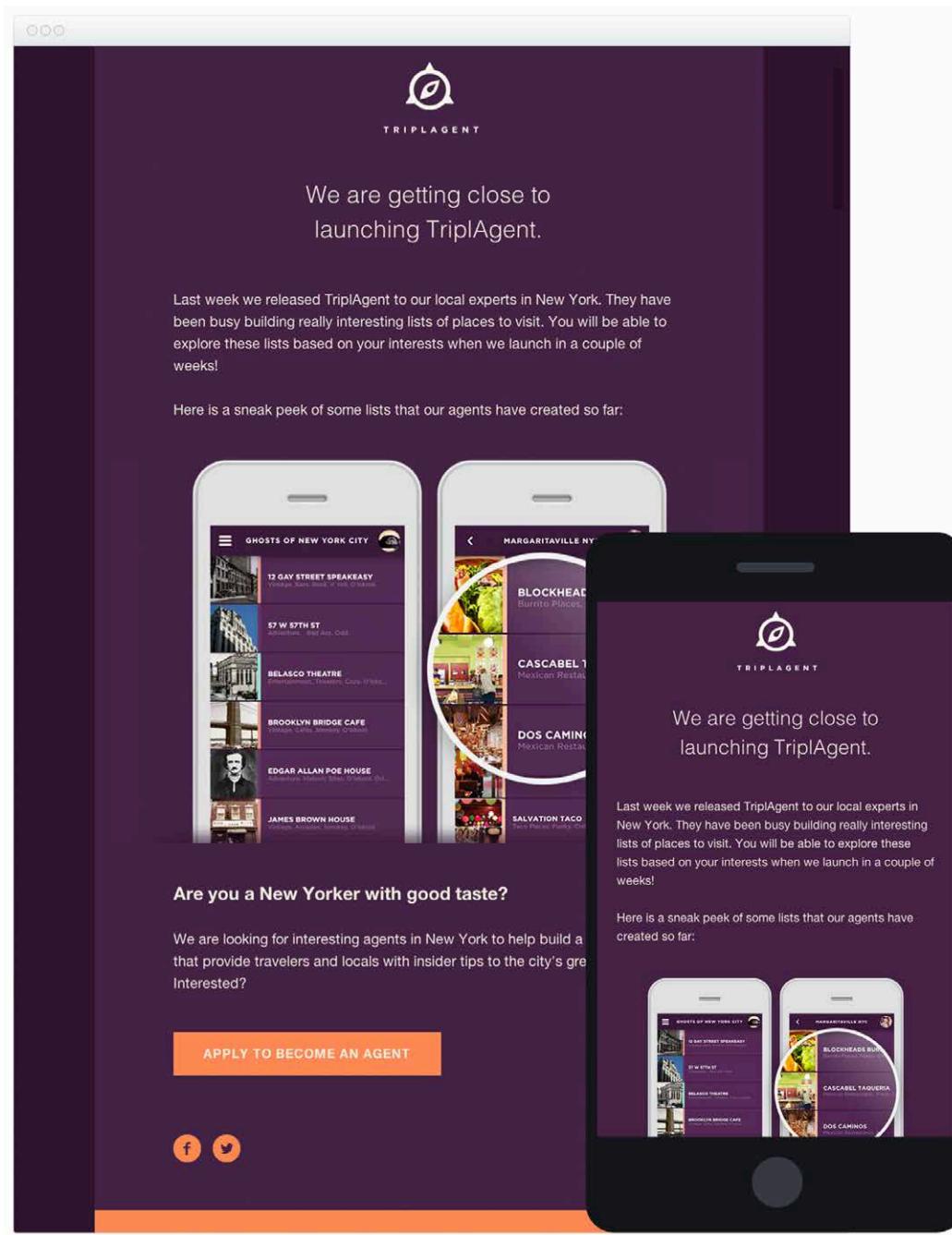
Designed by: www.ghost.org
Subject line: Ghost: The Future of Blogging



The first thing that attracts the eye in this email is the beautiful header image. After that, it's simple and straightforward messaging, plus a great story - all the key elements of a good campaign.

TripAgent

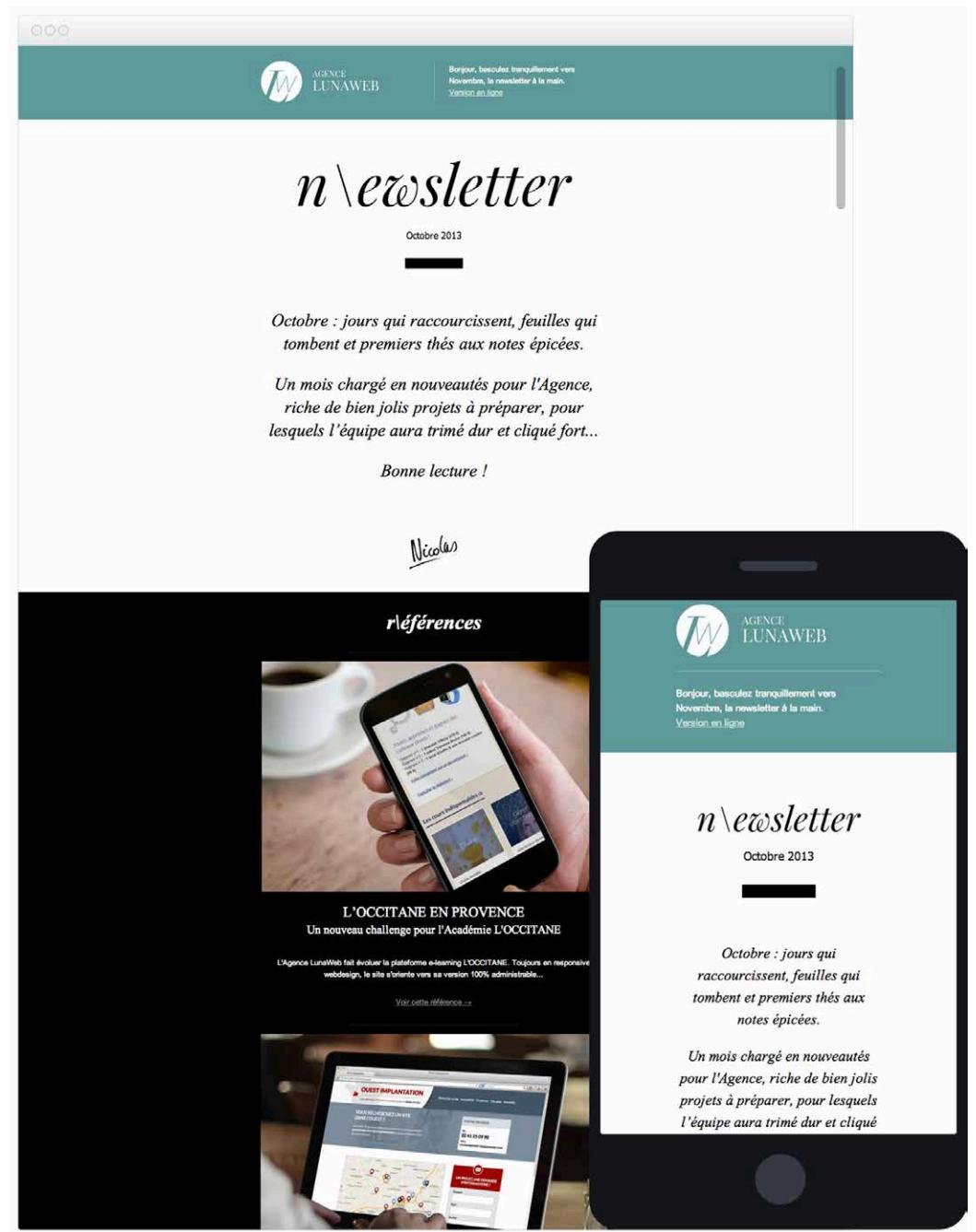
Designed by: www.gravityhill.us
Subject line: Sit tight, TripAgent is launching soon



A slick look and great screenshots make this announcement for TripAgent one with true appeal. Naturally, this campaign promoting a mobile app also features a responsive layout.

LunaWeb

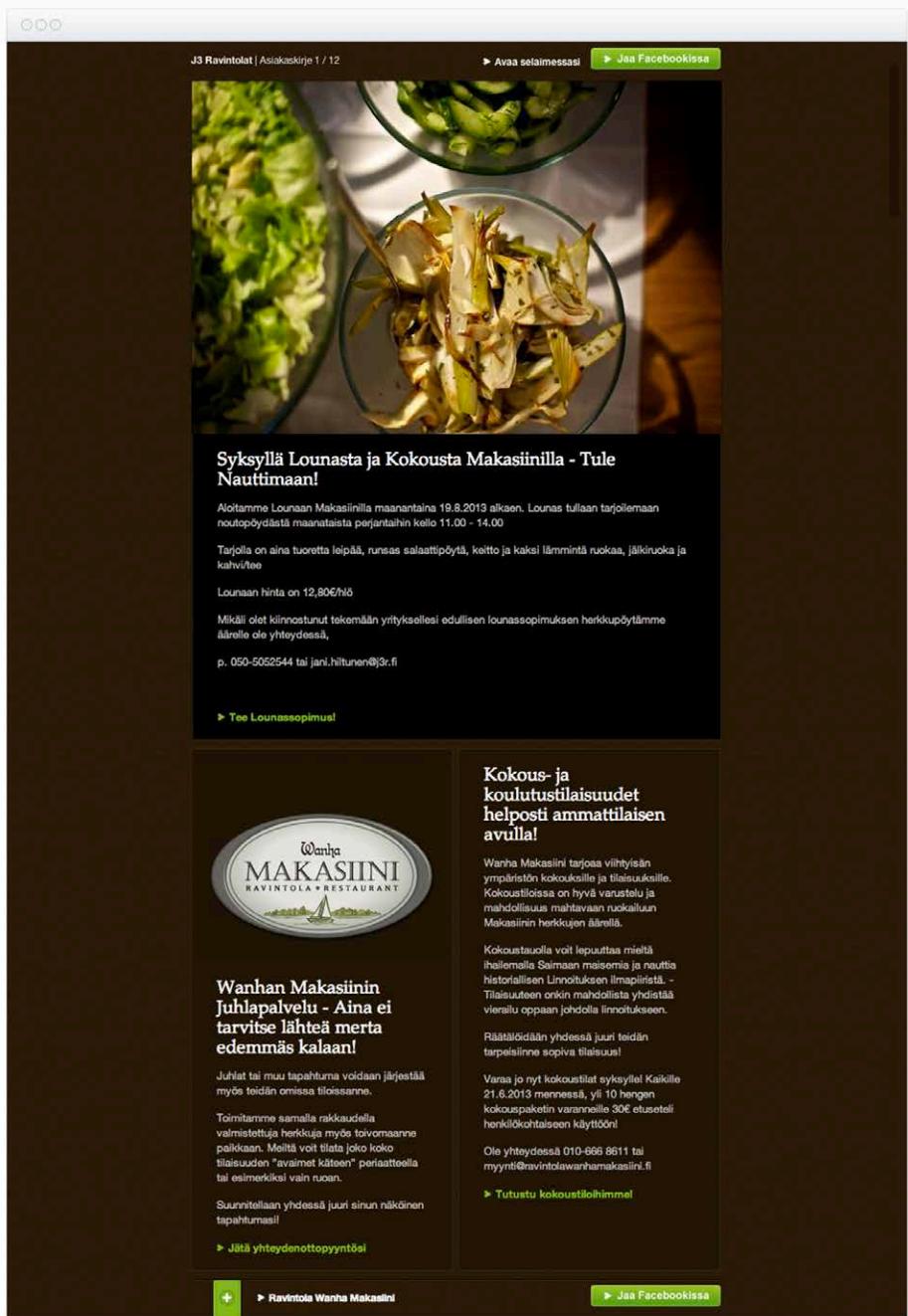
Designed by: www.lunaweb.fr
Subject line: Newsletter Octobre 2013



Designed to mimic a hand-written letter on the company's letterhead, this elegant campaign has a genuinely personal feel from start to finish. It also displays as one-column for easy reading on mobile devices - que moderne!

J3 Ravintolat

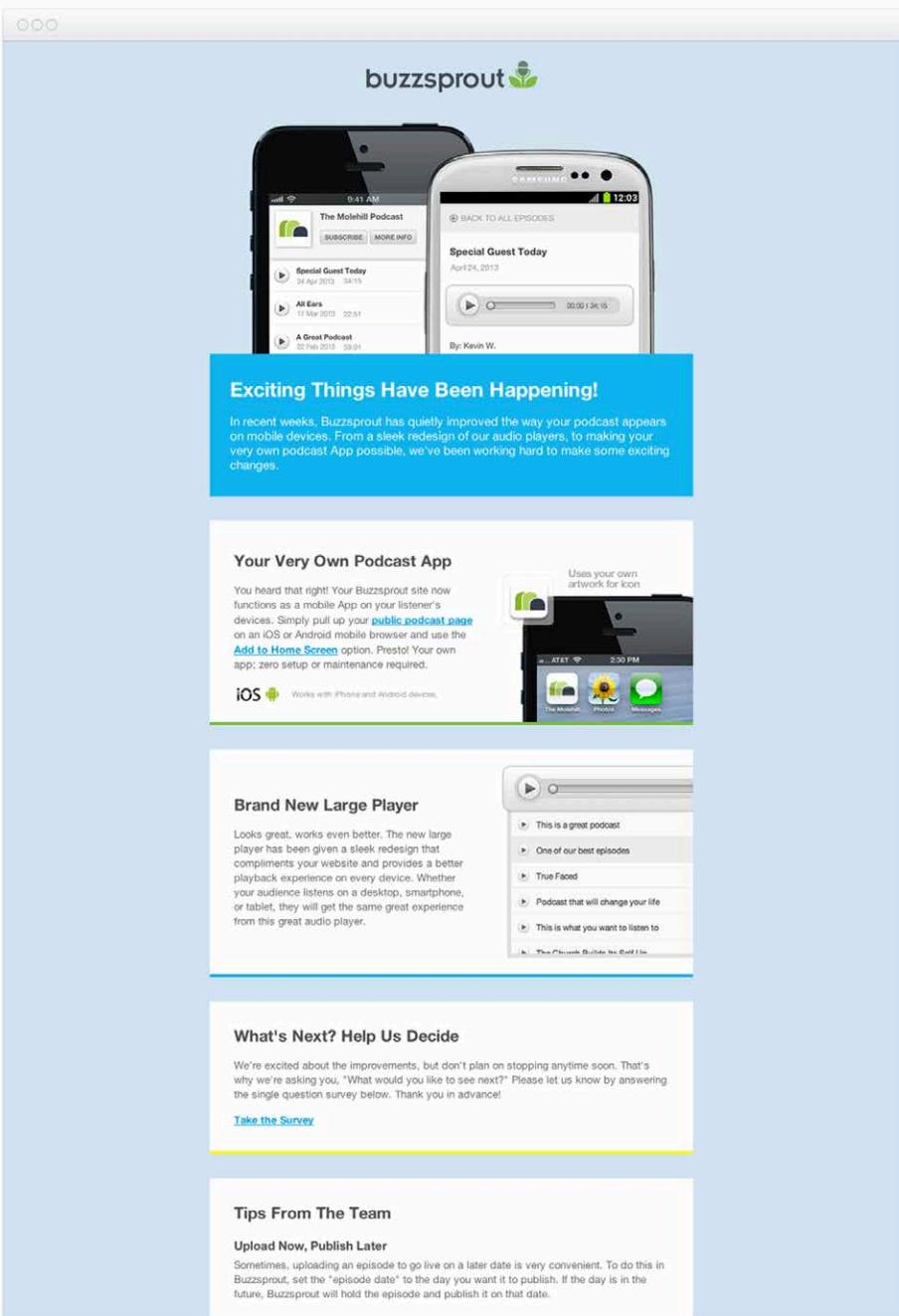
Designed by: www.mediakolmio.fi
 Subject line: Lounasta ja Kokousta Makasiinilla!



The earthy colors throughout this newsletter compliment the foodie-friendly content, especially the header image. The newsletter is also easy to scan, which is ideal for short attention spans (and rumbling stomachs).

Buzzsprout

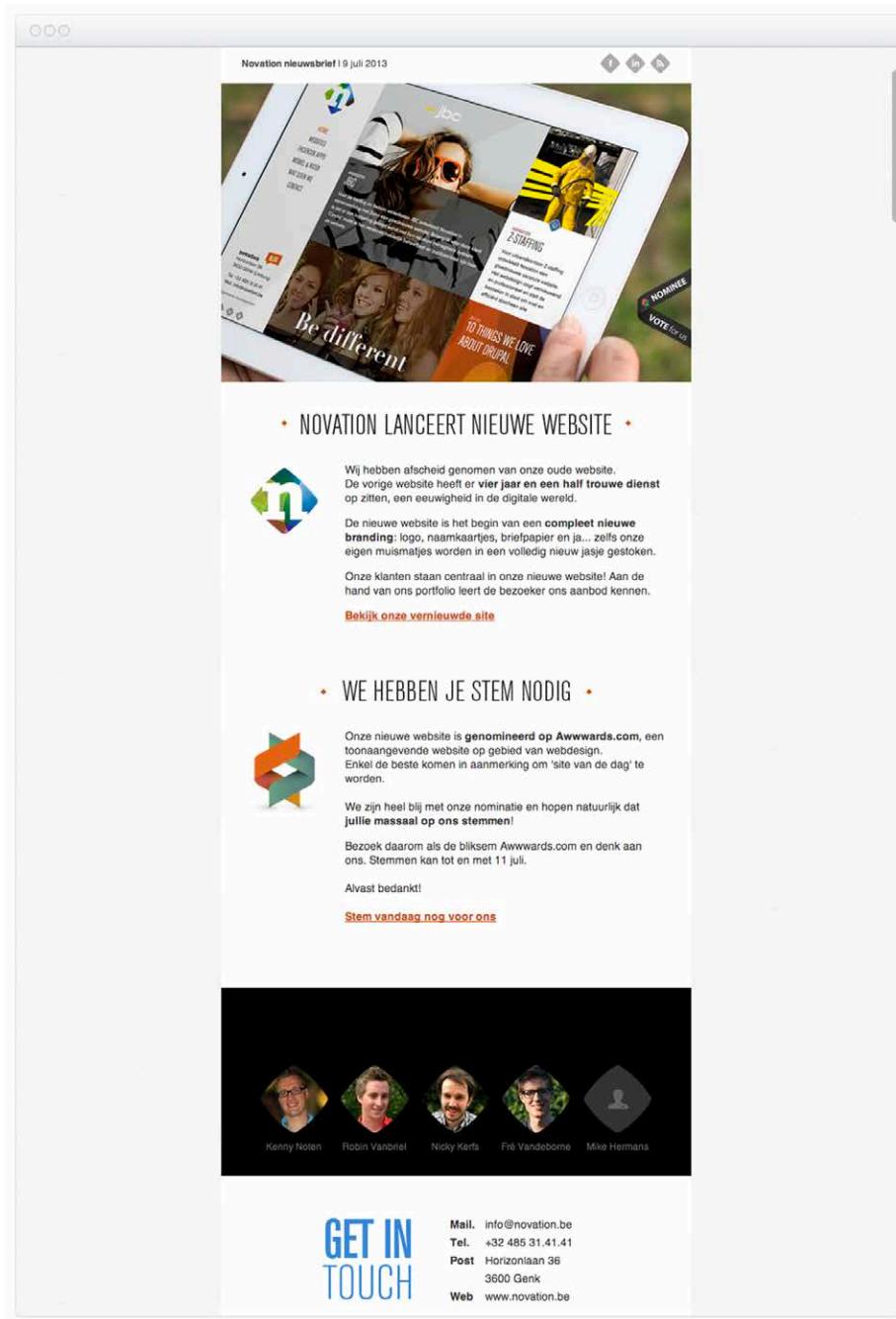
Designed by: www.buzzsprout.com
 Subject line: Your podcast rocks on mobile devices



Fresh colors and beautiful imagery are the most apparent things that make Buzzsprout rise above the average email campaign - add to that the clean layout, and this app's customers have good reason to cheer.

Novation

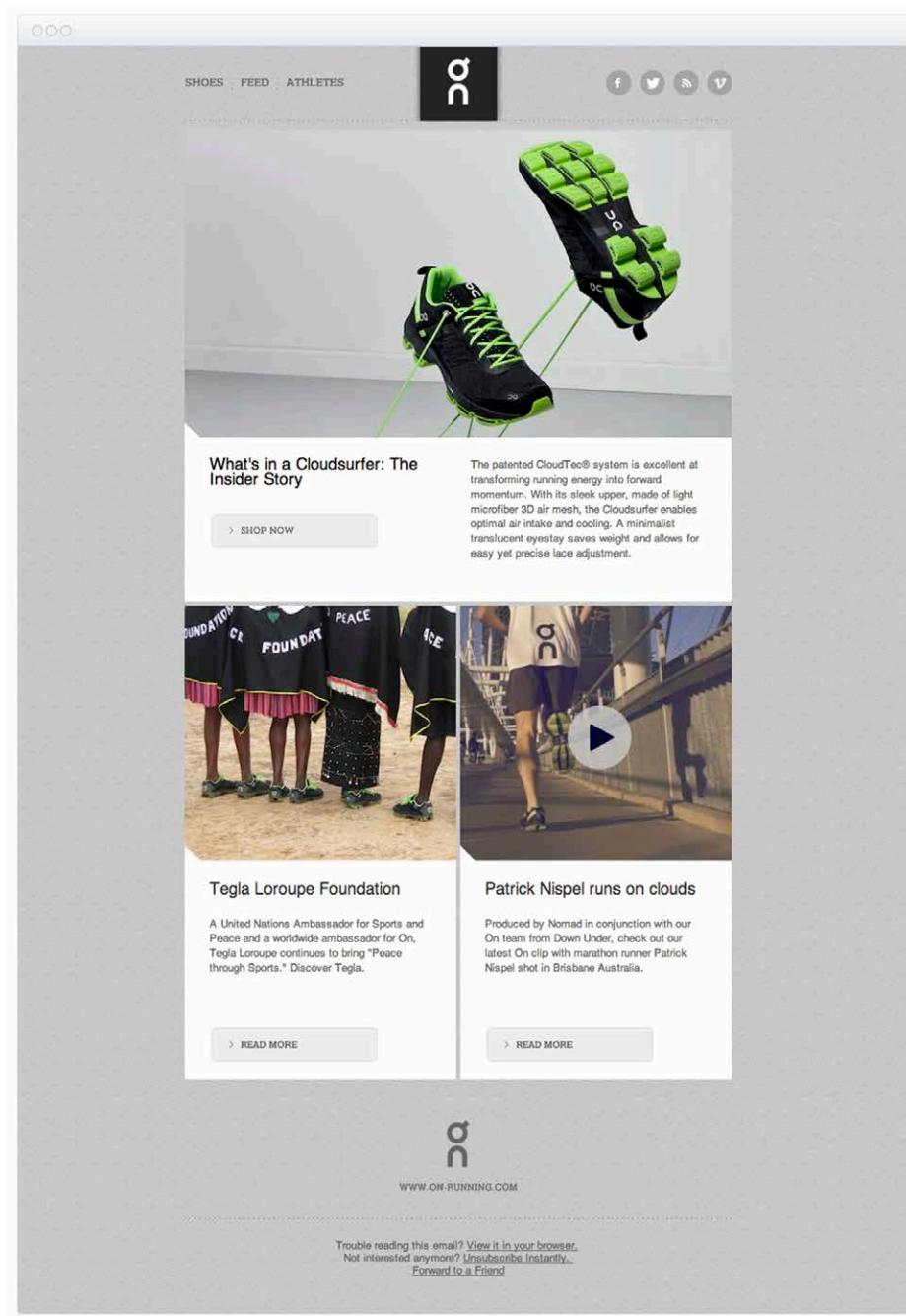
Designed by: www.novation.be
 Subject line: Novation lanceert nieuwe website



This clean email design features subtle complimentary colors, graceful use of type and informative but concise articles.

On

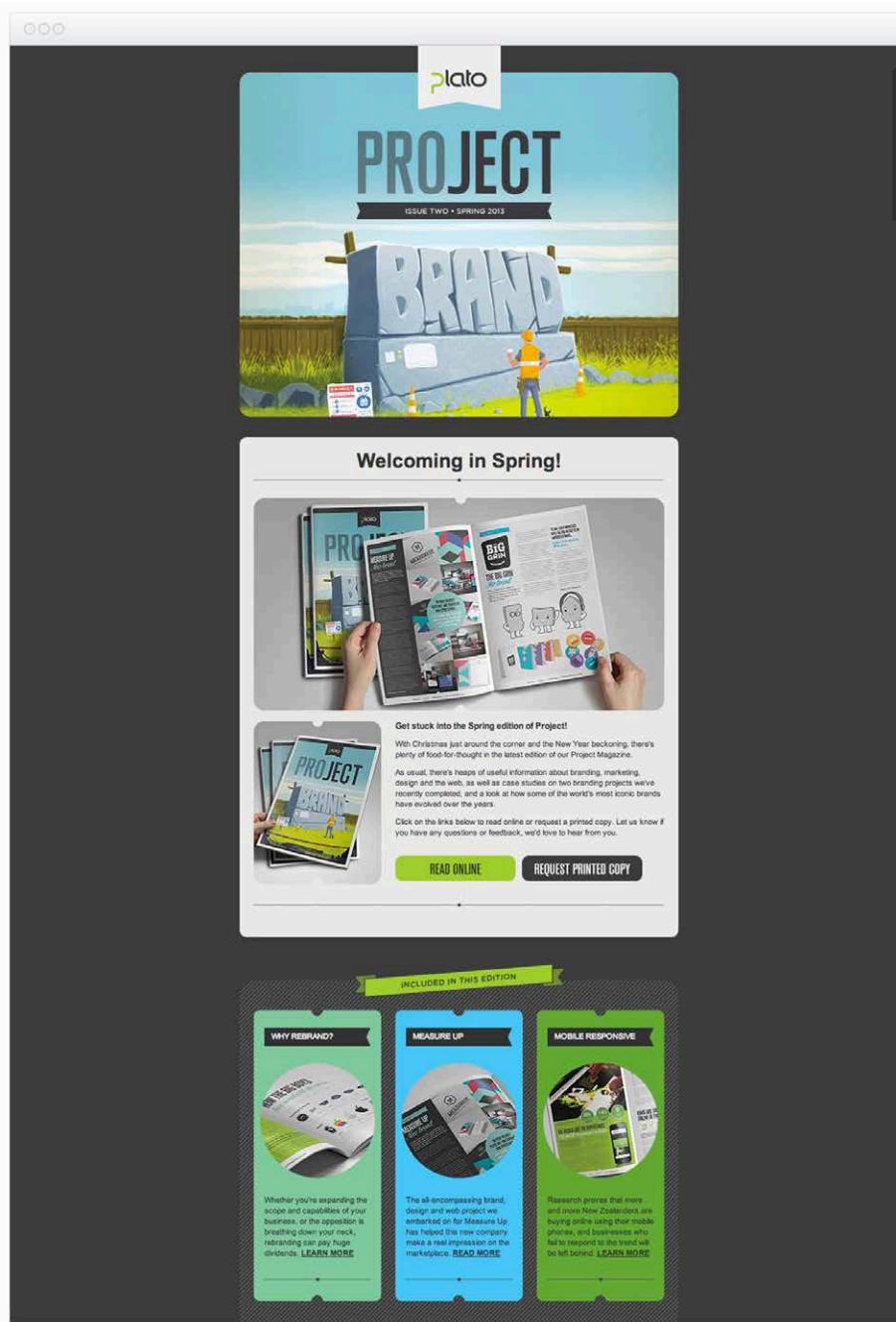
Designed by: www.on-running.com
 Subject line: On Newsfeed: A Cloudsurfer story



The understated color palette keeps the focus of this elegant campaign squarely where it belongs: on the running shoe it is promoting.

Plato Design Agency

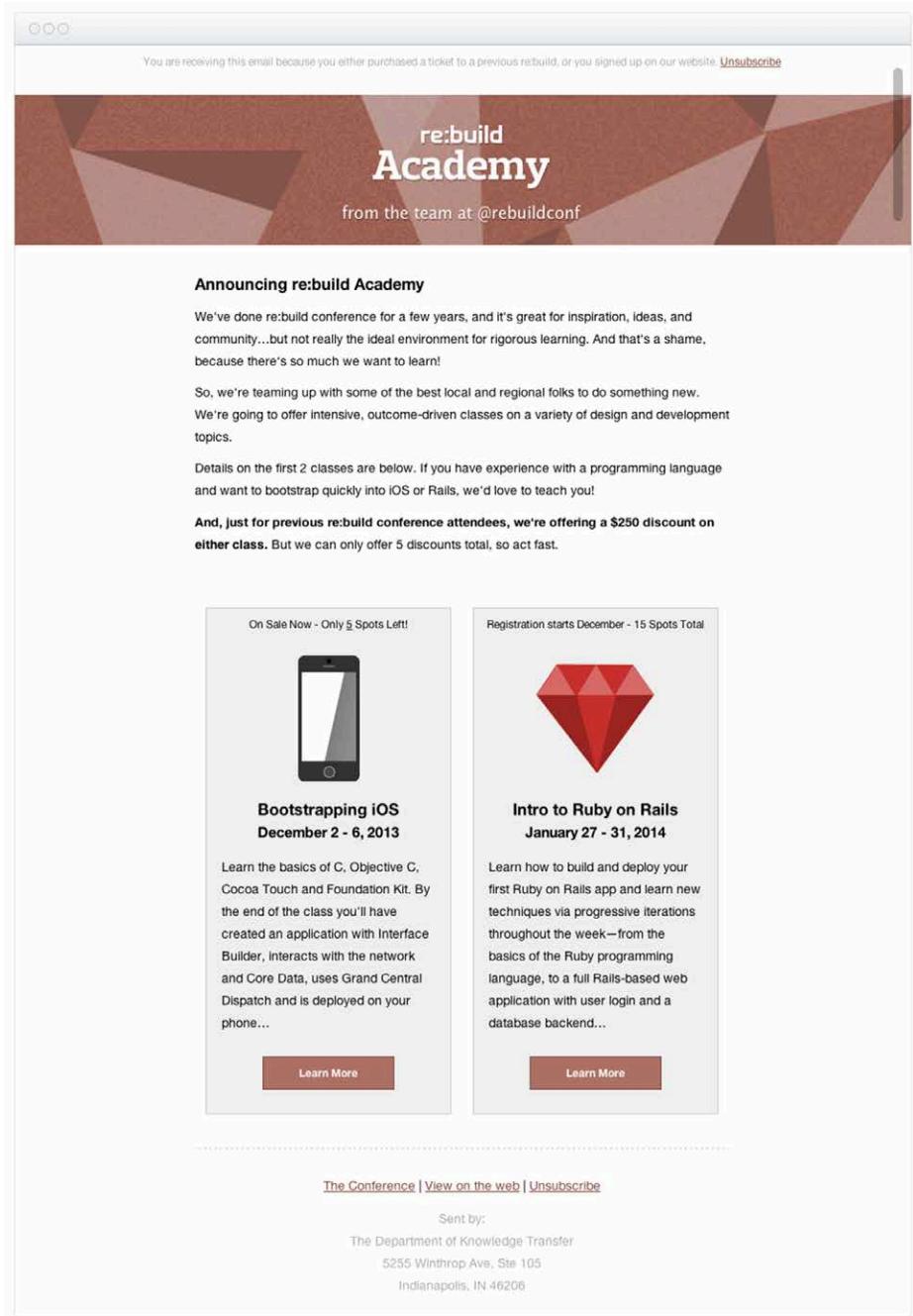
Designed by: www.platodesign.co.nz
Subject line: PROJECT Magazine: Issue Two



The creative visuals and easy-to-scan layout make this email both fun to look at - and easy to respond to.

re:build conference

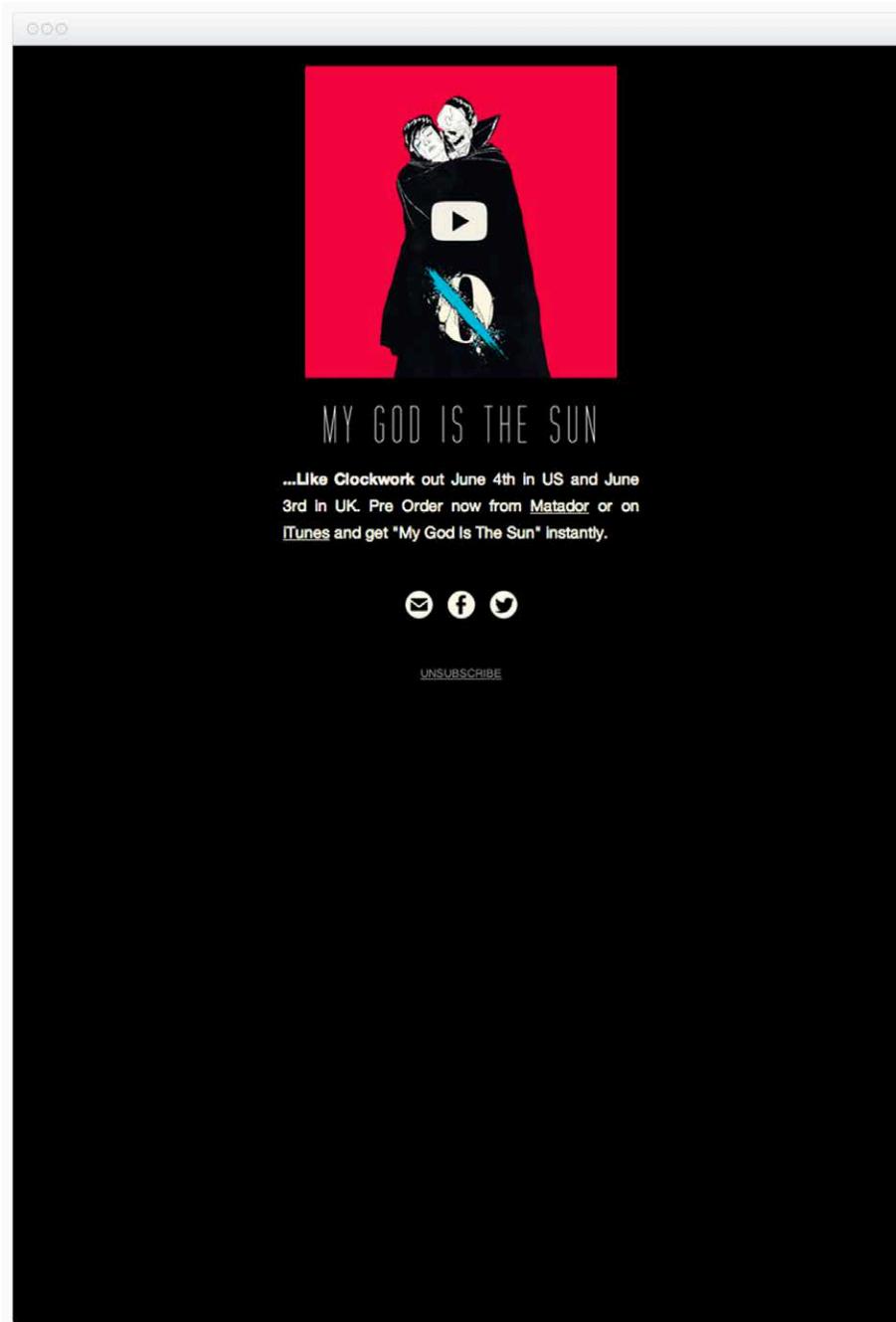
Designed by: www.rebuildconf.com
Subject line: Announcing re:build academy



This campaign does a great job of fitting a lot of text into the layout without overwhelming the reader. It's clutter-free and easy to digest.

Queens of the Stone Age

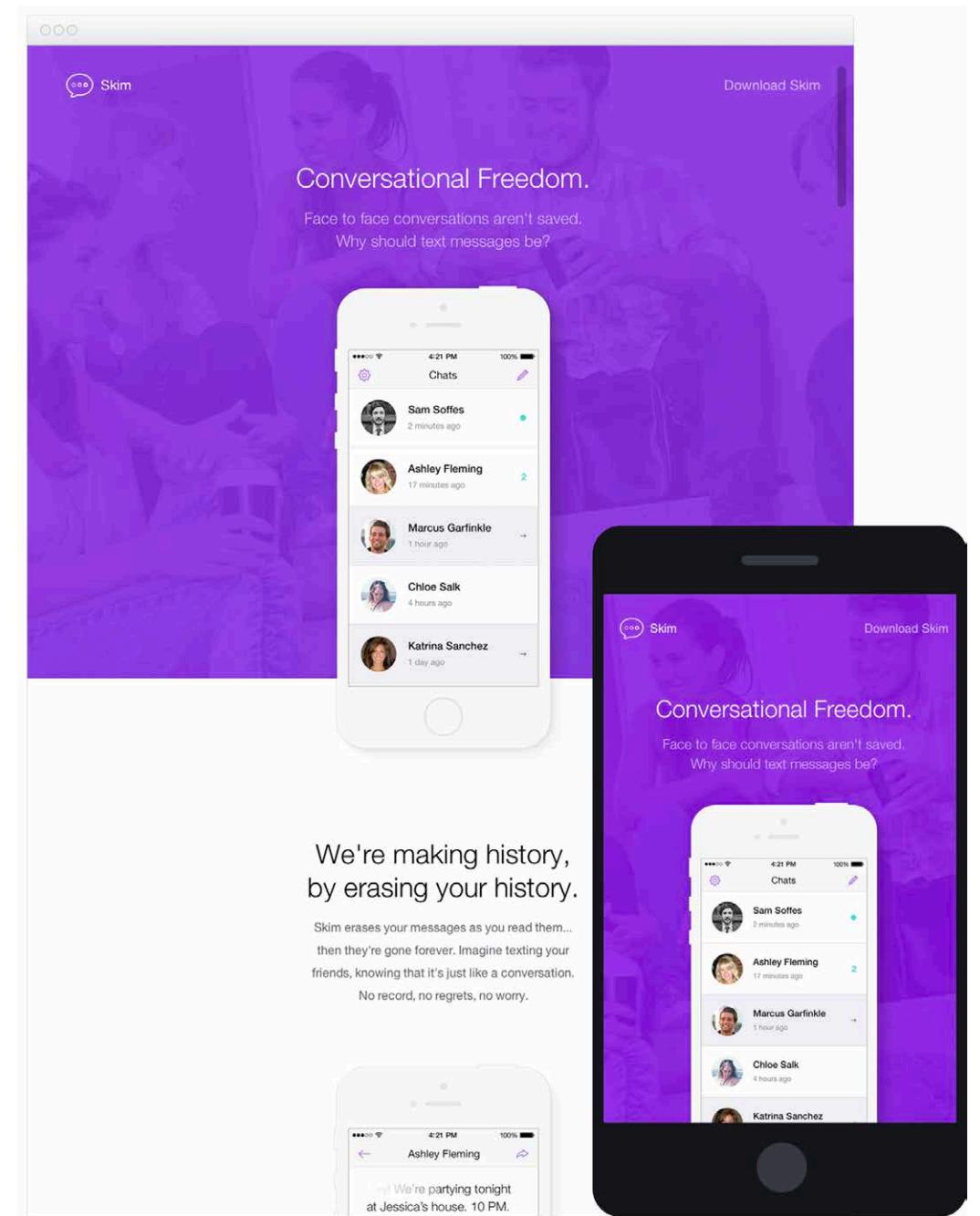
Designed by: www.qotsa.com
Subject line: My God is the Sun



The background elements of the header image are cleverly animated to fade in. Add short teaser copy and prominently displayed social sharing links, and you have a new album announcement worth listening to.

Skim

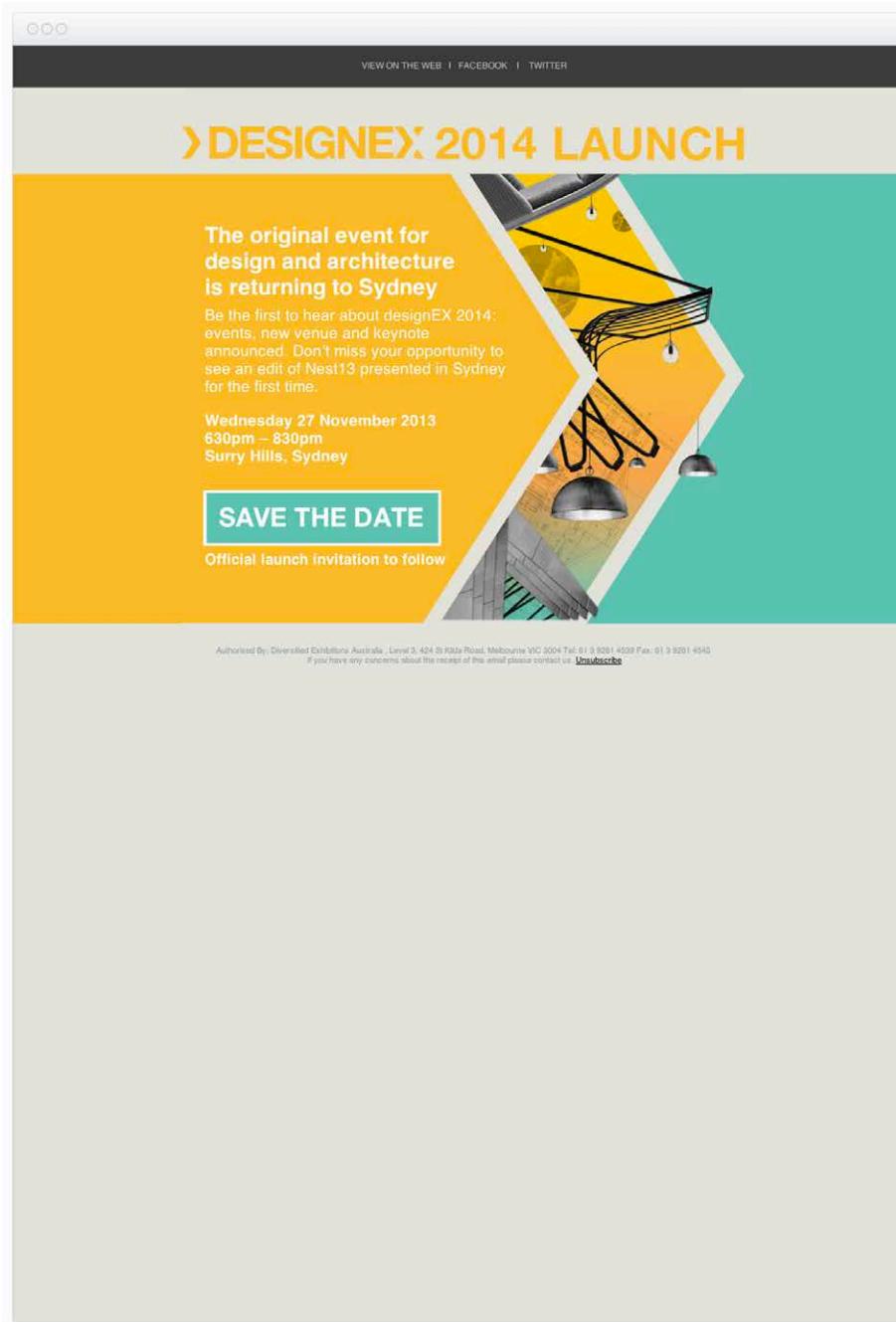
Designed by: www.useskim.com
Subject line: Skim for iPhone: Now available



If you're promoting a mobile app, responsive design and retina-optimized images are non-negotiable. From its crisp images to liberal use of white spaces, this campaign is a textbook example of a mobile-ready email.

designEX

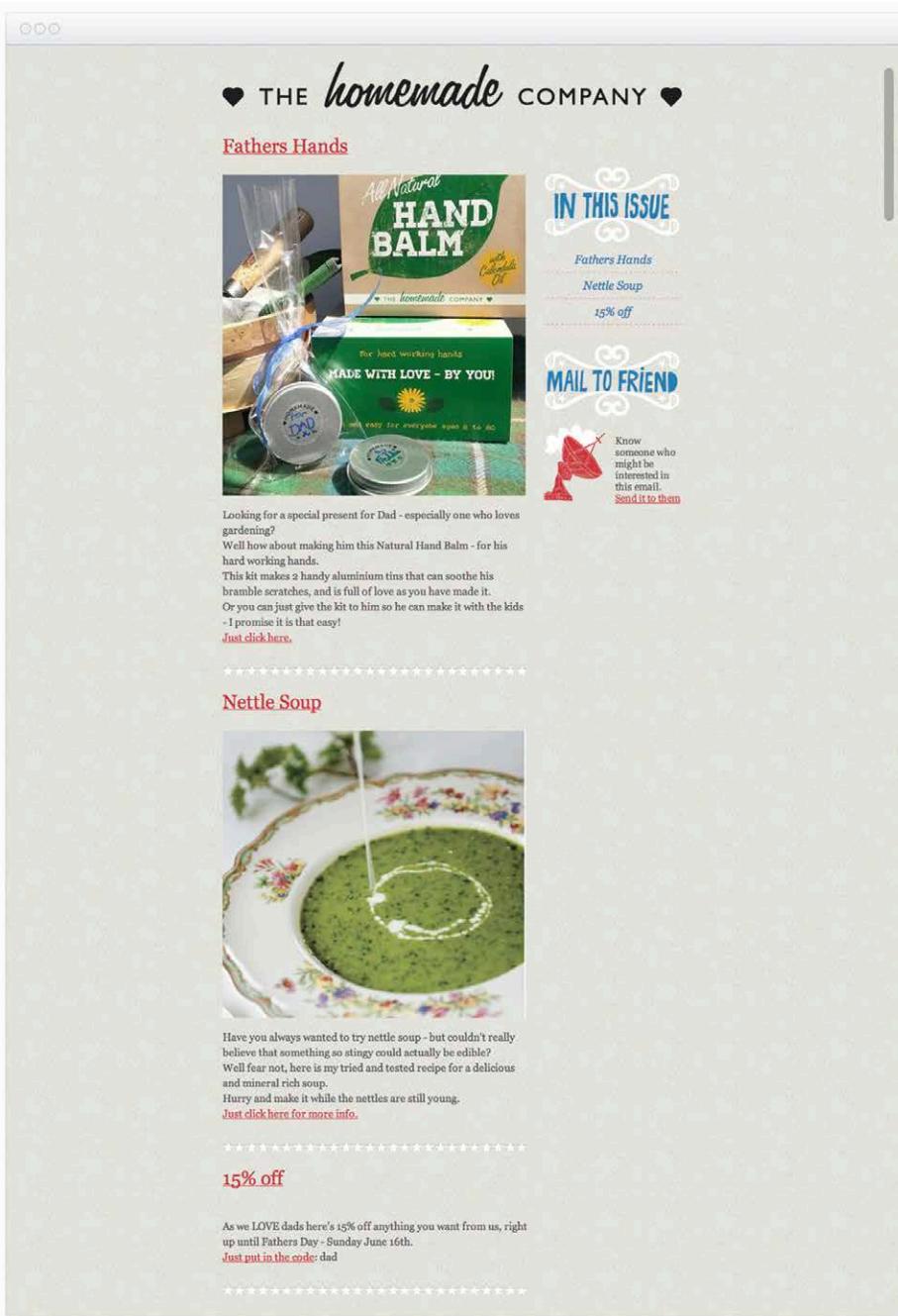
Designed by: www.studiomoso.com.au
Subject line: Save the Date - designEX 2014 Official Launch 27 Nov



A perfect balance of color and imagery, designEX's "Save the Date" email is as visually amazing as you'd expect from a campaign targeting designers.

The Homemade Company

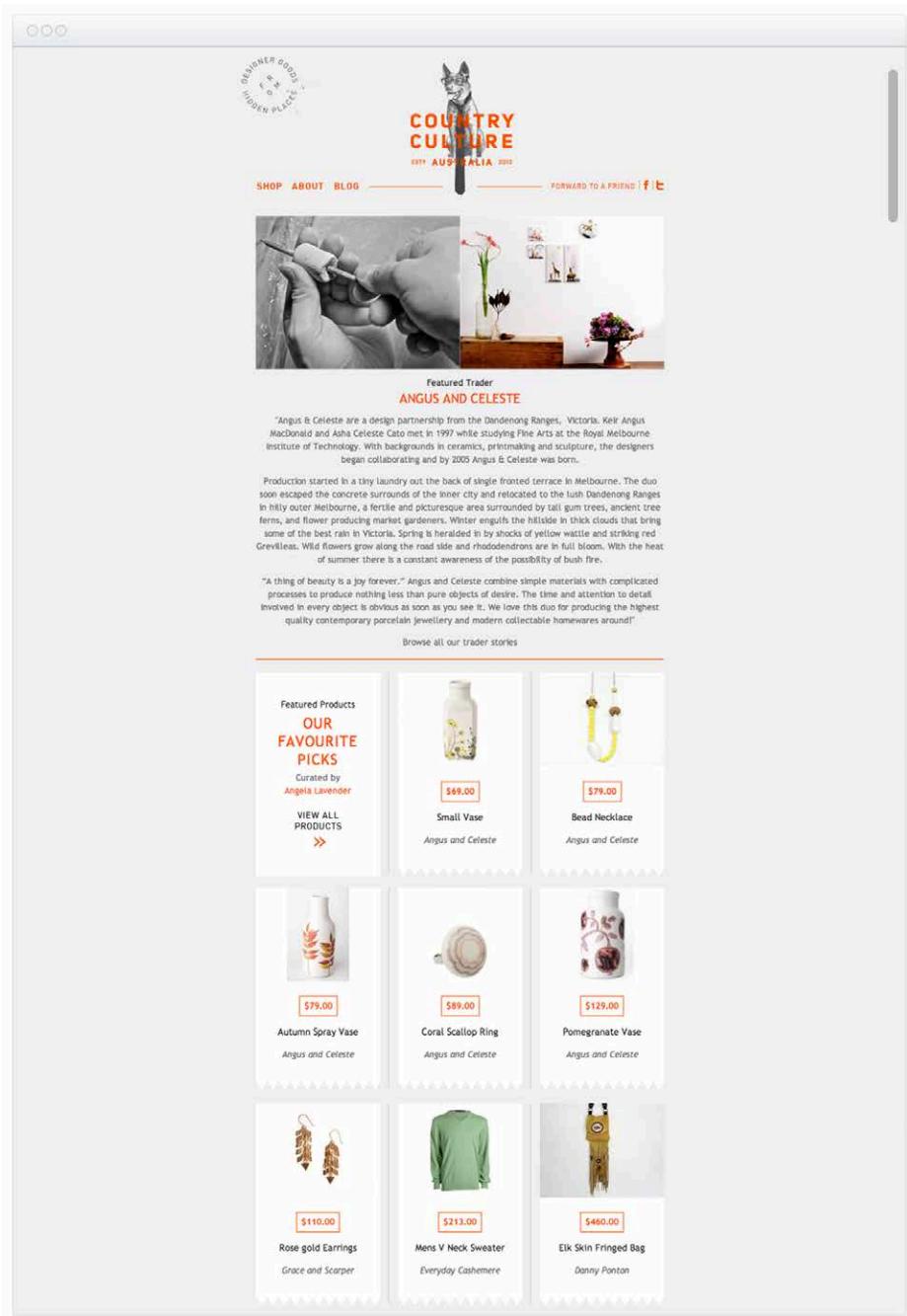
Designed by: www.terrannetwork.net
Subject line: Fathers Day 15% off & Nettle Soup!



Equal parts whimsy, educational, and promotional, this email crafted by TerraNetwork is the perfect representation of the brand it represents.

Country Culture

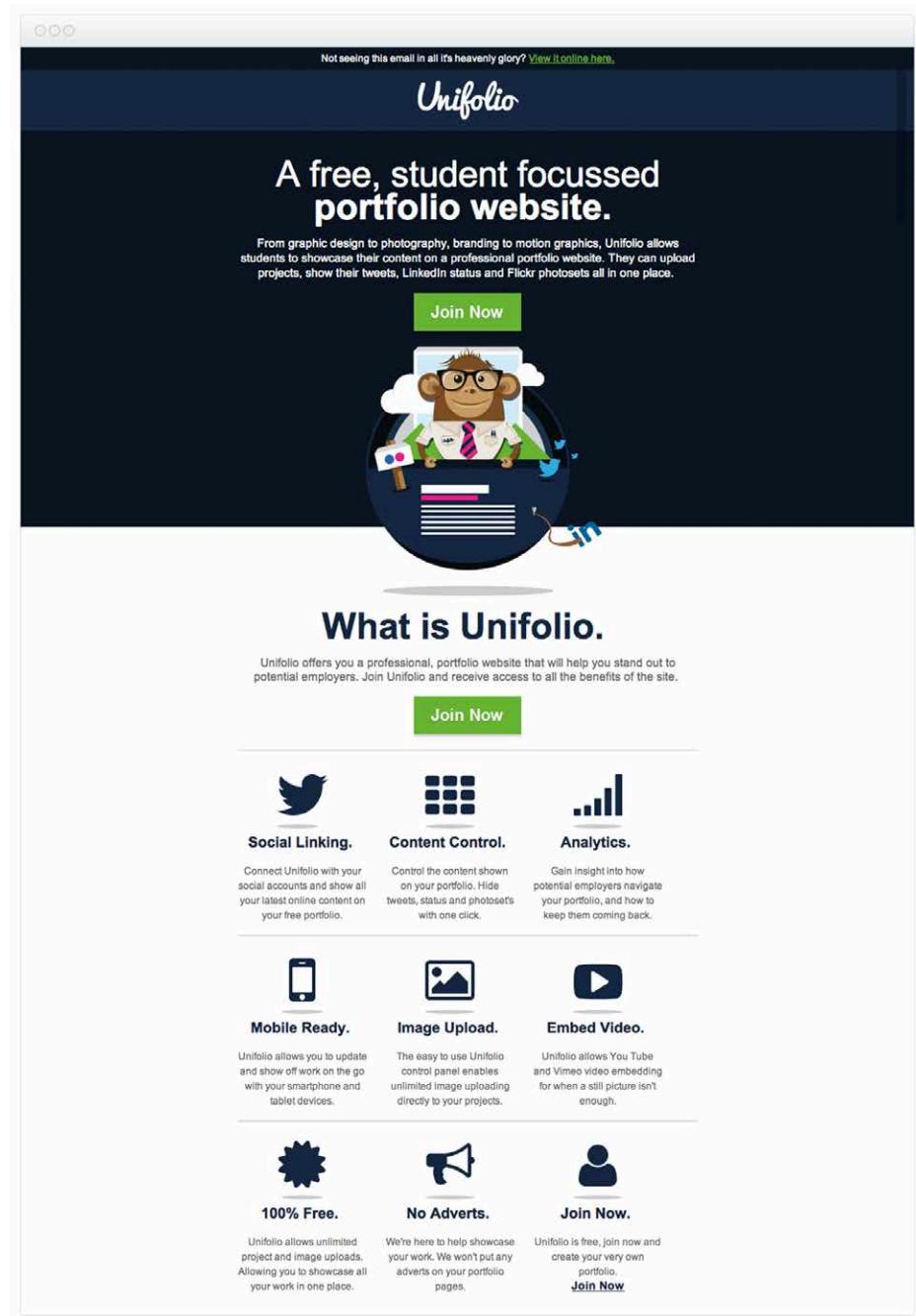
Designed by: www.tiars.com.au
Subject line: Stunning New Ceramics In Store



This double-act with design by Toben and coding by Two in a Room Studios is an exercise in restraint. The limited palette, simple product photography and copy all emphasize the craftsmanship behind these products.

Unifolio

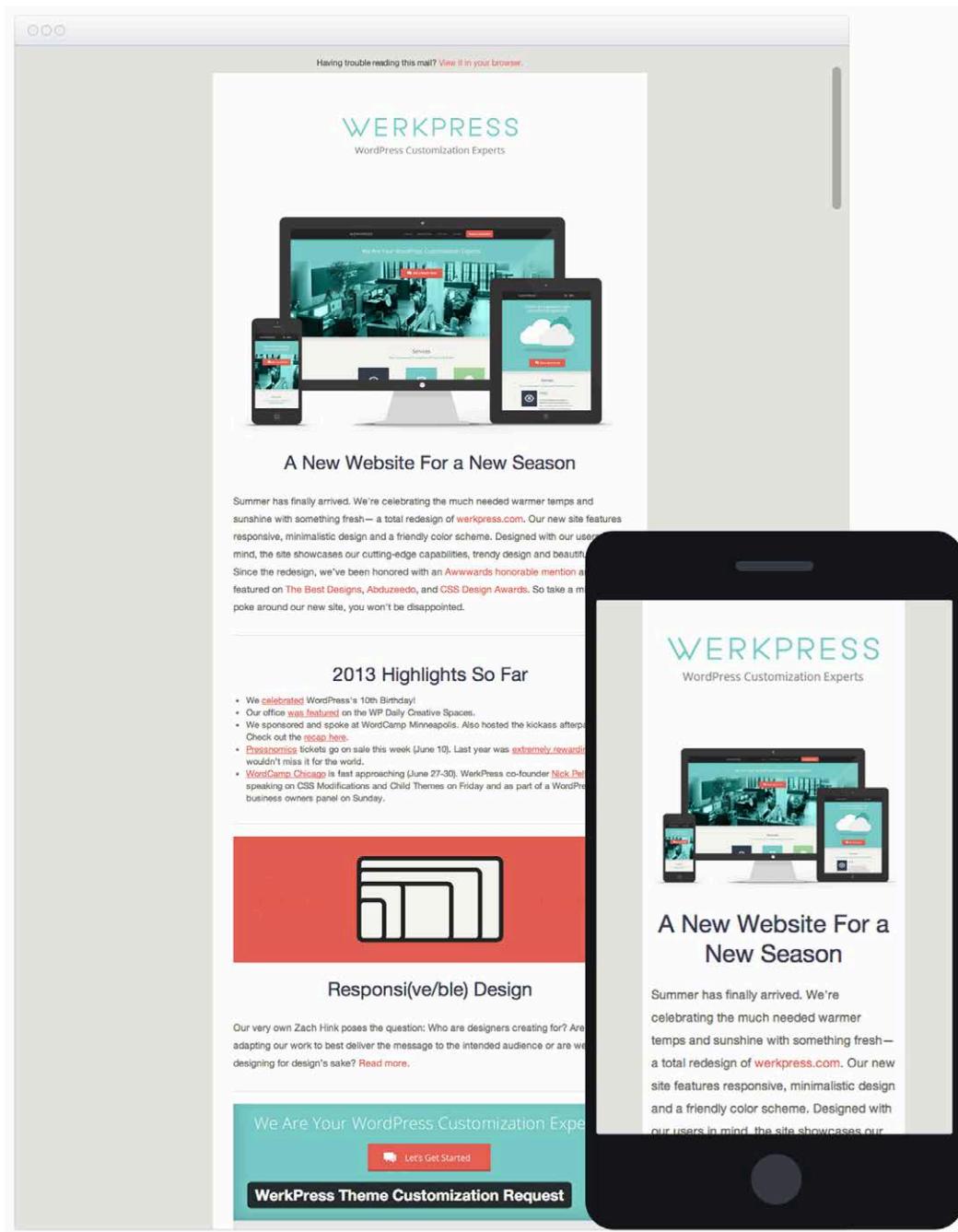
Designed by: www.unifolio.co.uk
Subject line: An Invitation to Unifolio



This promotion from Unifolio is a perfect example of a well designed direct marketing piece: the CTA is prominent in the header; placed again after a short introduction; repeated after a longer explanation of the service; and then displayed one last time alongside a promotional incentive.

Werkpress

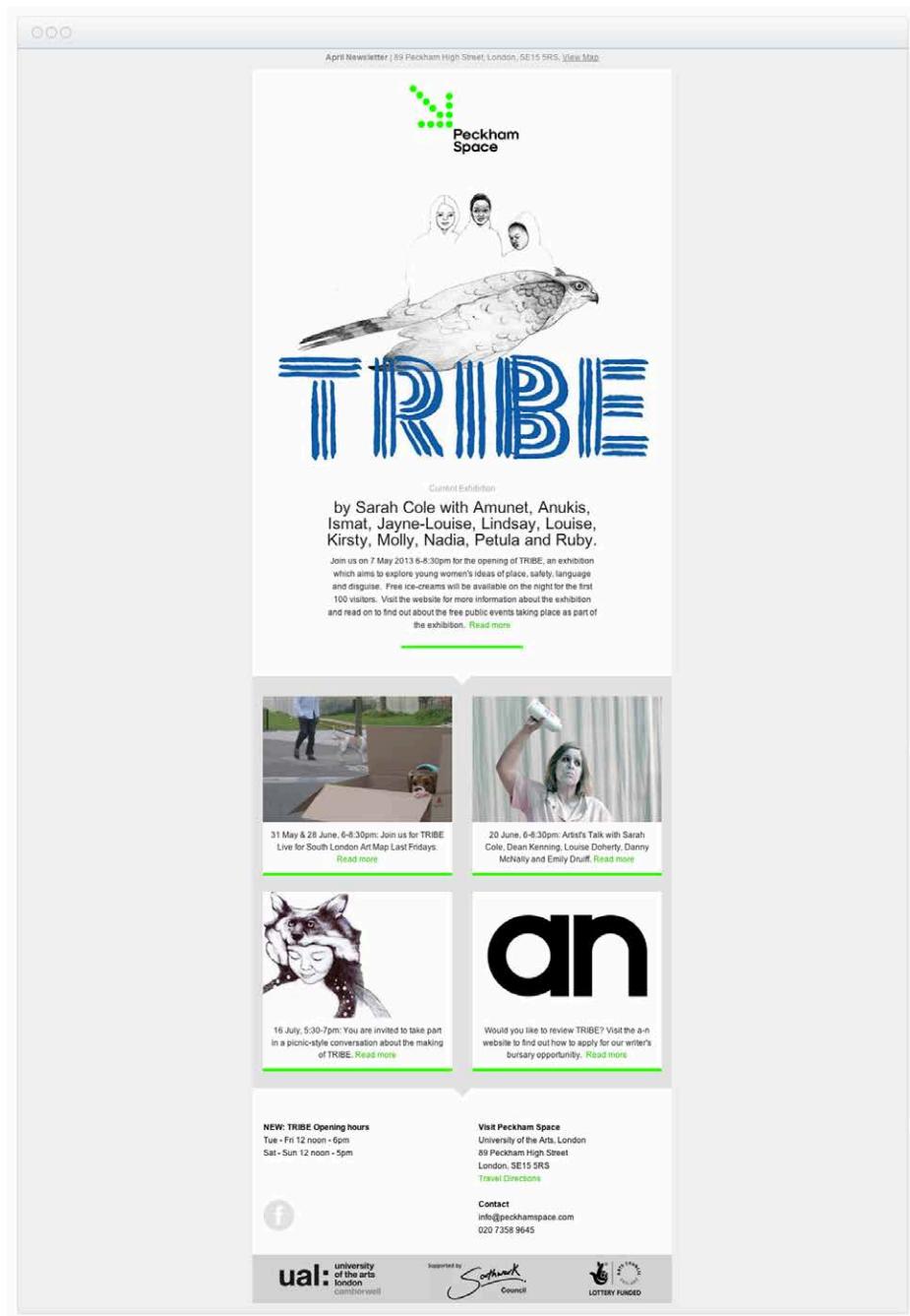
Designed by: www.werkpress.com
Subject line: 2013 Highlights So Far



This website re-launch announcement does its subject justice by featuring a beautifully responsive, minimalistic and approachable design in its email.

Peckham Space

Designed by: www.withassociates.com
Subject line: April Newsletter



A little quirky, this offbeat email is well-balanced and visually intriguing enough to draw the recipient into reading the copy.

PSD Freebies

Designed by: www.bestpsdfreebies.com
Subject line: New Featured Freebies & Theme News

The screenshot shows a clean, modern newsletter layout. At the top, there's a header bar with social media icons (Pinterest, RSS, Facebook, Twitter) and a 'Pad Freebies' logo. Below this is a large image of three Apple devices (MacBook Pro, iPad, iPhone) with a 'FEATURED' badge. A section titled 'FEATURED FREEBIE: FLAT DESIGNED APPLE DEVICE ICONS' includes a brief description and a 'Download' button. The main content area is divided into sections: 'FEATURED FREEBIES' (with links to 'BOOK SHELF DISPLAY', '5 WOOD PATTERNS', and 'SOCIAL MEDIA ICONS'), 'NEWS ITEMS' (with links to '60% COMMISSIONS WITH OUR AFFILIATE PROGRAM' and 'BLACO RESPONSIVE WORDPRESS THEME'), and a footer with links to 'HOME', 'ABOUT', 'FREEBIES', 'WORDPRESS THEMES', 'FAQ', 'CONTACT', and an email address.

This campaign from PSD Freebies does a great job showcasing the promotional offer: the friendly, clean design keeps the free PSD giveaways front and center.

Chrome Industries

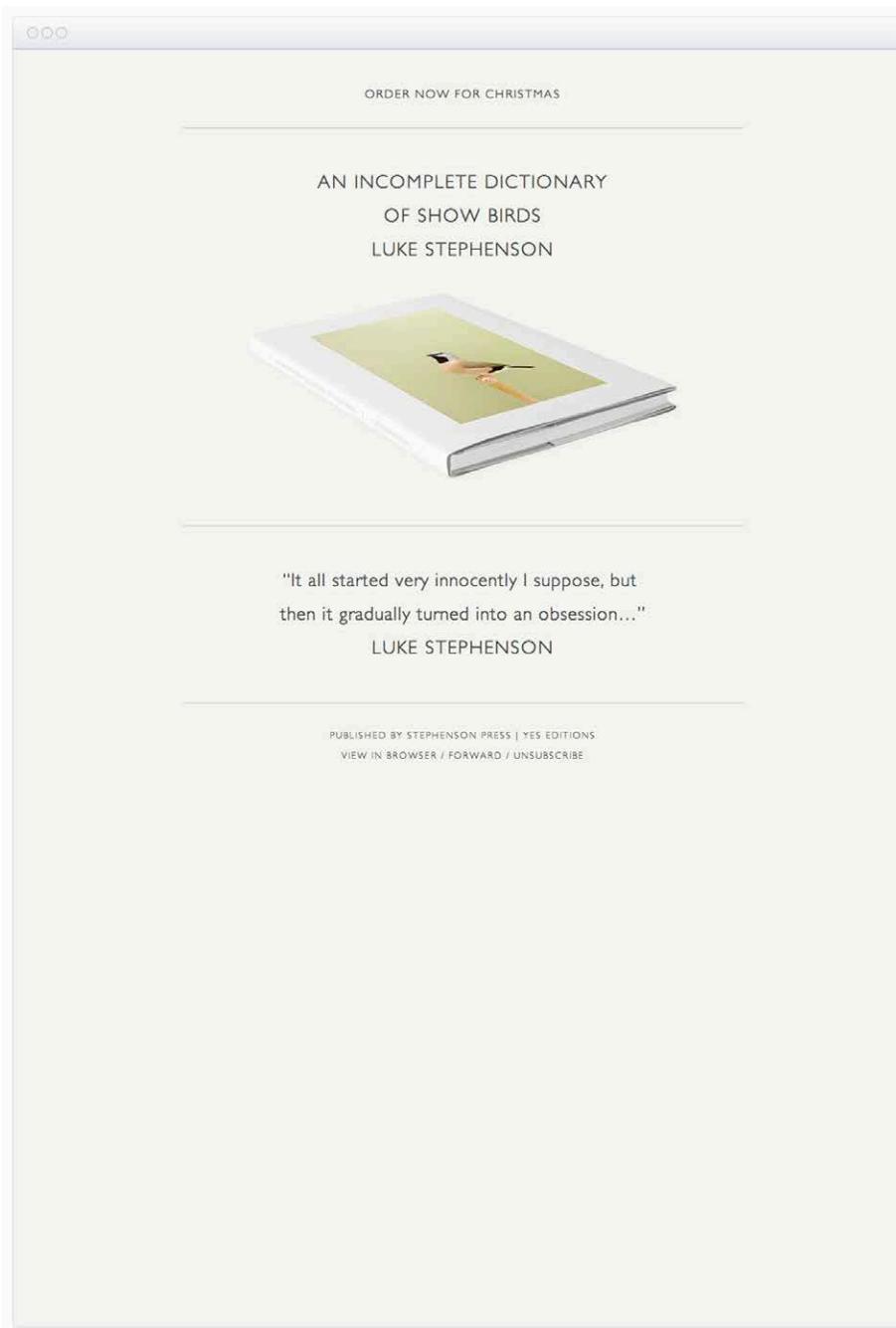
Designed by: www.chromeindustries.com
Subject line: New Urban Work Boots

The screenshot shows a dark-themed newsletter with a black header bar. The main image is a close-up of a person's legs wearing dark blue jeans and dark brown '415 URBAN WORK BOOT'. Below the image, there are three smaller images showing different views of the boot's sole and laces. A section titled 'INTRODUCING THE 415 URBAN WORK BOOT' discusses the product's features and availability. Another section, '415 HITS THE ONE MOTO SHOW', shows a photo of a motorcycle show with a red frame overlay. The bottom of the page features three call-to-action boxes: '365 TO LIFE WARRANTY SECOND TO NONE', 'CHROME CUSTOMS DESIGN YOUR OWN BAG', and 'SAME DAY MESSENGER DELIVERY SF · NY · CHI · PDX'. It also includes a 'GET THE SKINNY:' section with social media links.

This campaign from Chrome Industries is equal parts rugged and hip - just like the urban work boots it features.

YES Studio

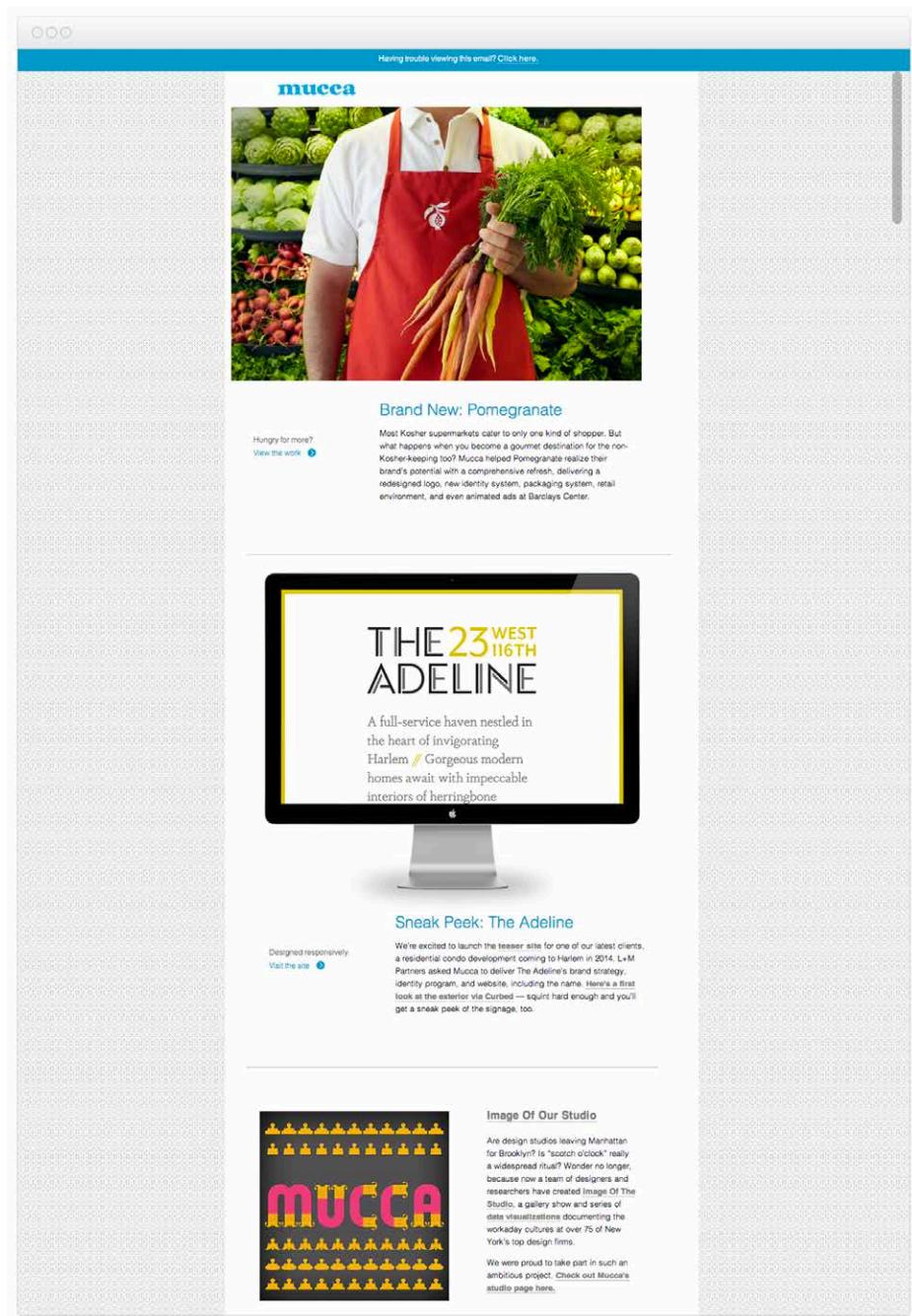
Designed by: www.yesstudio.co.uk
Subject line: An Incomplete Dictionary



Quite possibly the most graceful campaign in our compilation, this beautiful email makes good use of web fonts - and the book cover is elegantly animated to display different versions.

Mucca Design

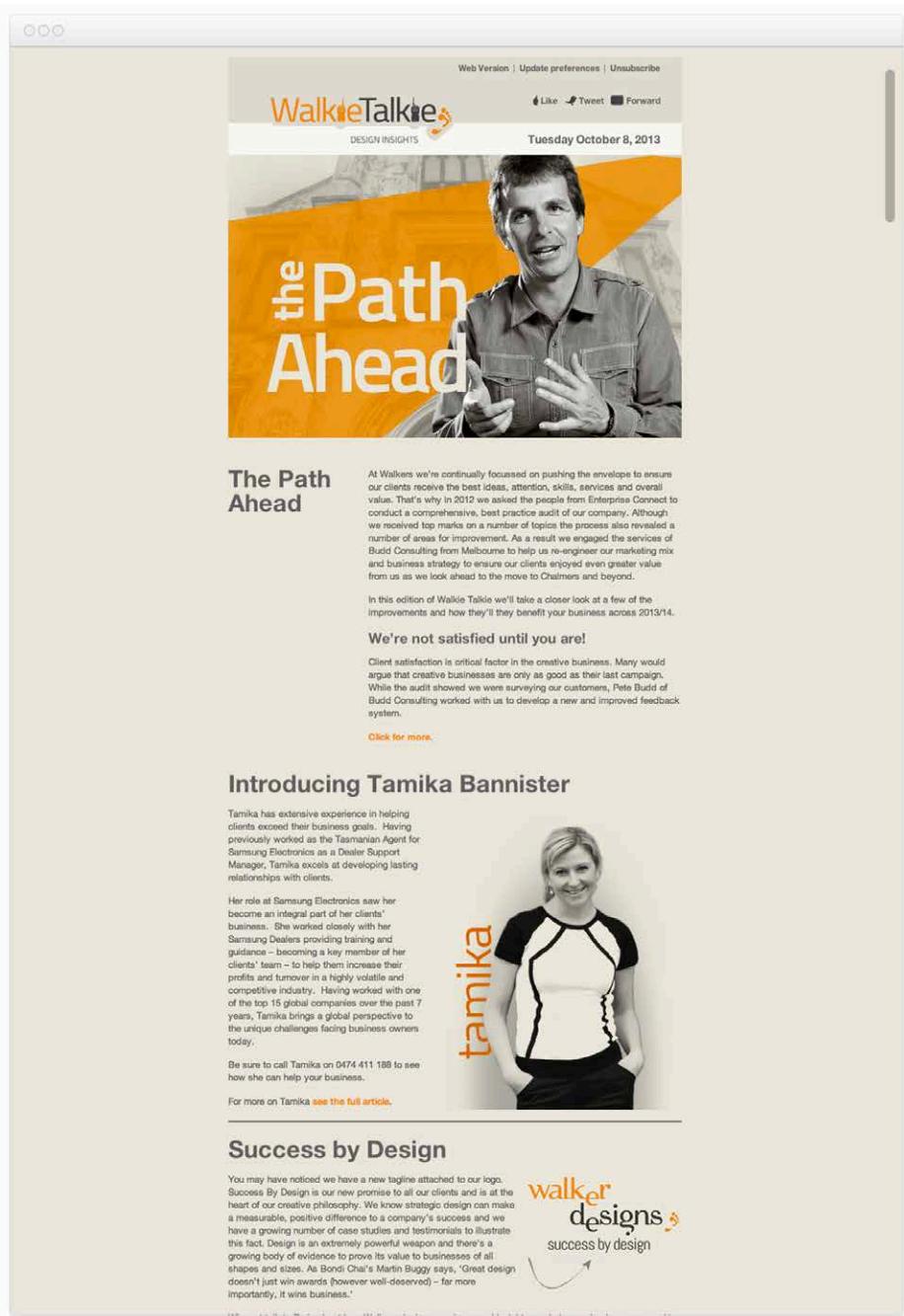
Designed by: www.muccadesign.com
Subject line: This Month at Mucca



This campaign makes clever use of animation by having only the last image flick through different examples. It also does a great job of featuring a prominent CTA without compromising the integrity of the design.

Walker Designs

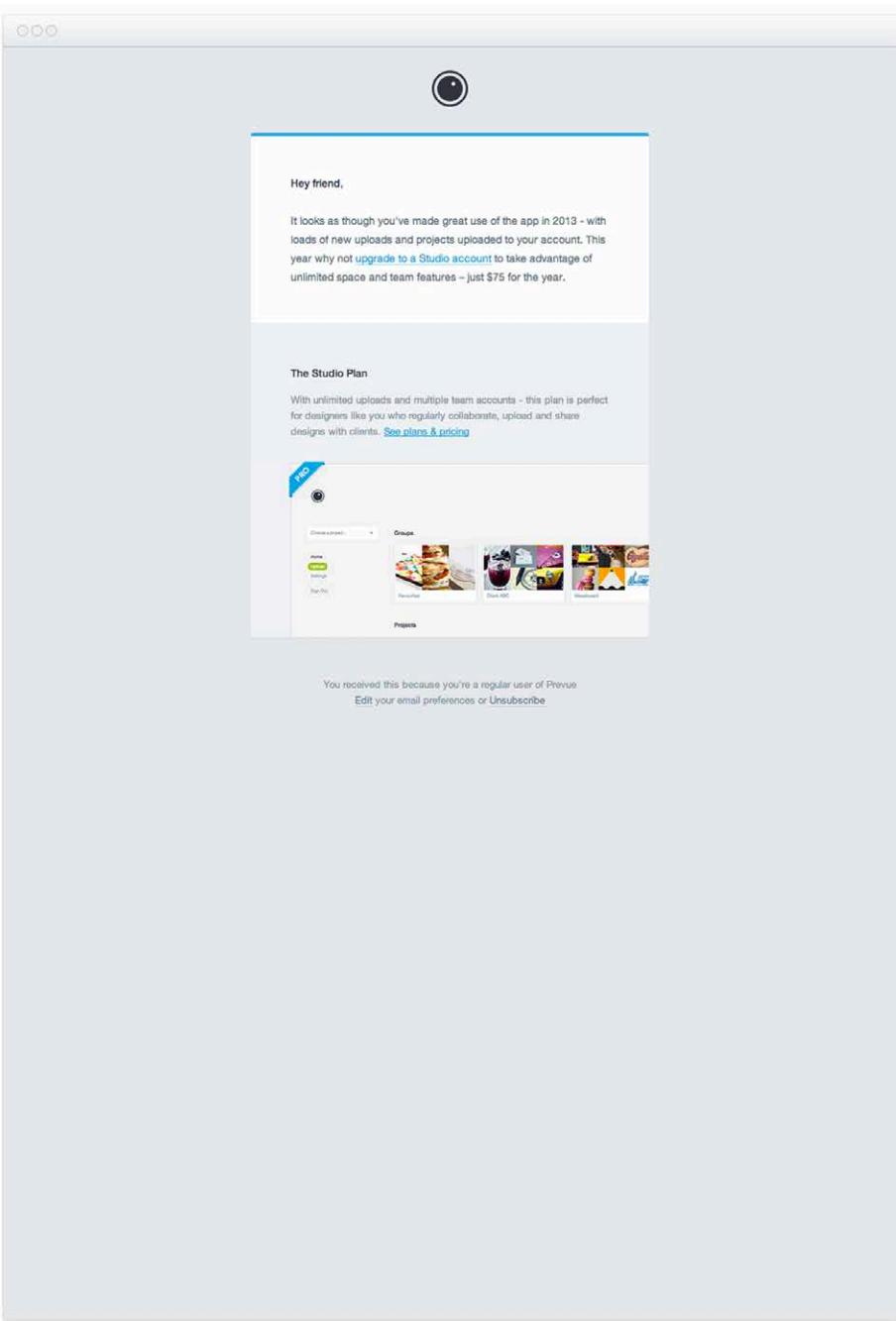
Designed by: www.walkerdesigns.com.au
Subject line: Walkie Talkie October



The easy-to-scan headlines and eye-grabbing visuals make this a great example of how to fit a lot of copy into a newsletter without overwhelming the reader.

Prevue

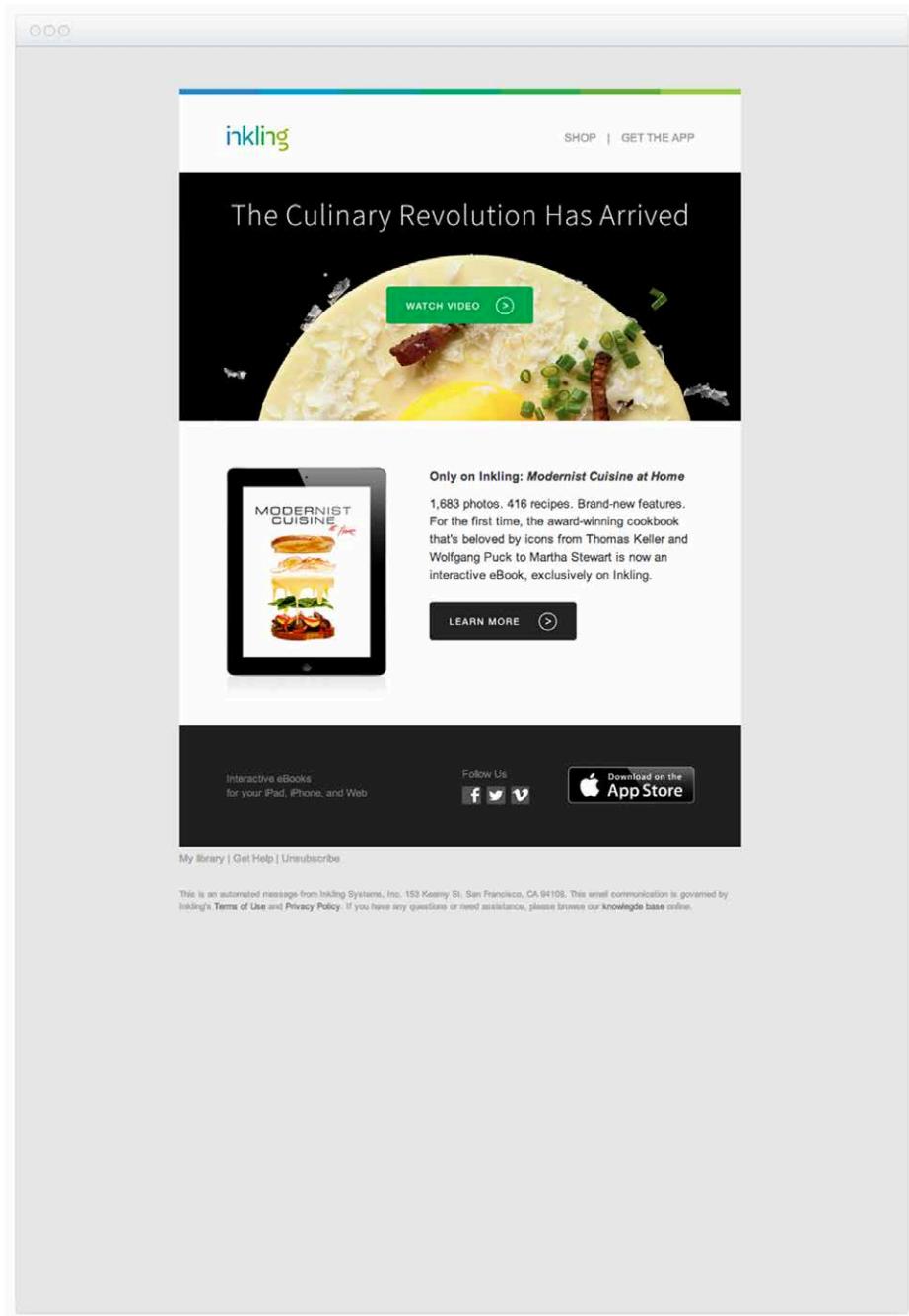
Designed by: www.prevue.it
Subject line: Get more in 2014



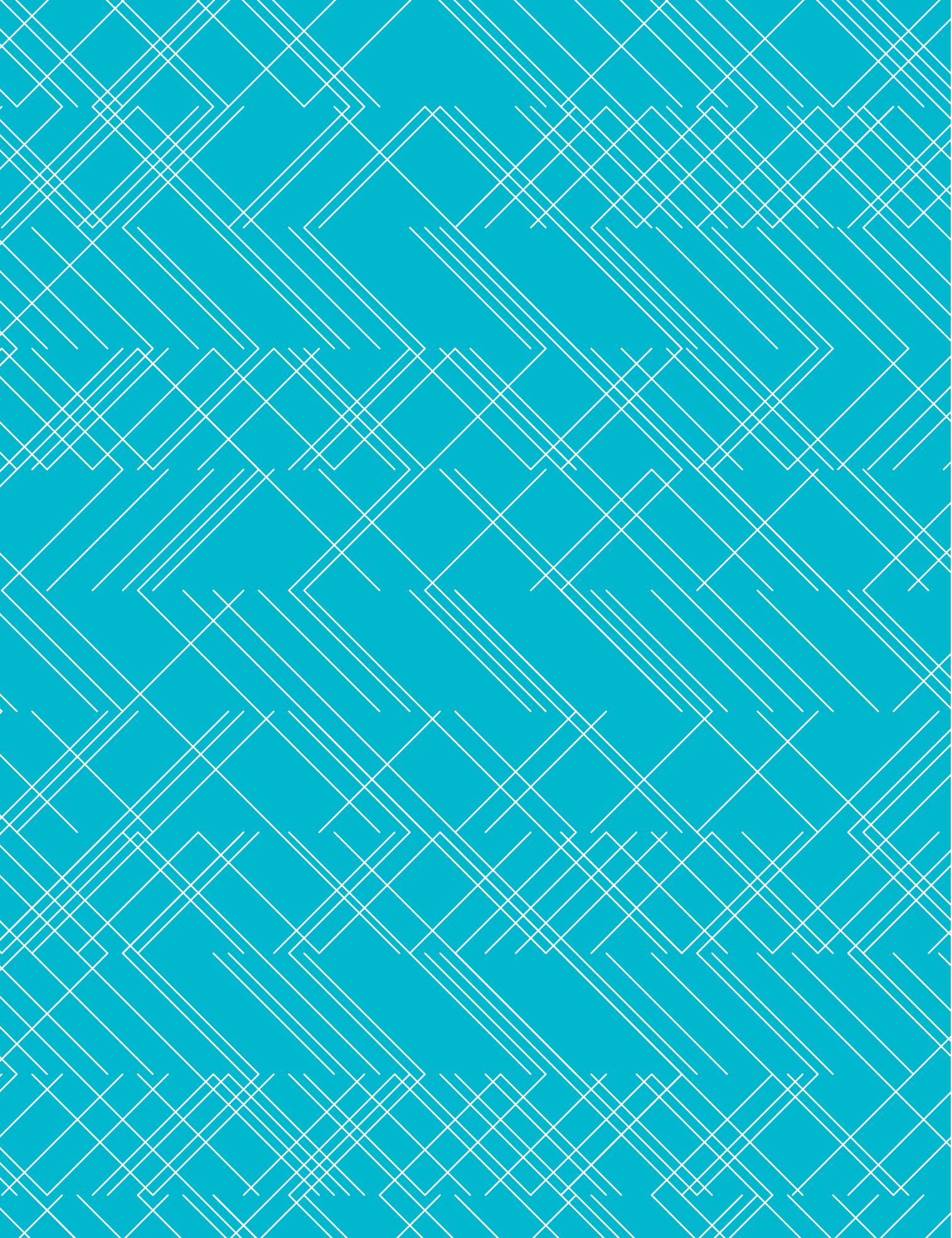
From the clear messaging to the crisp product screenshot and clean layout, this is an example of a upgrade campaign done beautifully. And we'd expect nothing less, since Prevue was founded by Campaign Monitor's creative director!

Inkling

Designed by: www.inkling.com
Subject line: Inkling Exclusive | Award-winning cookbook
Modernist Cuisine at Home now on iPad



The crisp images, well-balanced layout and clear call to action all shine through in this campaign. Inkling also makes great use of video to promote their new app.

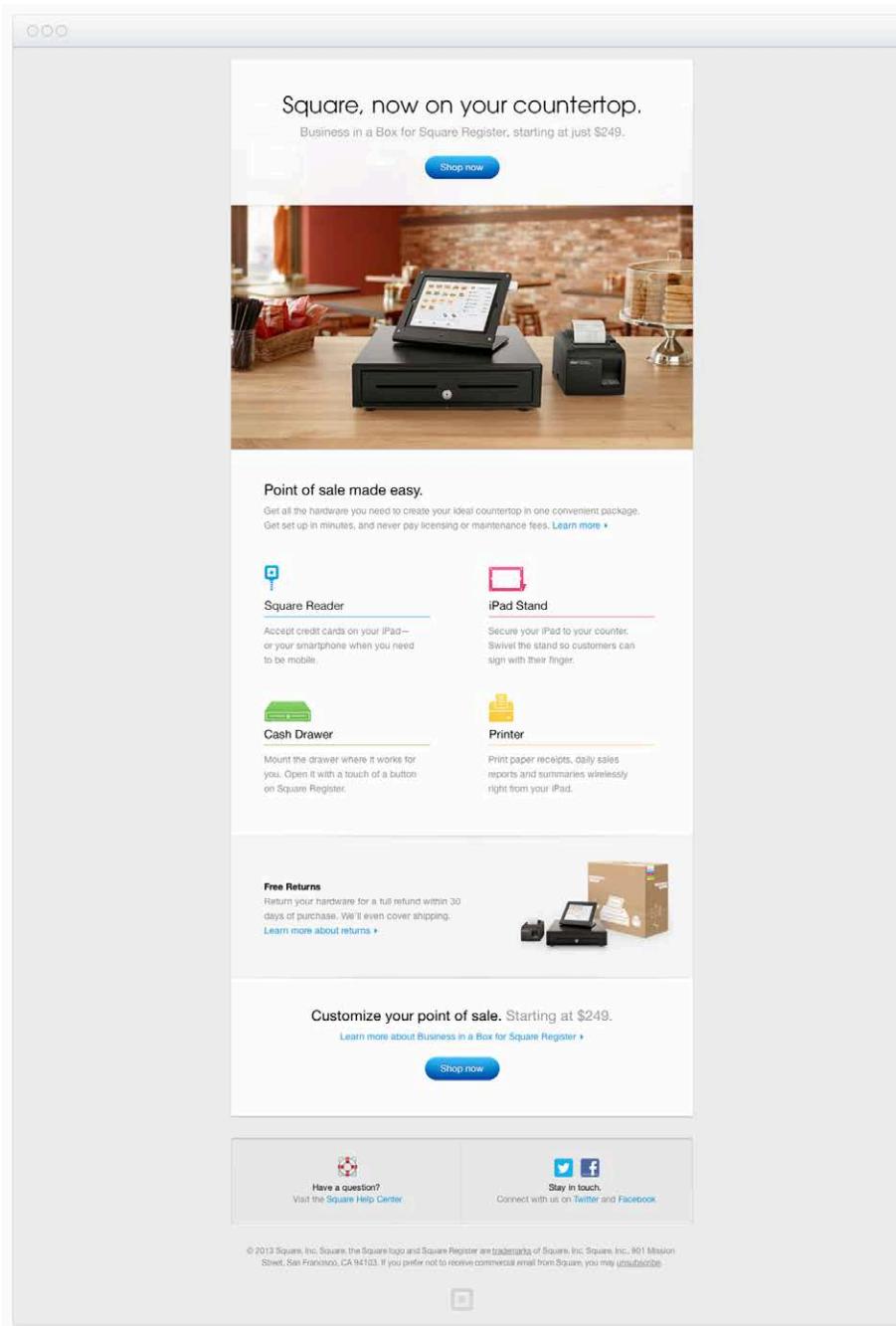


TOP PERFORMERS

Breaking through the cluttered inbox and generating response from your subscribers is only getting more difficult - but these email marketing gurus show us how it's done. To be highlighted in our "Top Performers" category, a campaign had to be mailed to at least 10,000 subscribers, with an average list size of 100,000. In addition, each email saw more than 50% of recipients opening and/or at least 5% clicking through.

Square

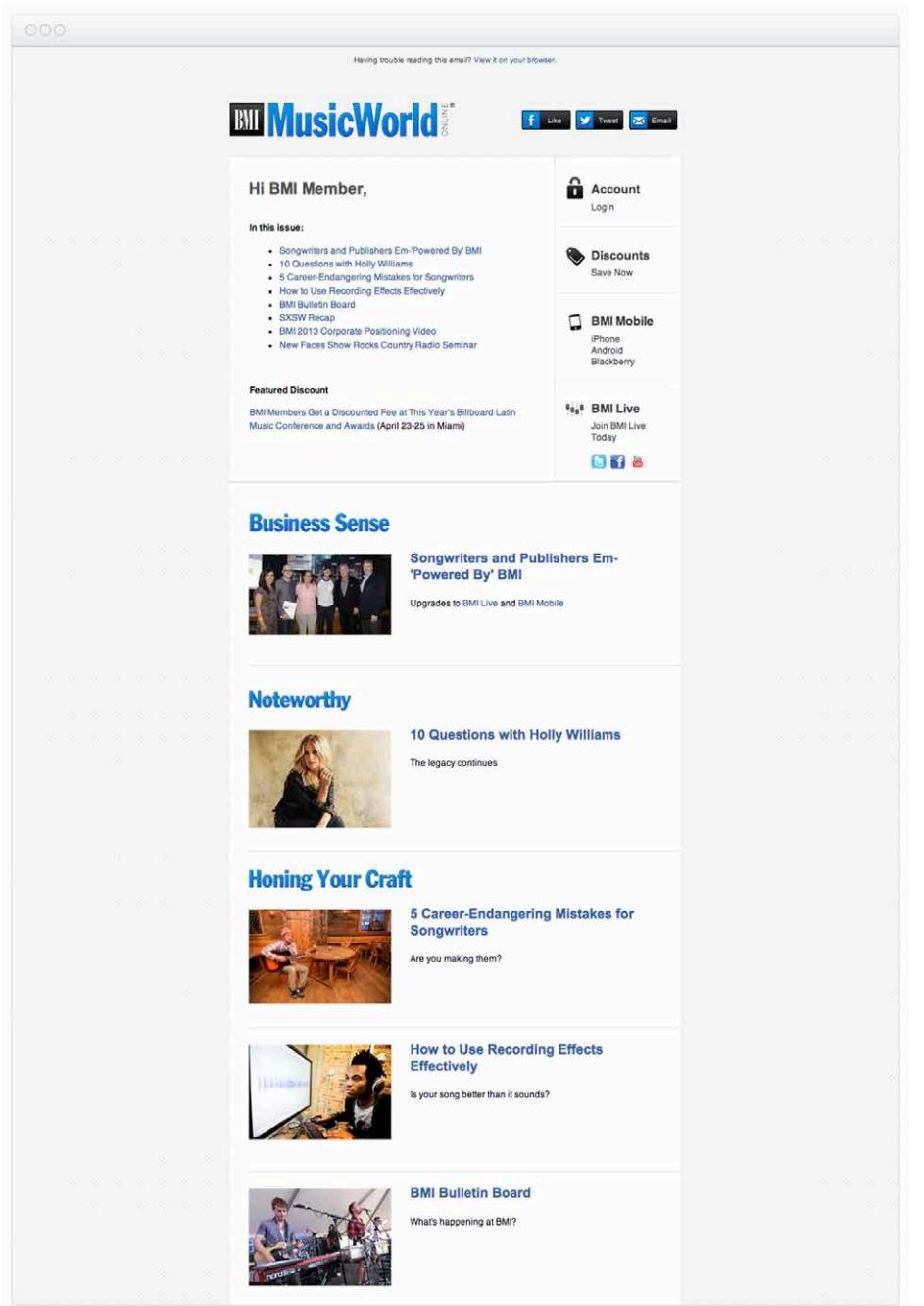
Designed by: www.squareup.com
Subject line: All the hardware you need to run Square Register on your counter



This elegant email does a great job of featuring the call to action contextually in both the beginning and the end. Square's design-focused ethos is also evident in every detail of this campaign, from the images and icons to the fonts and layout.

BMI Communications

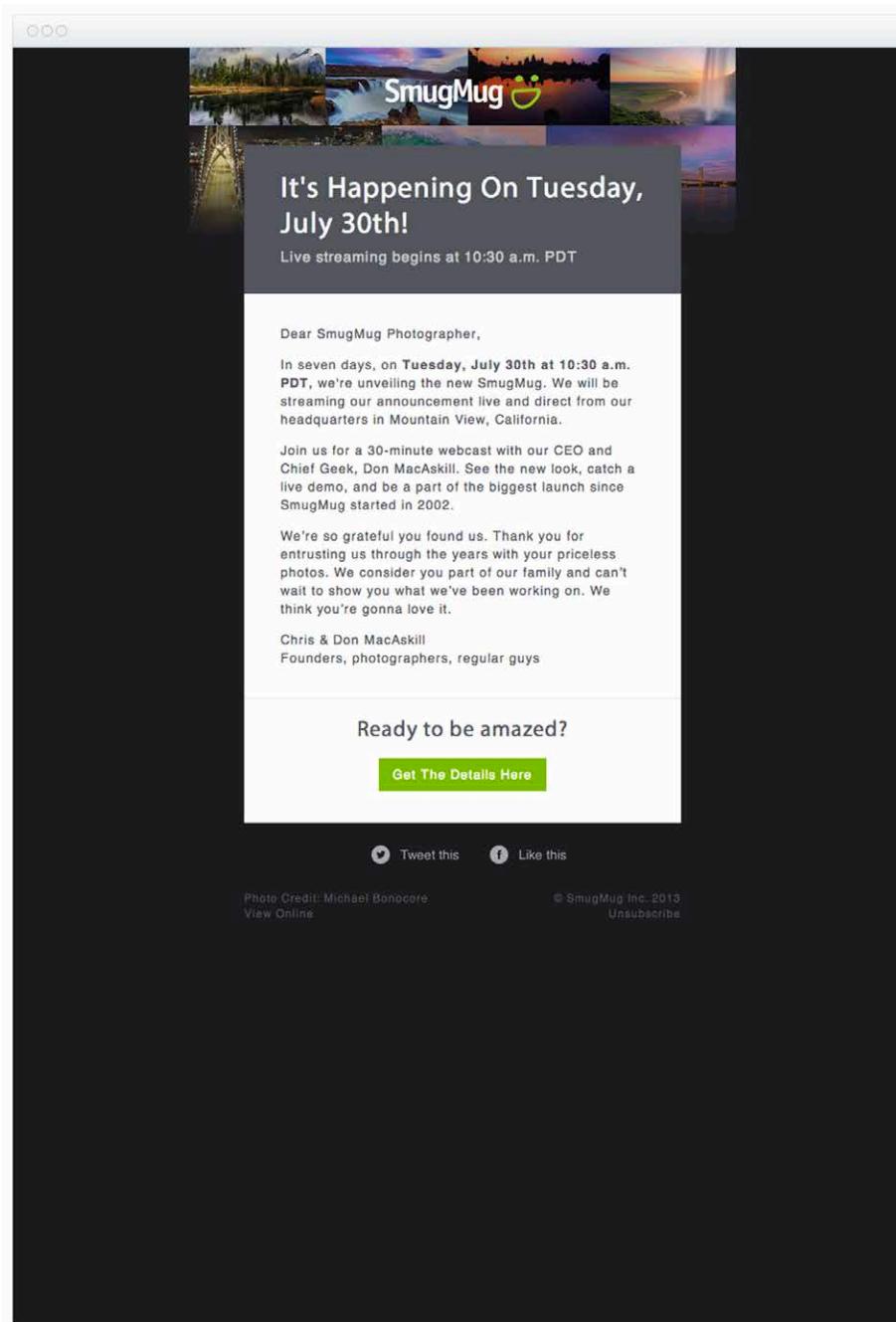
Designed by: www.bmi.com
Subject line: 5 career-endangering mistakes for songwriters



What drives response can vary dramatically for different audiences - and in the case of BMI, simplicity, clean layout and well-organized content generate top results.

SmugMug

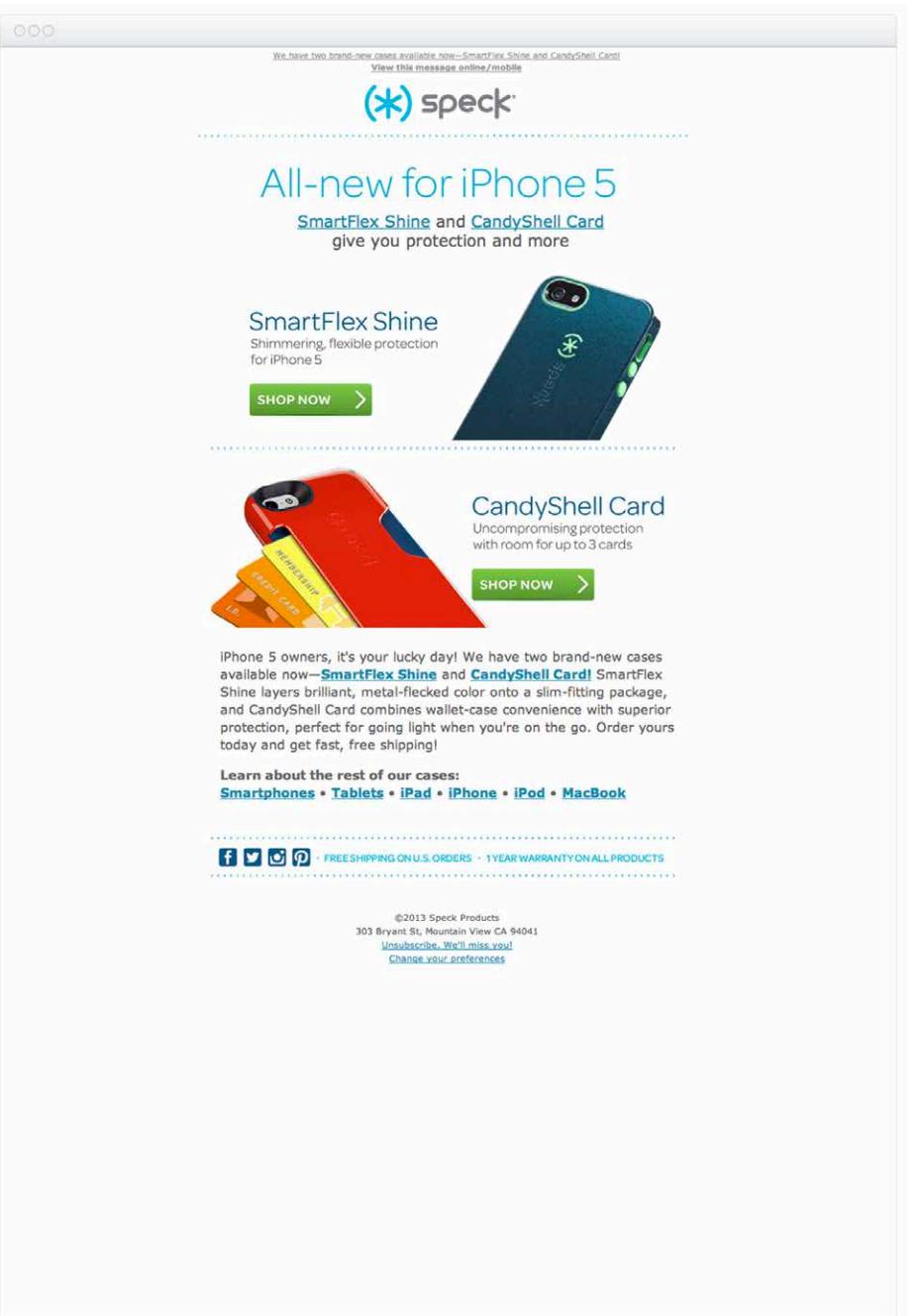
Designed by: www.smugmug.com
Subject line: Unveiling the New SmugMug



From the beautiful header to the well-spaced text and clear, concise copy - this campaign has all the right elements to drive engagement.

Speck

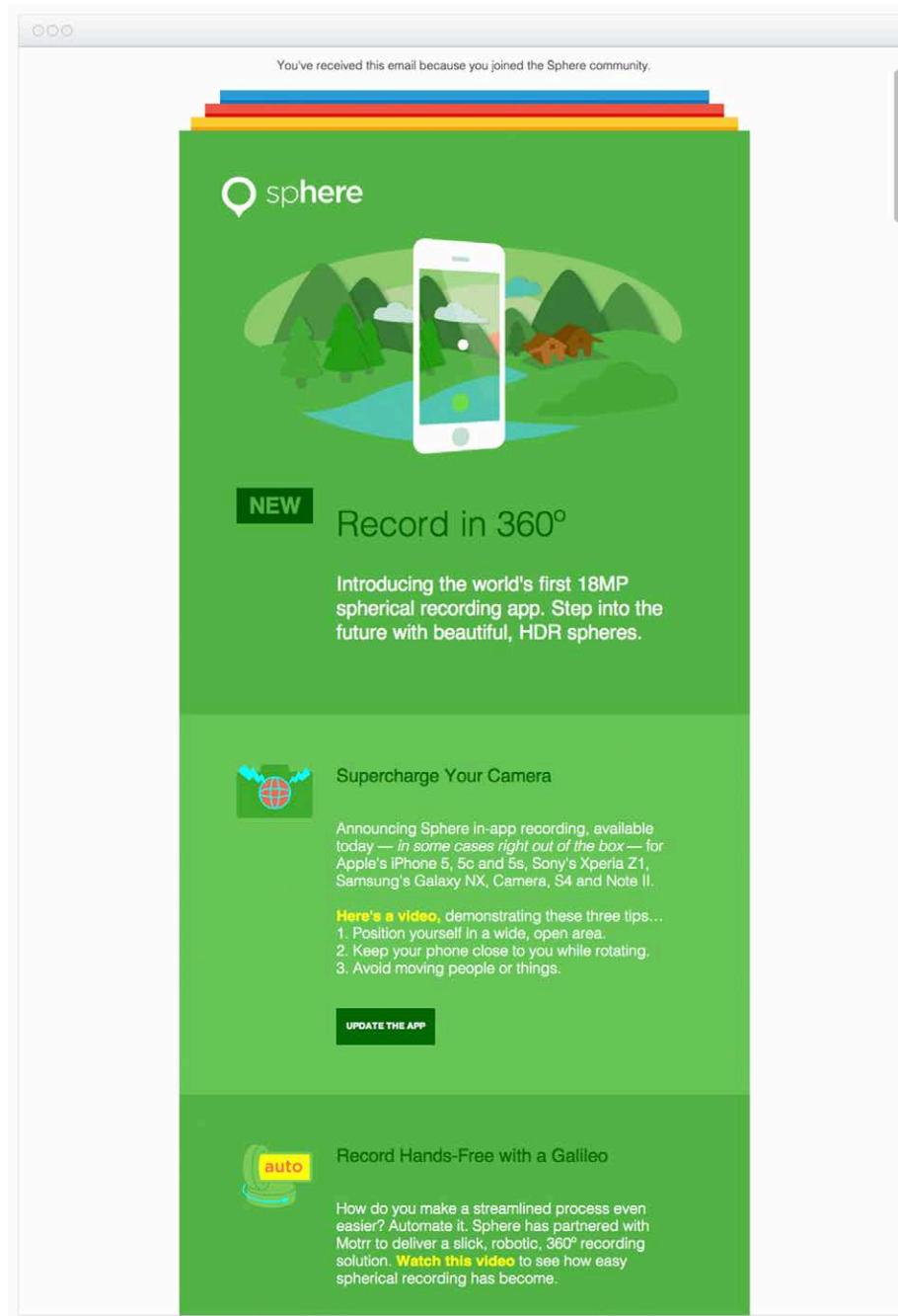
Designed by: www.speckproducts.com
Subject line: All-new iPhone 5 cases from Speck are here



Subtle animation to make the phone case "sparkle" and balanced call to action make this newsletter attention-grabbing and easy to react to.

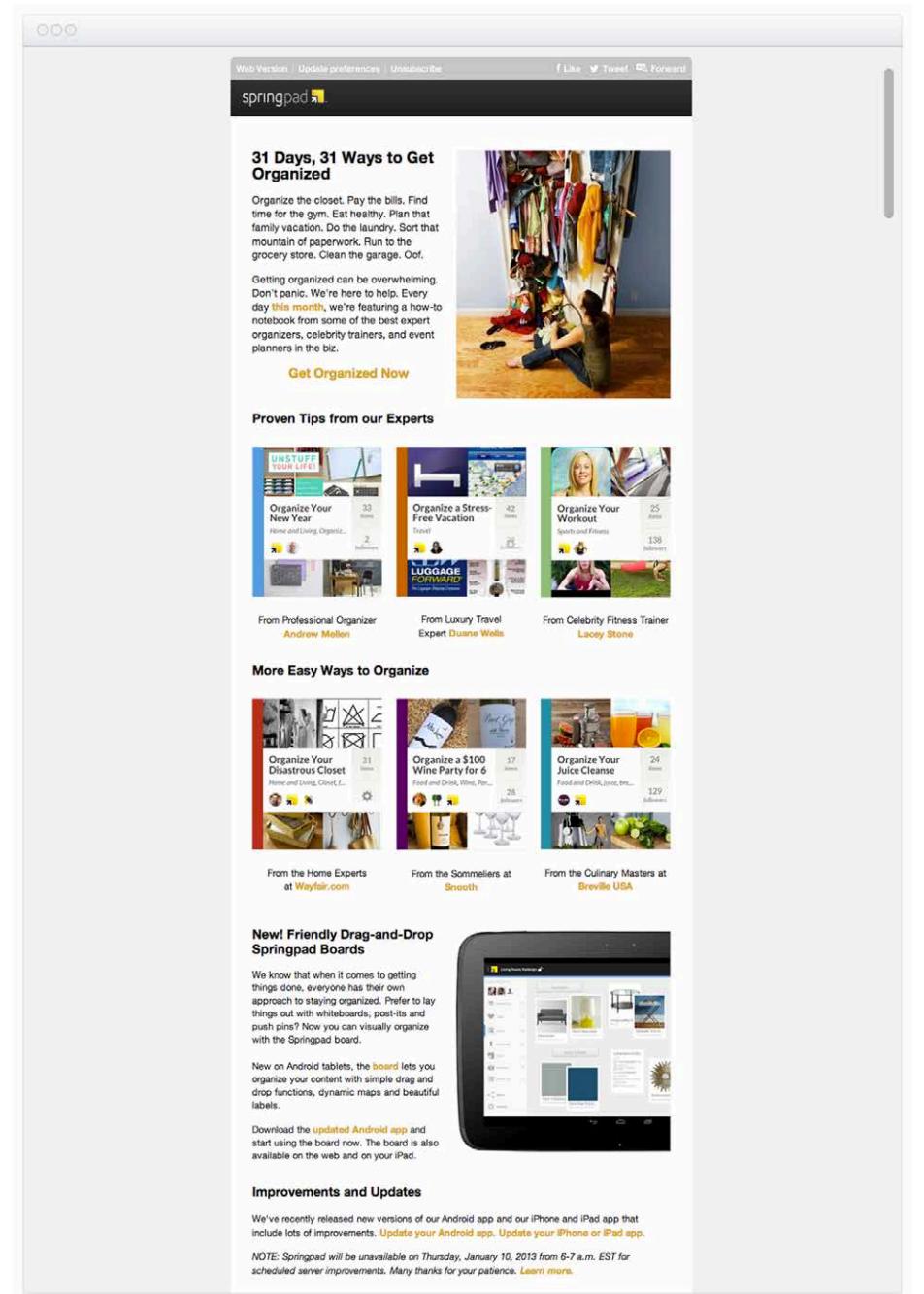
Sphere

Designed by: www.thesphere.com
Subject line: NEW: Record Your Own Spheres



Springpad

Designed by: www.springpad.com
Subject line: 31 Days, 31 Ways to Get Organized

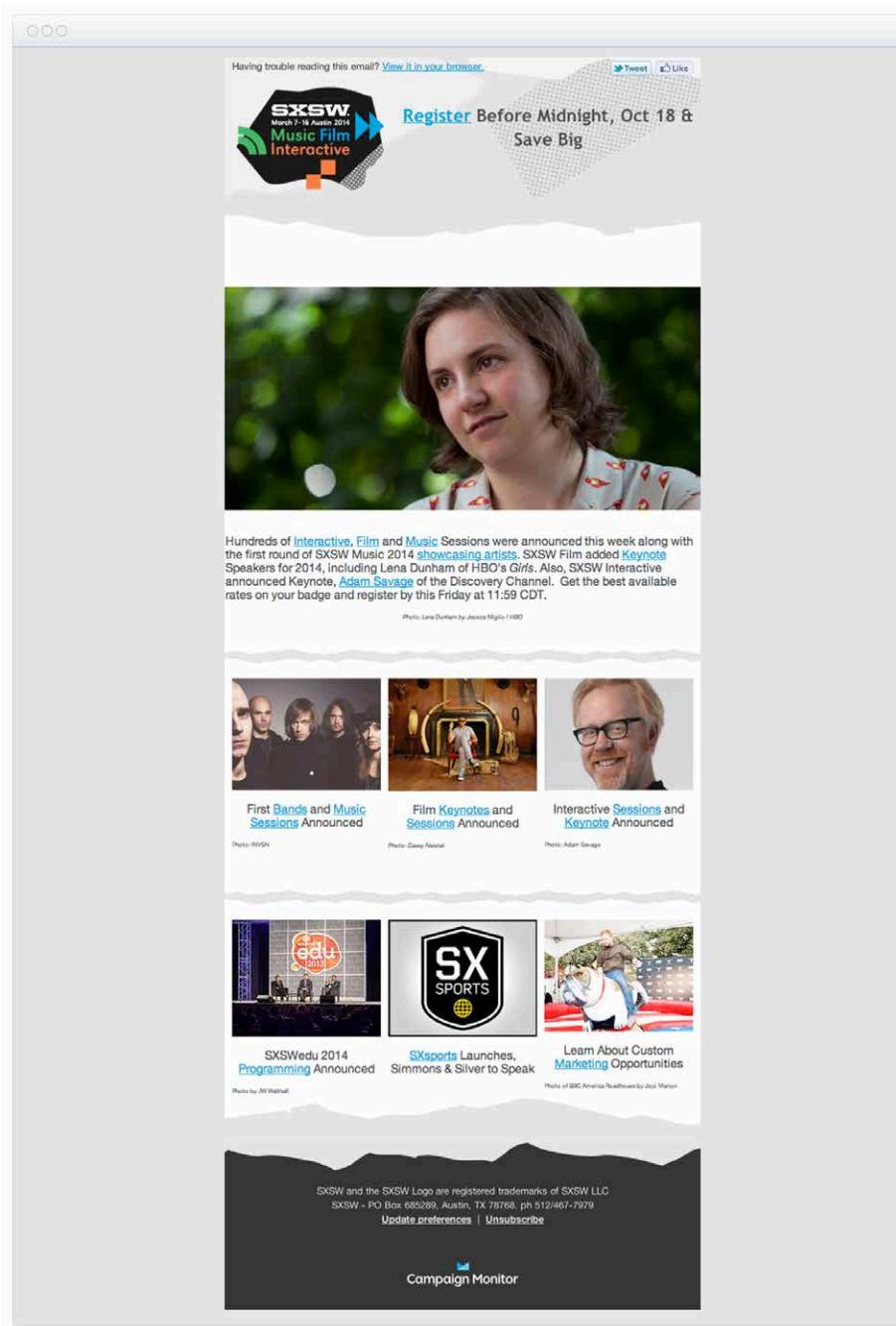


The header image is both engaging and a great demonstration of this newsletter's content. Add the great use of color and clean layout, and you have a recipe for a feature announcement done well.

The strong images and crisp layout showcases in this email will inspire any reader to get organized.

SXSW

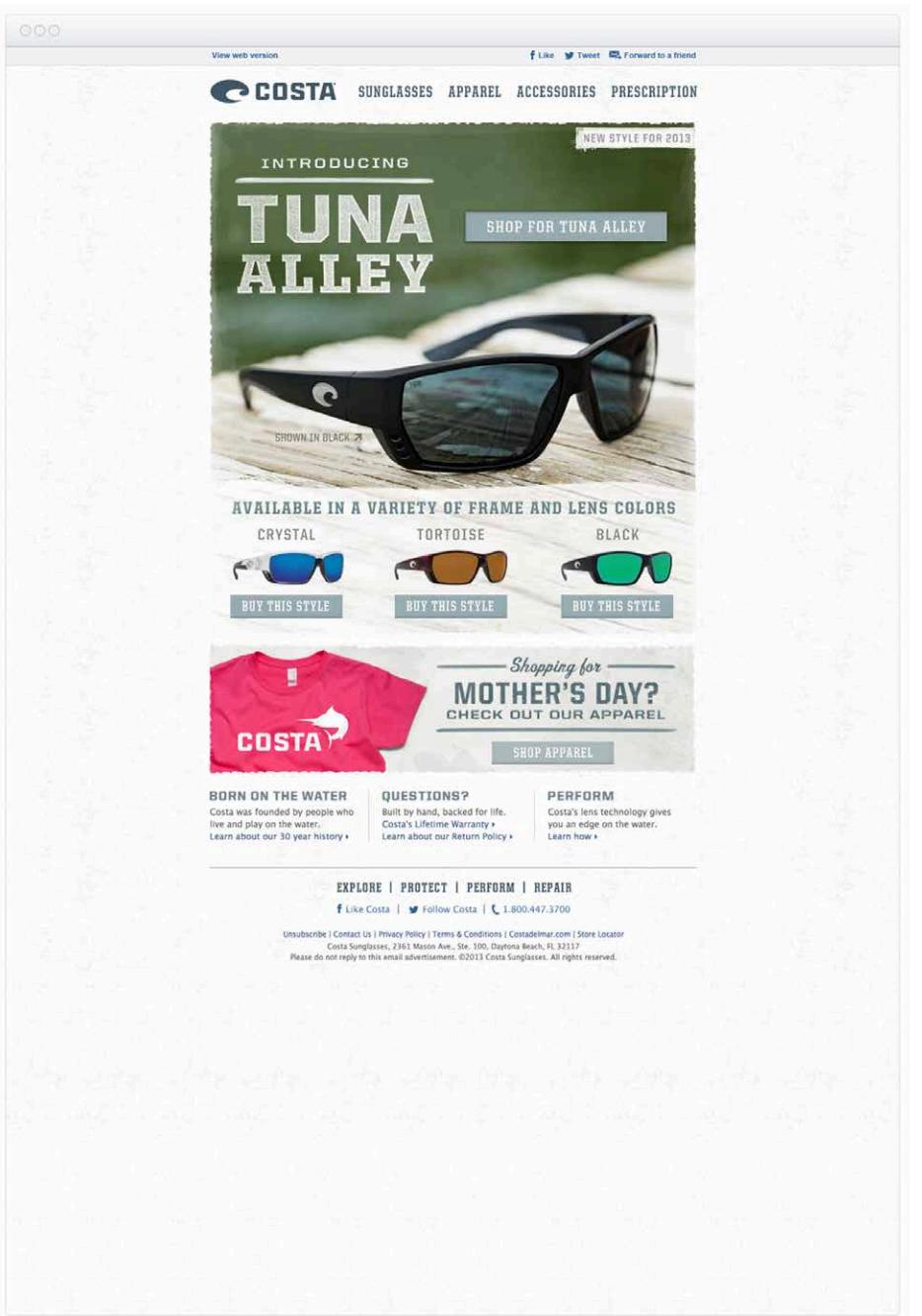
Designed by: www.sxsw.com
Subject line: SXSW 2014 Announcements - Bands, Sessions, Keynotes and Sports



This nicely designed campaign does a great job of contextually integrating links throughout the copy to drive strong response.

Costa Sunglasses

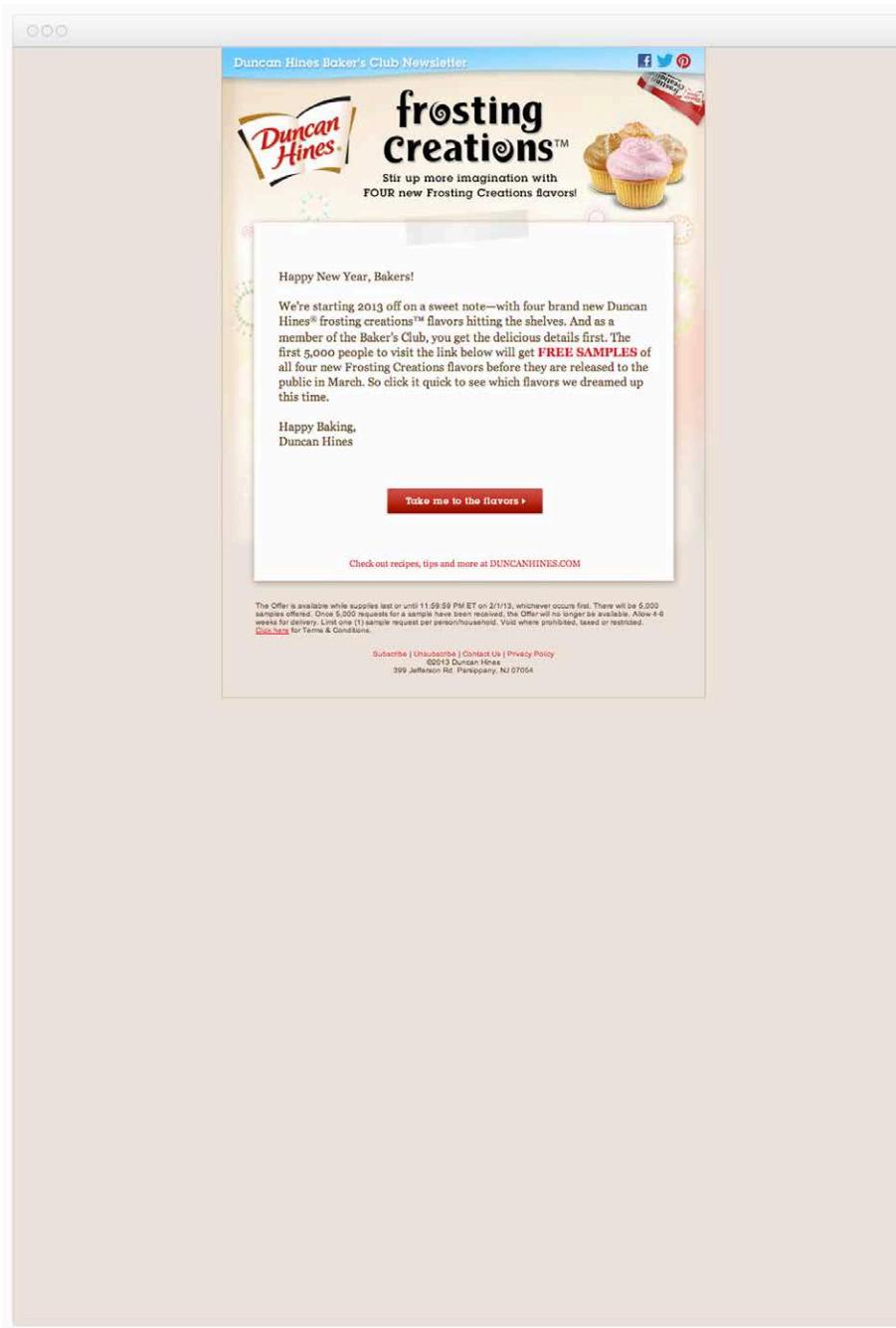
Designed by: www.costadelmar.com
Subject line: Brand new for 2013



Effective content and layout make this promotional campaign a winner: the primary call to action is prominent, and the options immediately below the headline image support the main offer rather than compete with it.

Duncan Hines

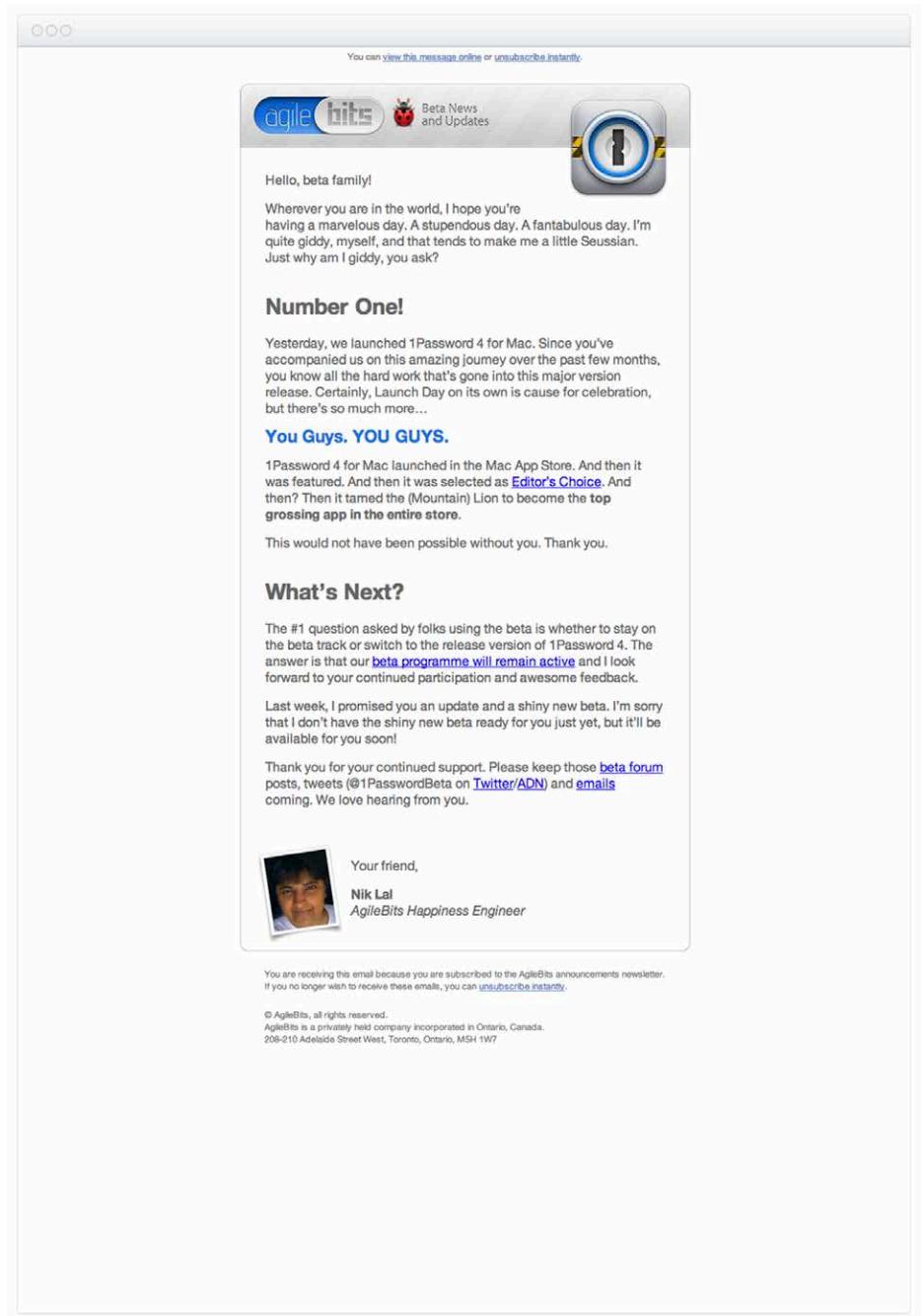
Designed by: www.tenthwave.com
Subject line: Top secret flavors for Baker's Club only!



This clever promotion does a great job of driving immediate engagement - and the concise, direct copy and clear CTA make it effortless to respond.

AgileBits

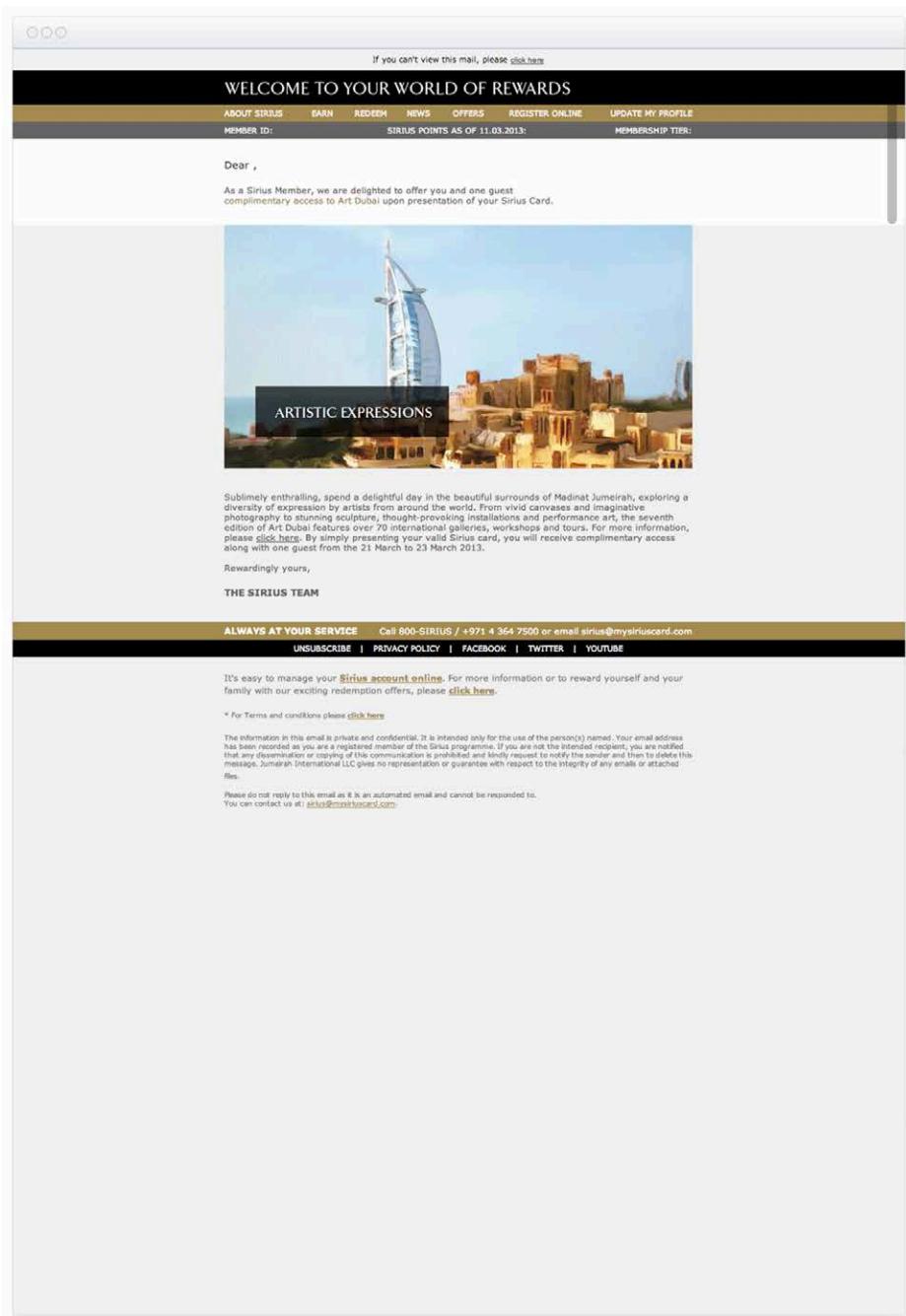
Designed by: www.agilebits.com
Subject line: We Are the Champions, My Friends



This promotion is a great example of a text-heavy email done well: the copy is spaced evenly, easy to read, and features links throughout.

Sirius

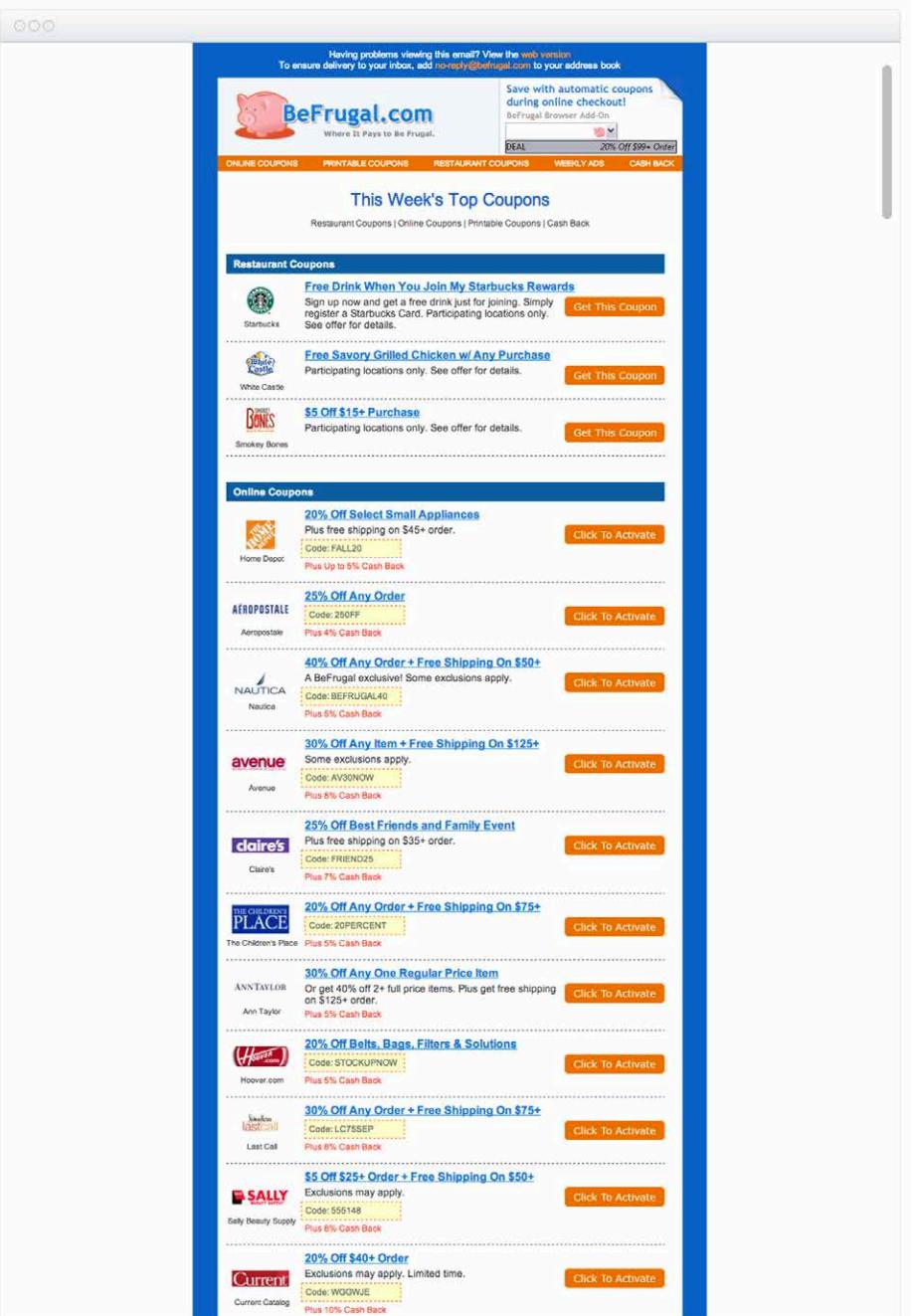
Designed by: www.insigniaworldwide.com
Subject line: [firstname,fallback=], an exclusive invitation just for you



Sometimes a simple - yet powerful - application of personalization in the subject line or body copy is all it takes to drive up response to your campaign.

BeFrugal

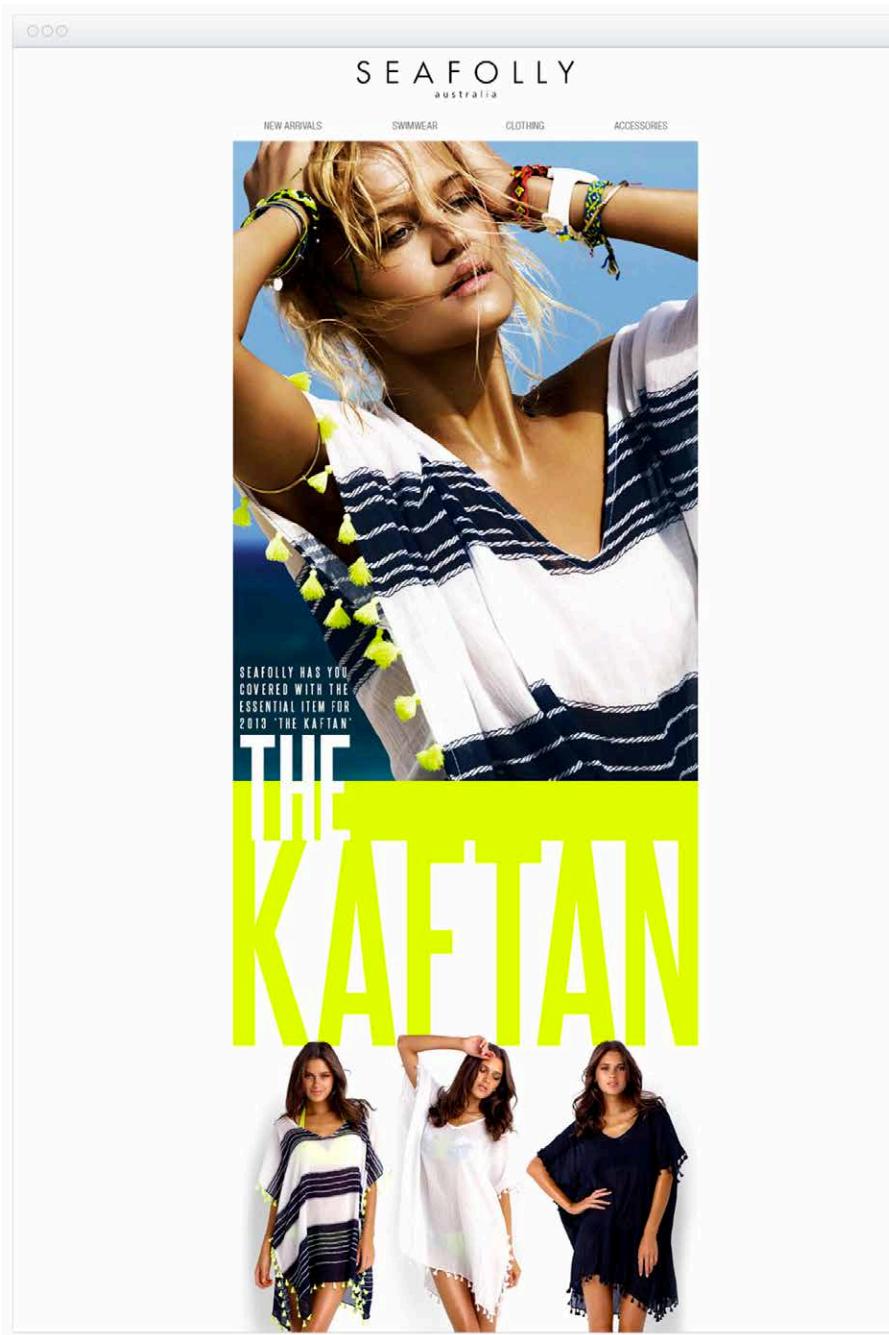
Designed by: www.befrugal.com
Subject line: Starbucks: Complimentary drink, Home Depot, Aeropostale, Nautica, printable coupons + more deals



By keeping the layout clean and the content impeccably organized, BeFrugal does a fantastic job of featuring more than two dozen offers in a single email.

Seafolly

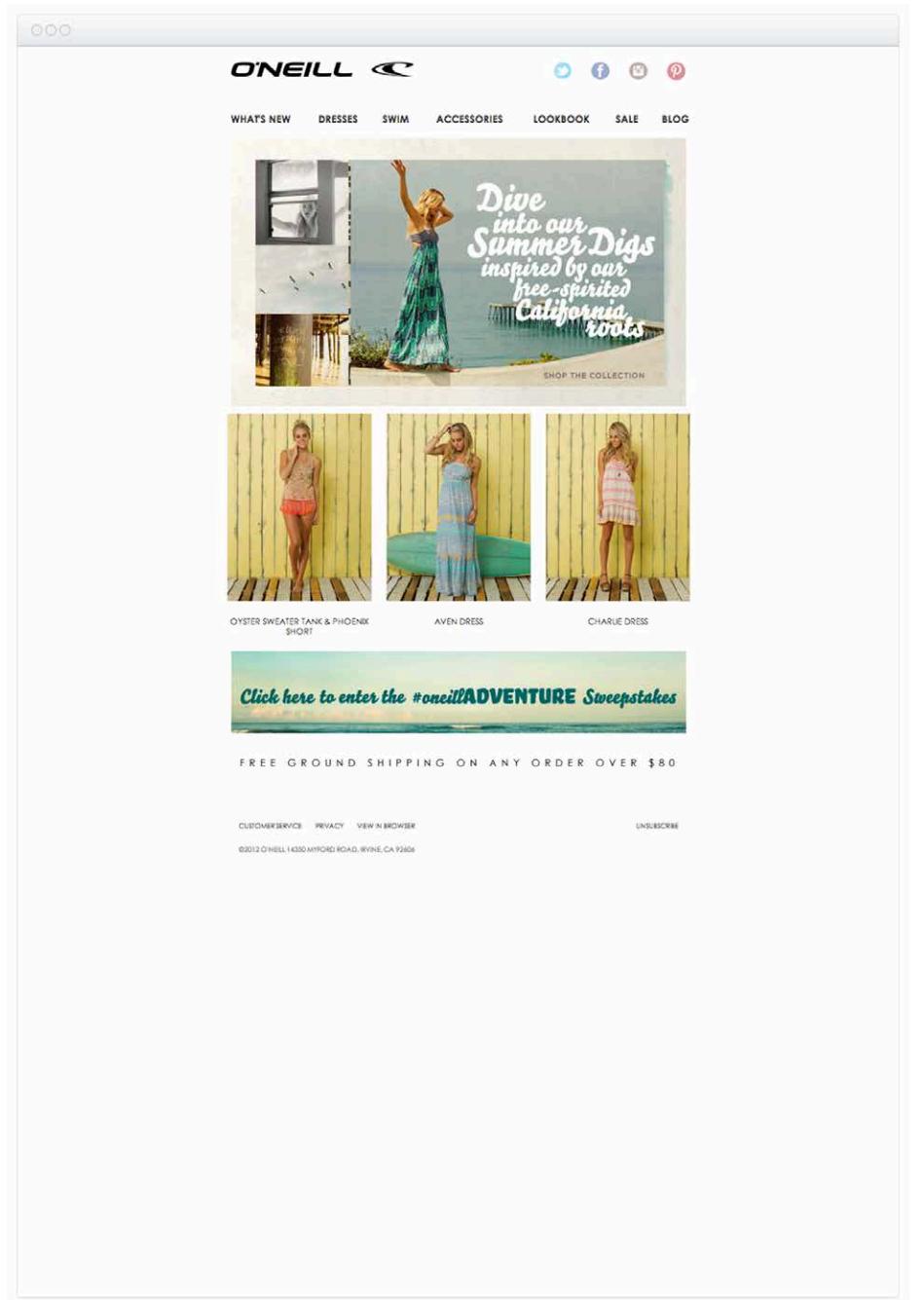
Designed by: www.steam.com.au
Subject line: The Kaftan.



The beautiful imagery and clever transition after the header make this email standout.

O'Neill

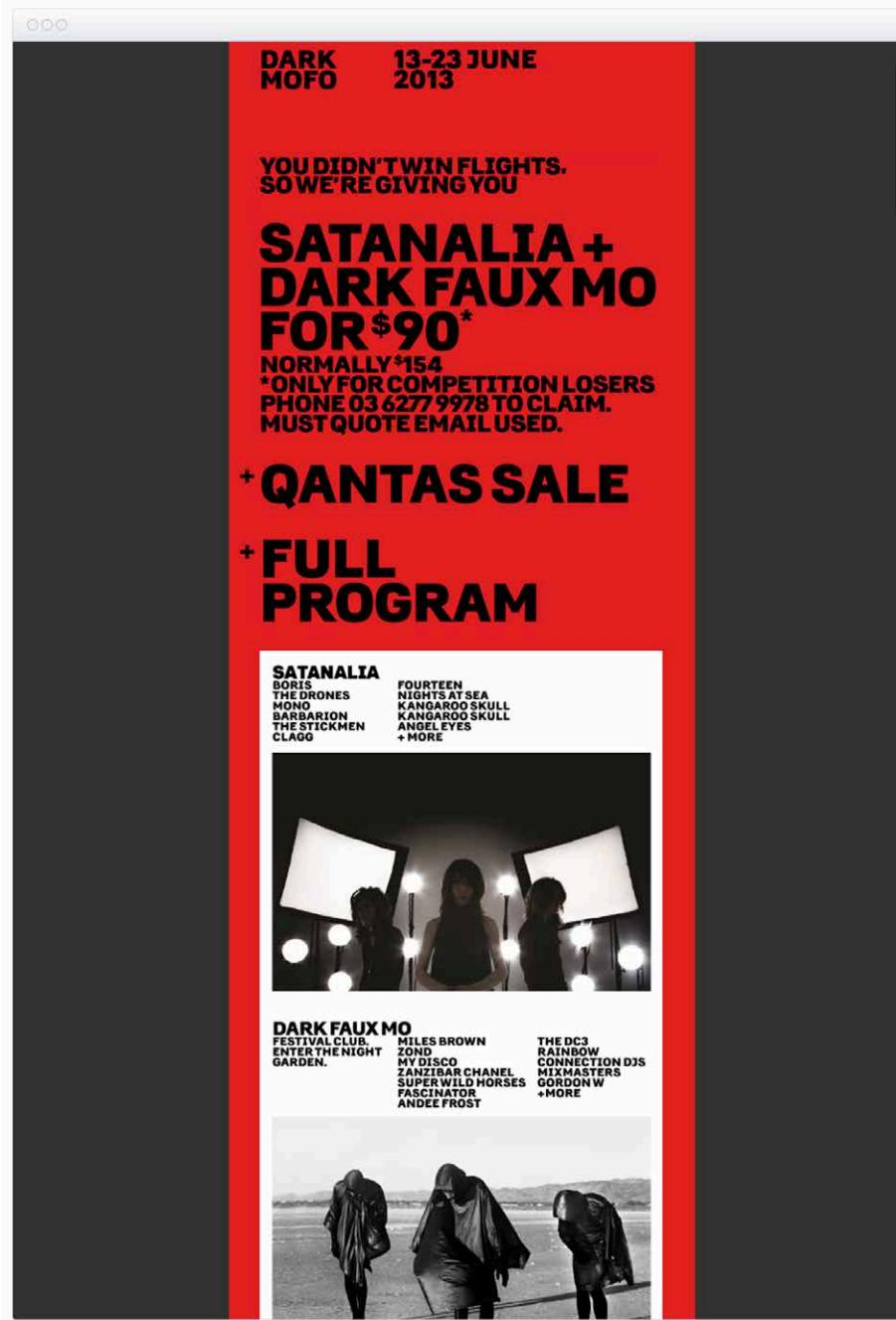
Designed by: www.lajollagroup.com
Subject line: Calling All Beach Babes!



The snappy subject line and sun-kissed visuals in this email immediately evoke summertime - and drive solid results for this beachwear brand.

MONA

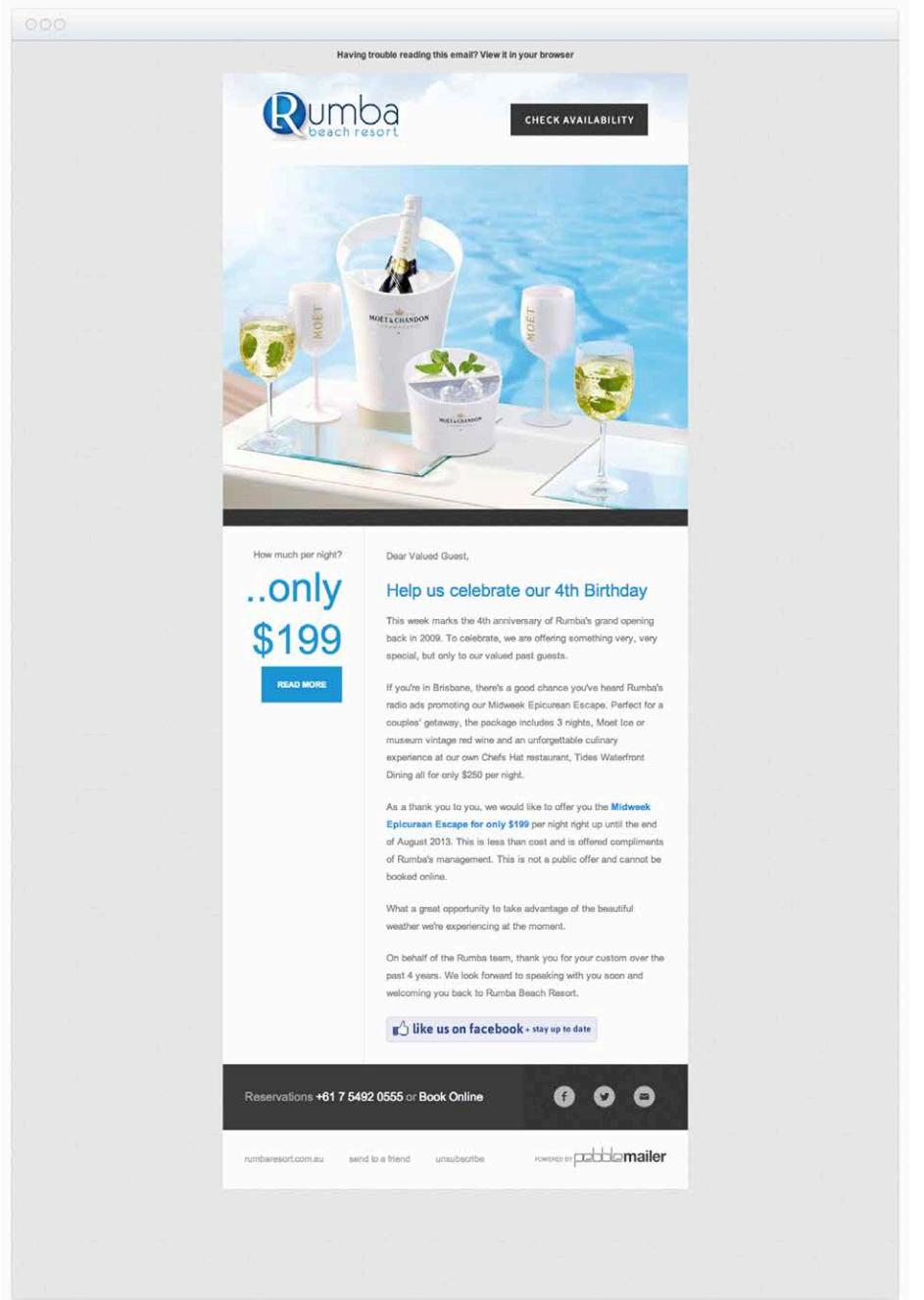
Designed by: www.mona.net.au
Subject line: You are a winner after all



This boldly designed campaign executes on a great promotional concept: following up after you run a competition to extend an offer to everyone who entered, regardless of whether they won the grand prize or not.

Rumba Resorts

Designed by: www.rumbaresort.com.au
Subject line: Here's some food for thought.... from Rumba



This email combines well-placed calls to action with an image that screams "holiday" to drive response.

Simple

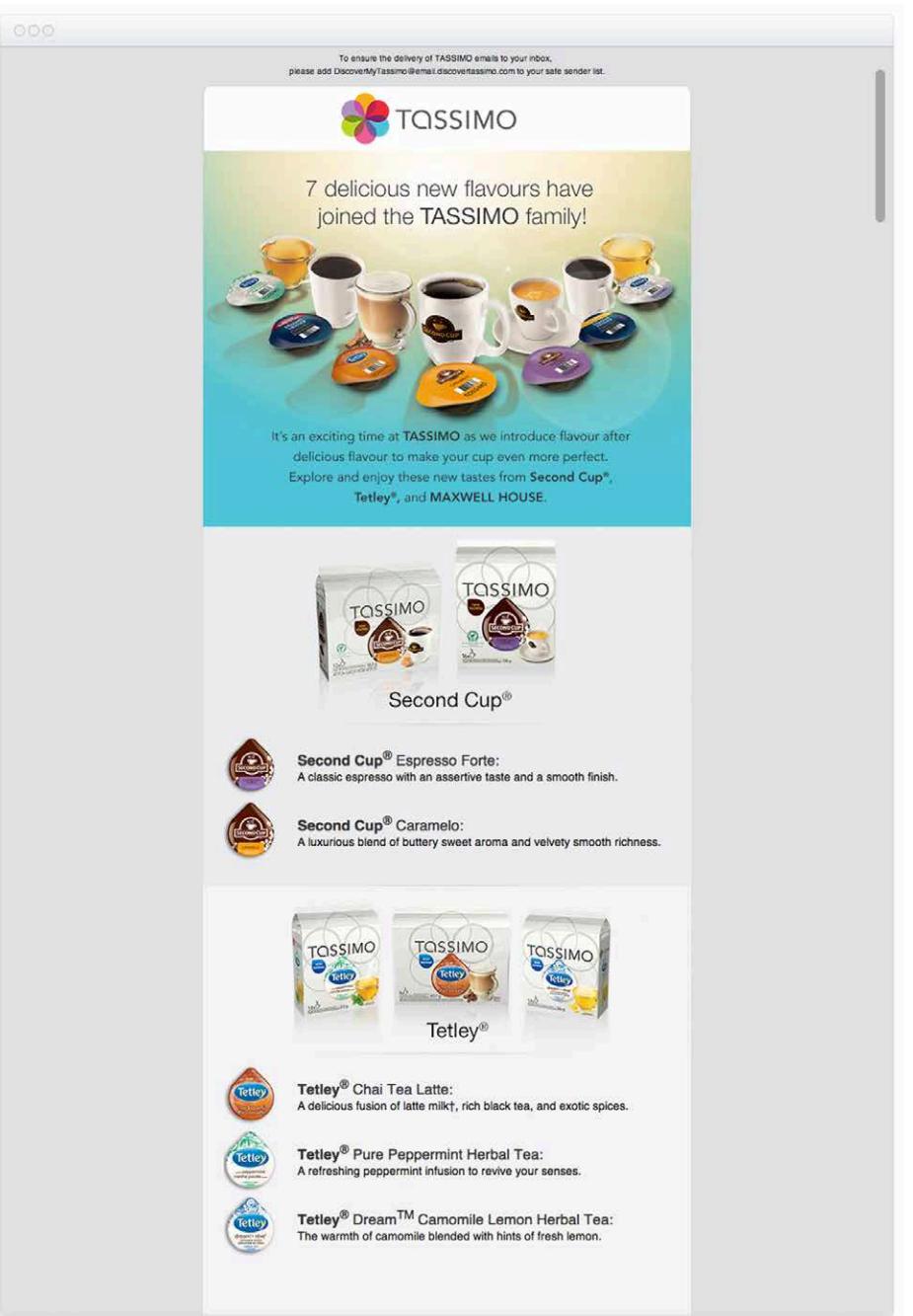
Designed by: www.simple.com
Subject line: One year of Simple - plus a thank you gift!



This email from Simple shows us how effective conveying an honest appreciation for your customers is: the message is genuine, personal, and engaging - and it shows in their results.

Kraft

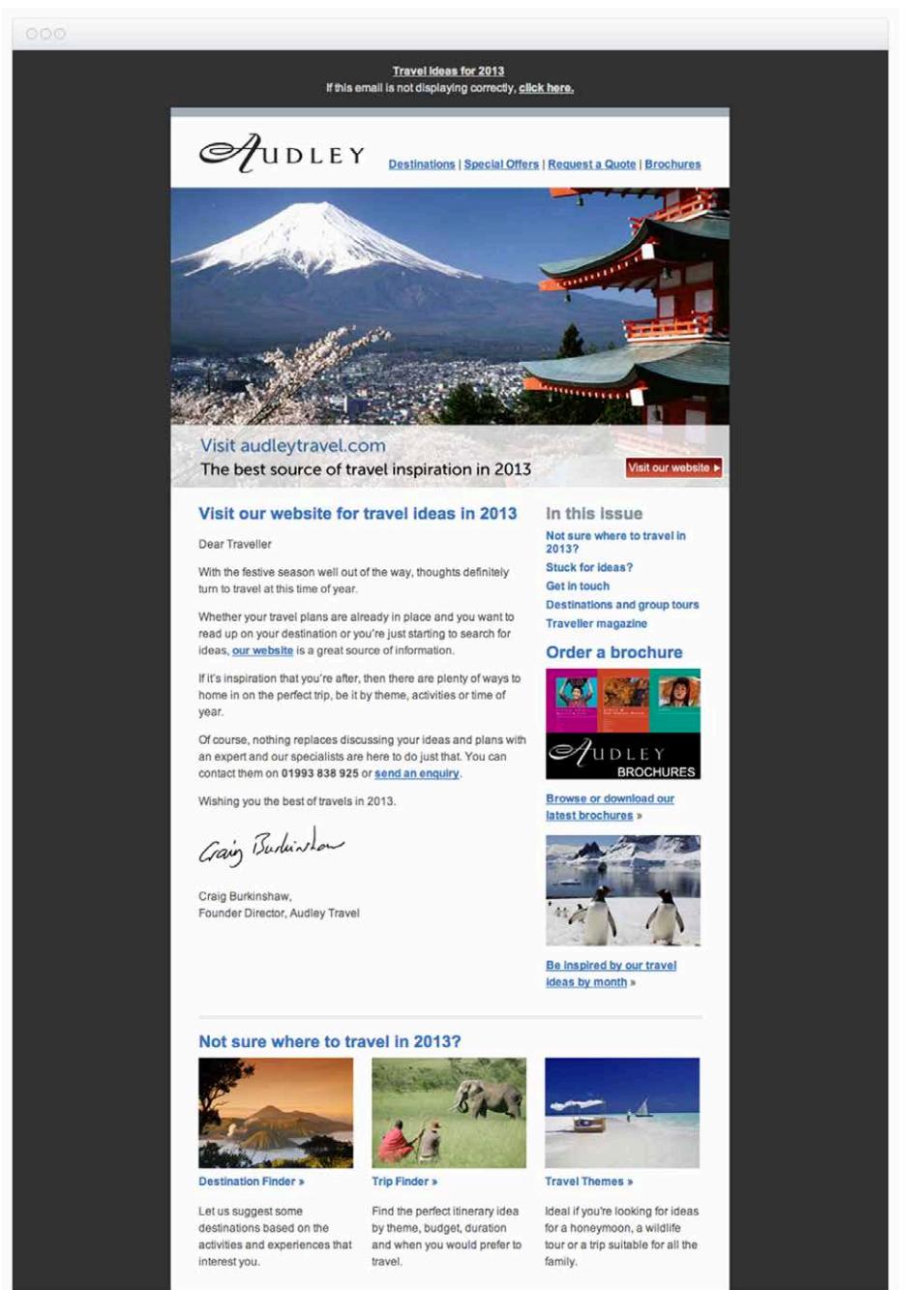
Designed by: www.trapeze.com
Subject line: 7 new flavours from TASSIMO have arrived!



This campaign features the product throughout the email without ever looking cluttered. The result? A strong promotional mailer that is both highly effective and well designed.

Audley Travel

Designed by: www.audleytravel.com
Subject line: Travel Ideas for 2013



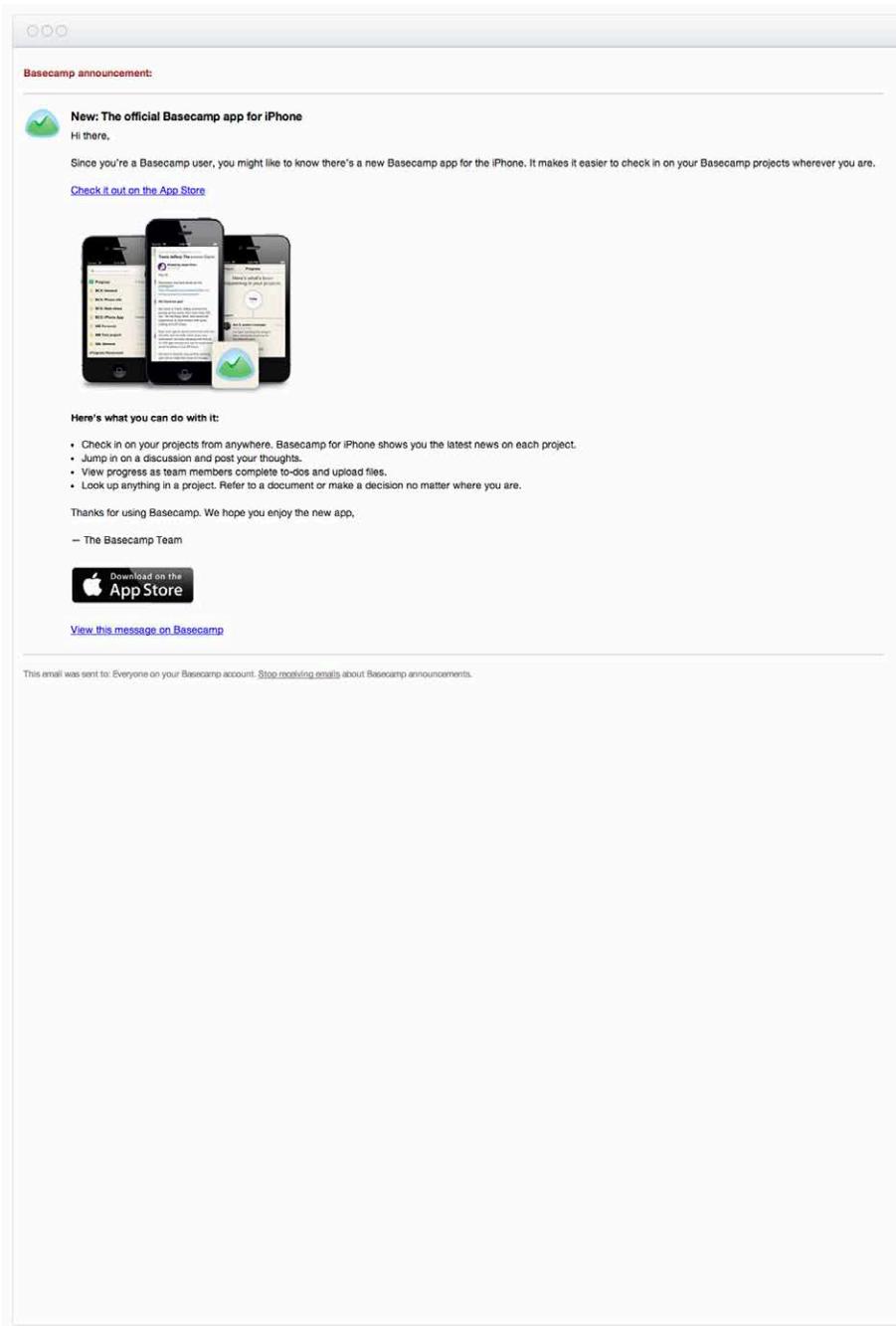
This newsletter focuses on a great theme and showcases a large amount of information in a well-organized email. The sidebar offers easy navigation to help the reader hone in on the elements they're most interested in as quickly as possible.

NONCONFORMISTS

Best practices are great guidelines. But what works for your subscribers might not always match the status quo. Each example featured in this section shows us why it pays to break the rules sometimes: the typical list size for these campaigns is nearly 300,000; with average open and click through rates of 30% and 4.5% respectively. Read on for examples of emails that don't include calls to action; employ unusual subject lines; include only text; feature nothing but a headline; and more.

37signals

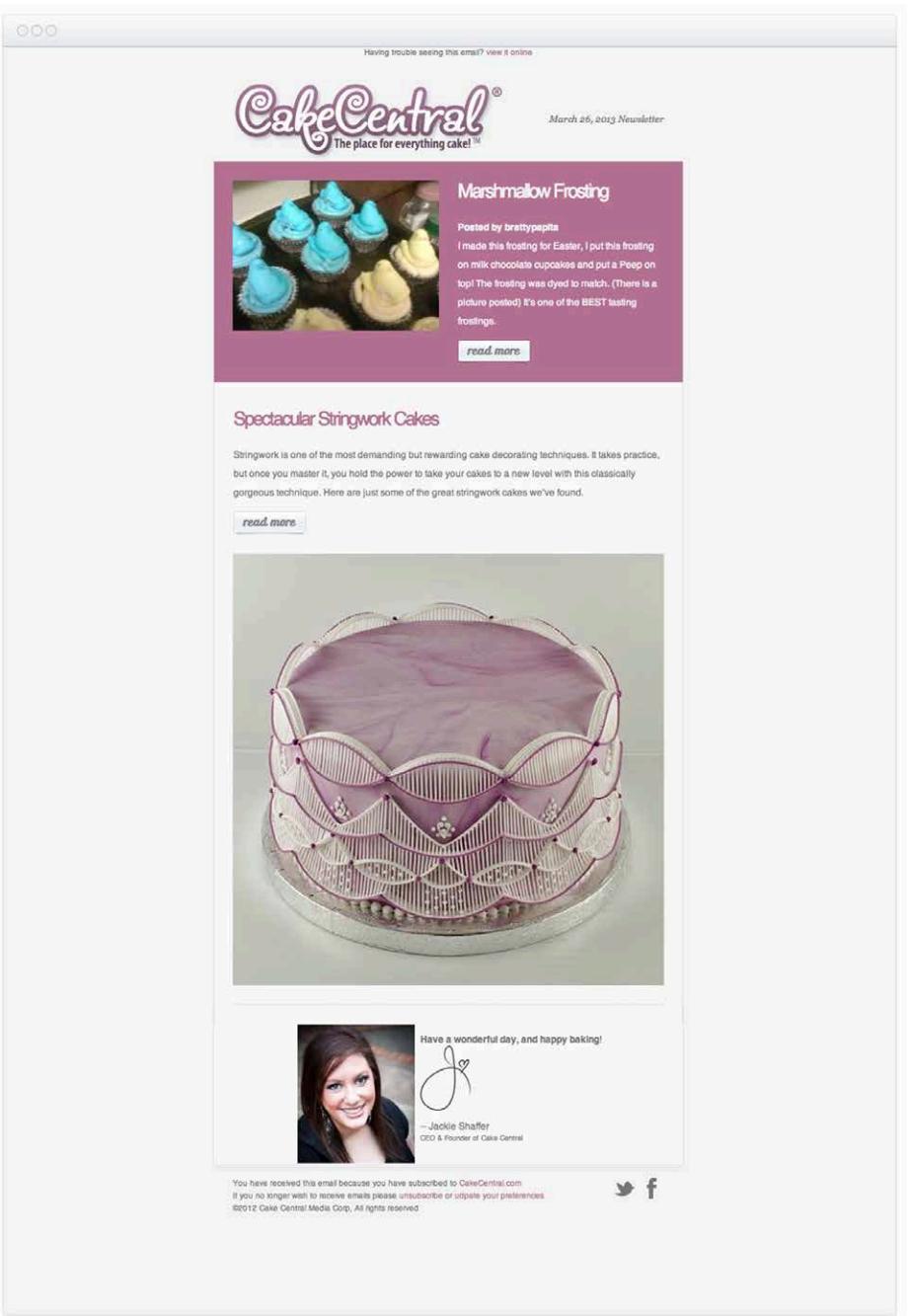
Designed by: www.37signals.com
Subject line: New: The official Basecamp app for iPhone



If you're behind a popular project management software product that uses email notifications to keep collaborators informed of their project status — should your promotional email really look like anything but your product? This announcement from 37signals stays true to brand, through and through.

Cake Central Media

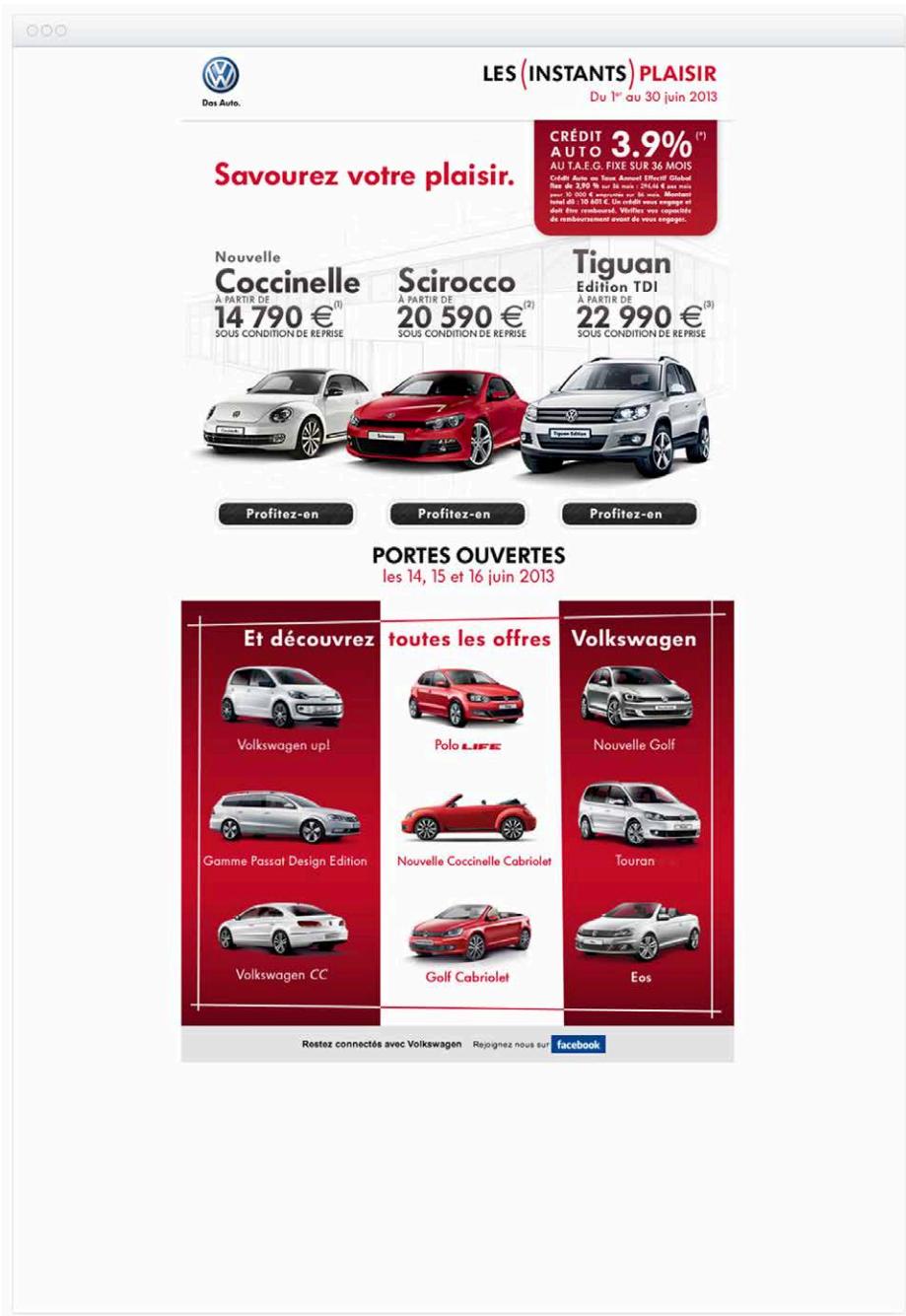
Designed by: www.cakecentral.com
Subject line: Spectacular Stringwork Cakes Plus a Marshmallow Frosting Recipe



While some might be tempted to lead their subject line with the main story in their newsletter, this campaign from Cake Central bucks the trend. The stunning image of an intricately decorated cake is in no danger of getting lost at the end of the email.

Volkswagen

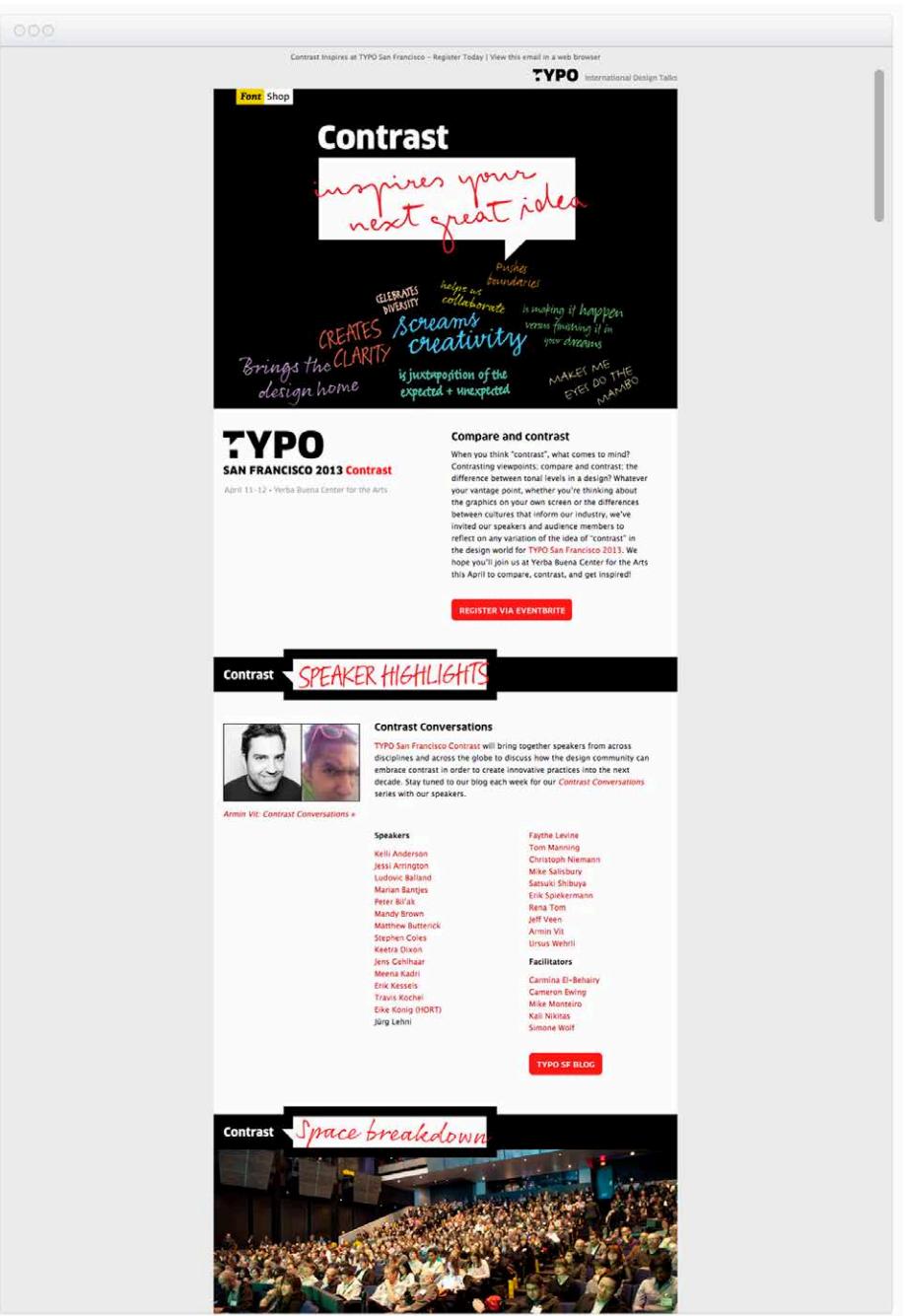
Designed by: www.ebbandflow.fr
Subject line: En juin, faites-vous plaisir avec Volkswagen!



This campaign does a great job of balancing the copy and promotional highlights with clean visuals. The result? A marketing email that is both elegant and effective, in an industry where cluttered, over-the-top promotions are the norm.

FontShop

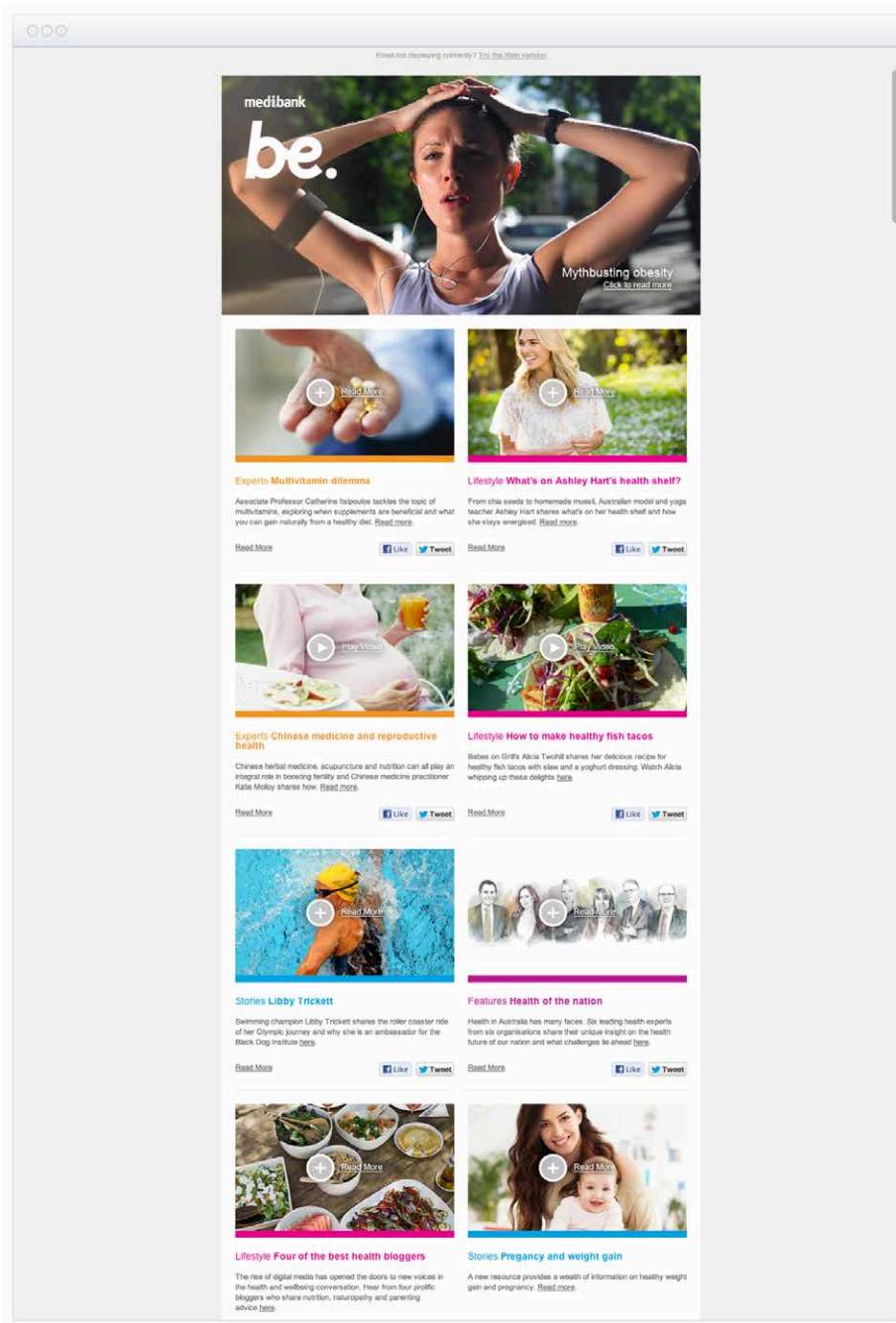
Designed by: www.typotalks.com
Subject line: Contrast Inspires at TYPO San Francisco - Register Today



Using a red call to action button has been labelled a risky move on occasion, but it can often be an excellent option for conveying urgency. This email proves no color should be considered off-limit for your CTA -- as long as it works within the context of your overall design.

Medibank

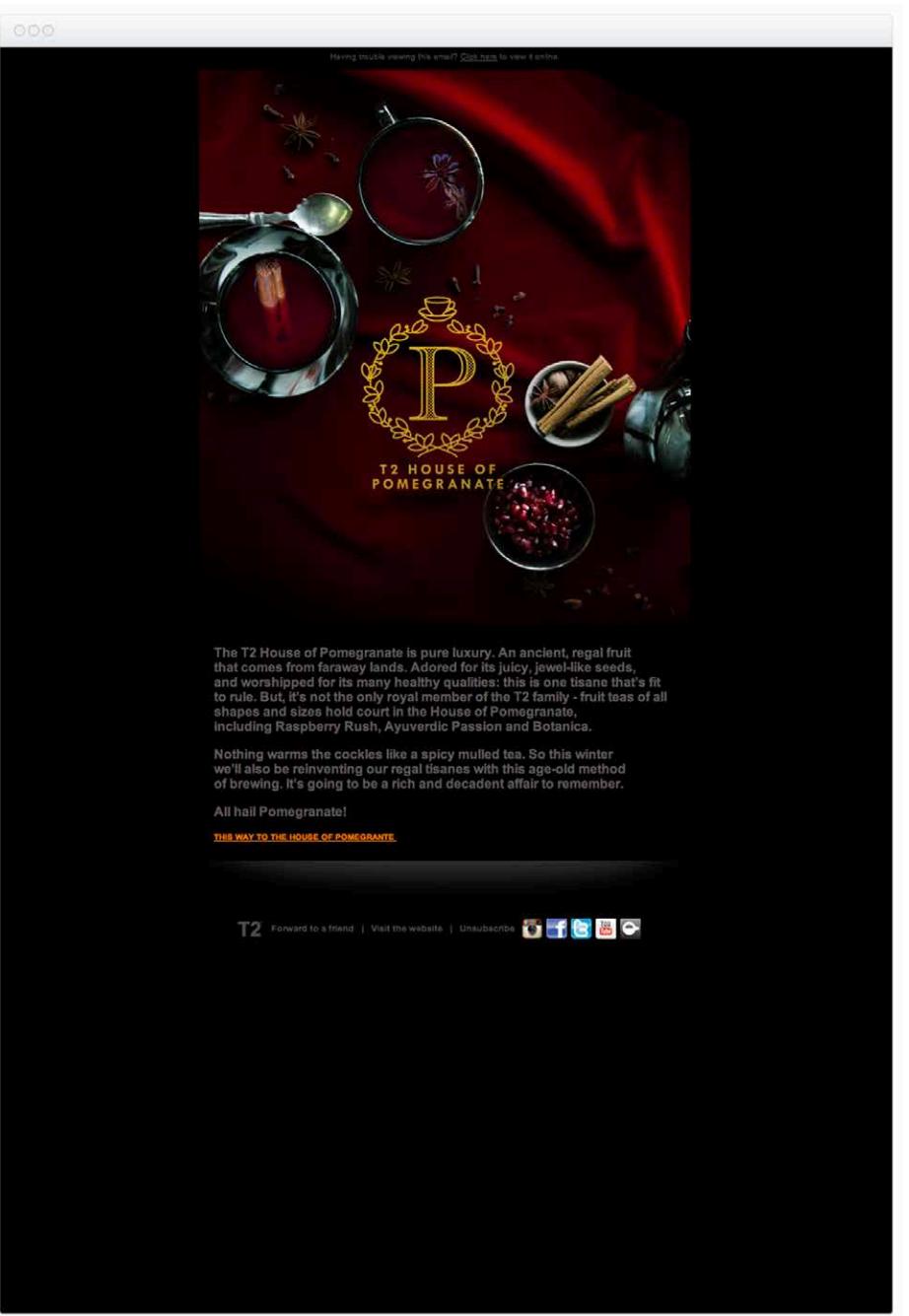
Designed by: www.medibank.com.au
Subject line: be. magazine busts the most common obesity myths



Placing the call to action within the image instead of below it - even when you're not featuring a video? Not the most conventional approach, but this well-balanced, informative newsletter from Medibank shows us how it can be done well.

T2 Tea

Designed by: www.t2tea.com
Subject line: T2 House of Pomegranate



When you're trying to convey a sense of luxury, sometimes it makes sense to bypass a traditional call to action button. T2 Tea shows us how to drive results in style with their rich imagery and descriptive copy.

Panic

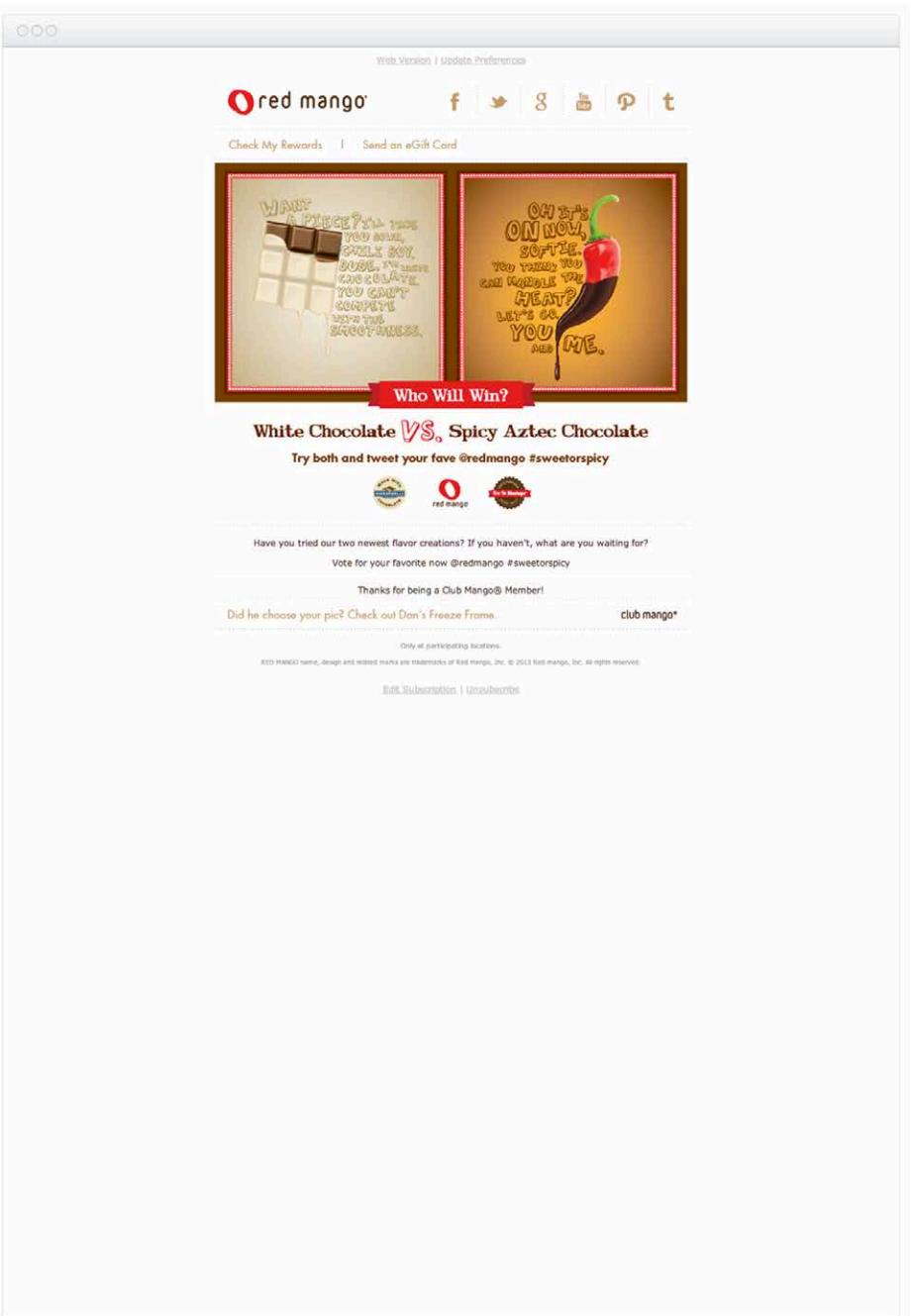
Designed by: www.panic.com
Subject line: PANIC. Transmit 50% Off (Briefly), iOS7 + Mavericks, Your Face and More



PANIC proves rules are meant to be broken with this fun-to-read, visually captivating newsletter featuring reverse font and in-line only links.

Red Mango

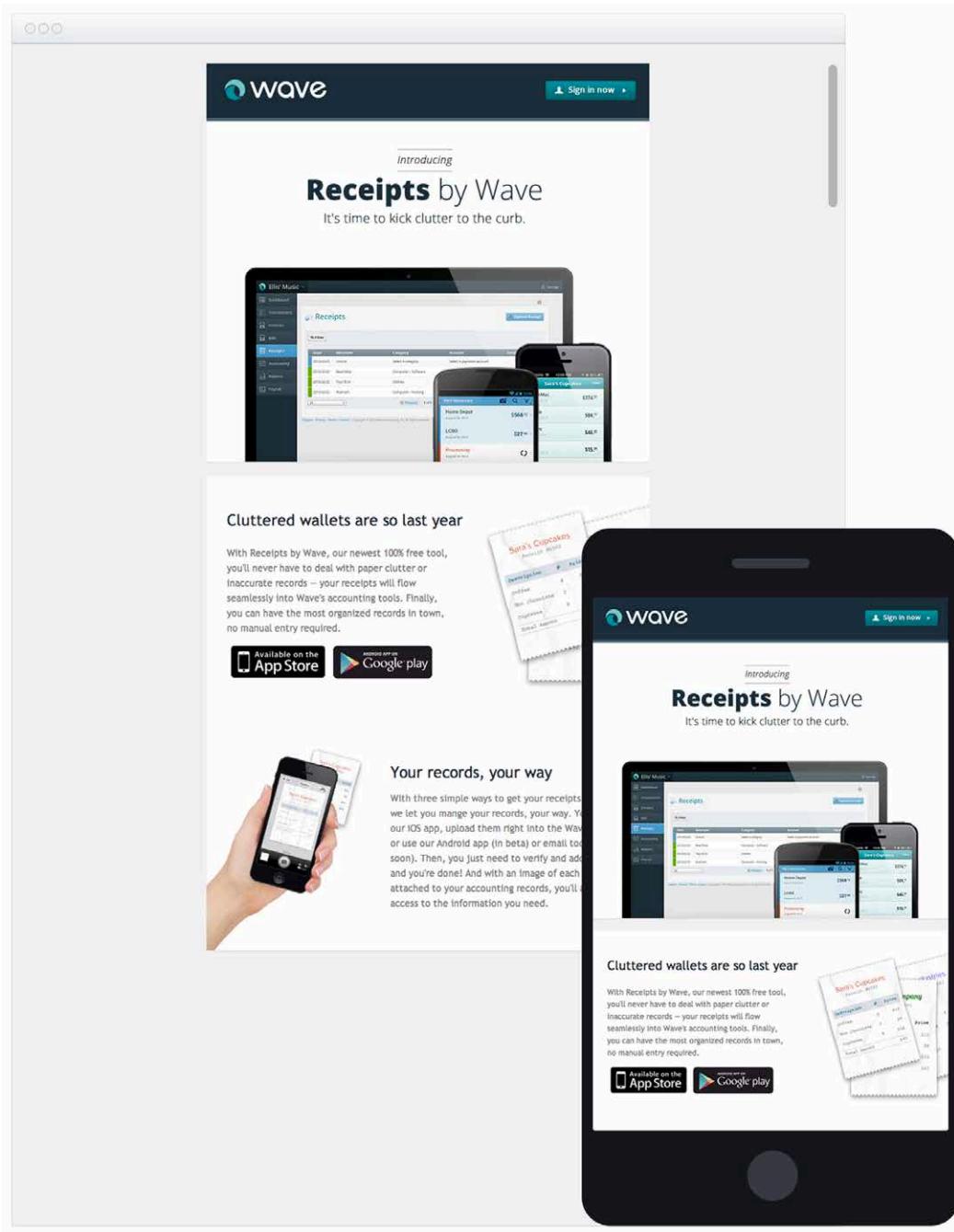
Designed by: www.redmangousa.com
Subject line: Ultimate Flavor Face-Off



This endearing campaign from RedMango takes the unusual step of placing most of its copy into a clickable image - and judging by the response their clever promotion drove, that's one "best practice" that was well worth ignoring for this campaign.

Wave

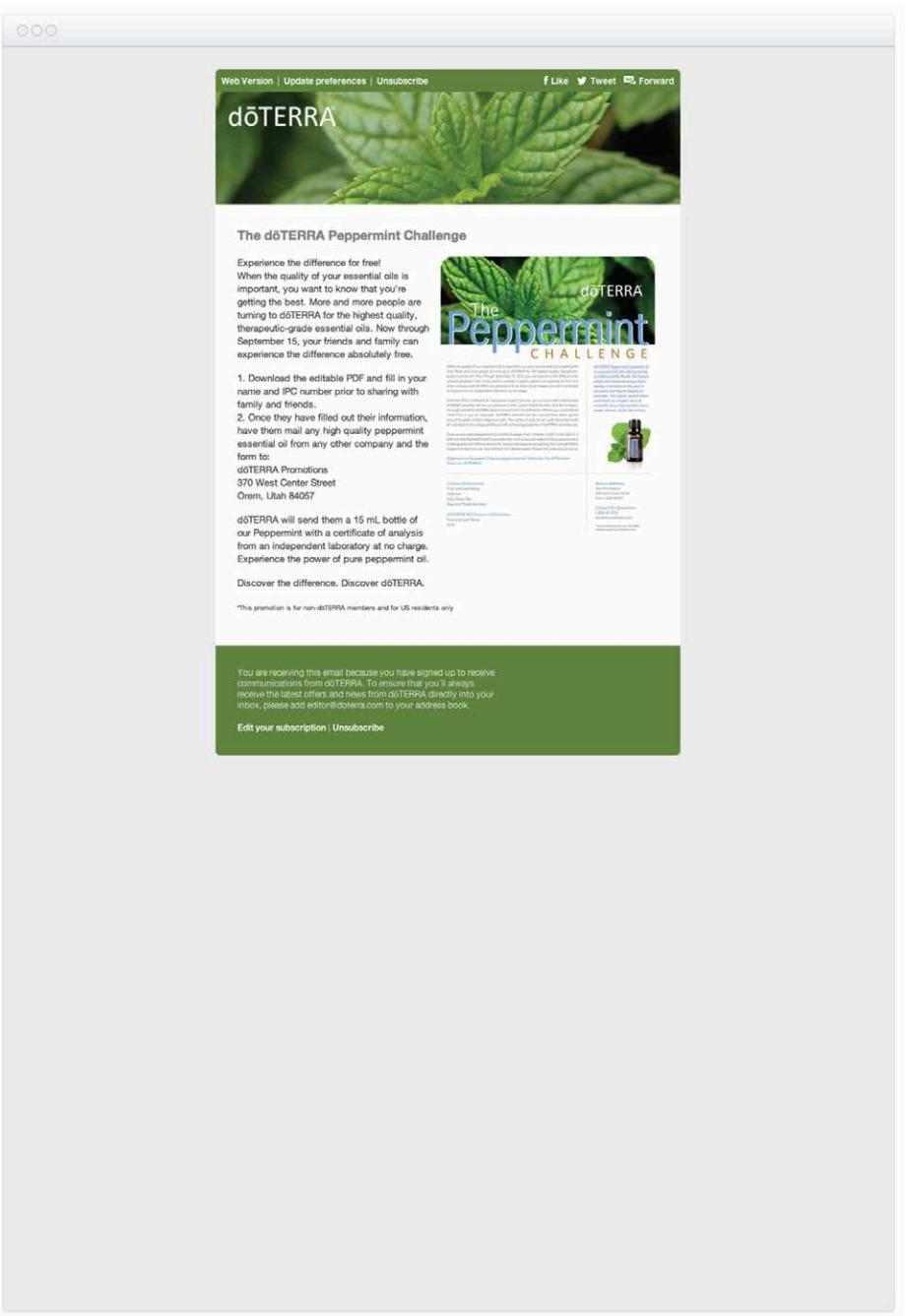
Designed by: www.waveapps.com
Subject line: Introducing Receipts by Wave



Reading from your computer? You'll need to scroll down to the bottom of the email for your CTA.
This well-designed promotion from Wave Accounting takes the bold approach of featuring only app download prompts above the fold - a no-brainer if you're promoting a mobile product.

doTERRA

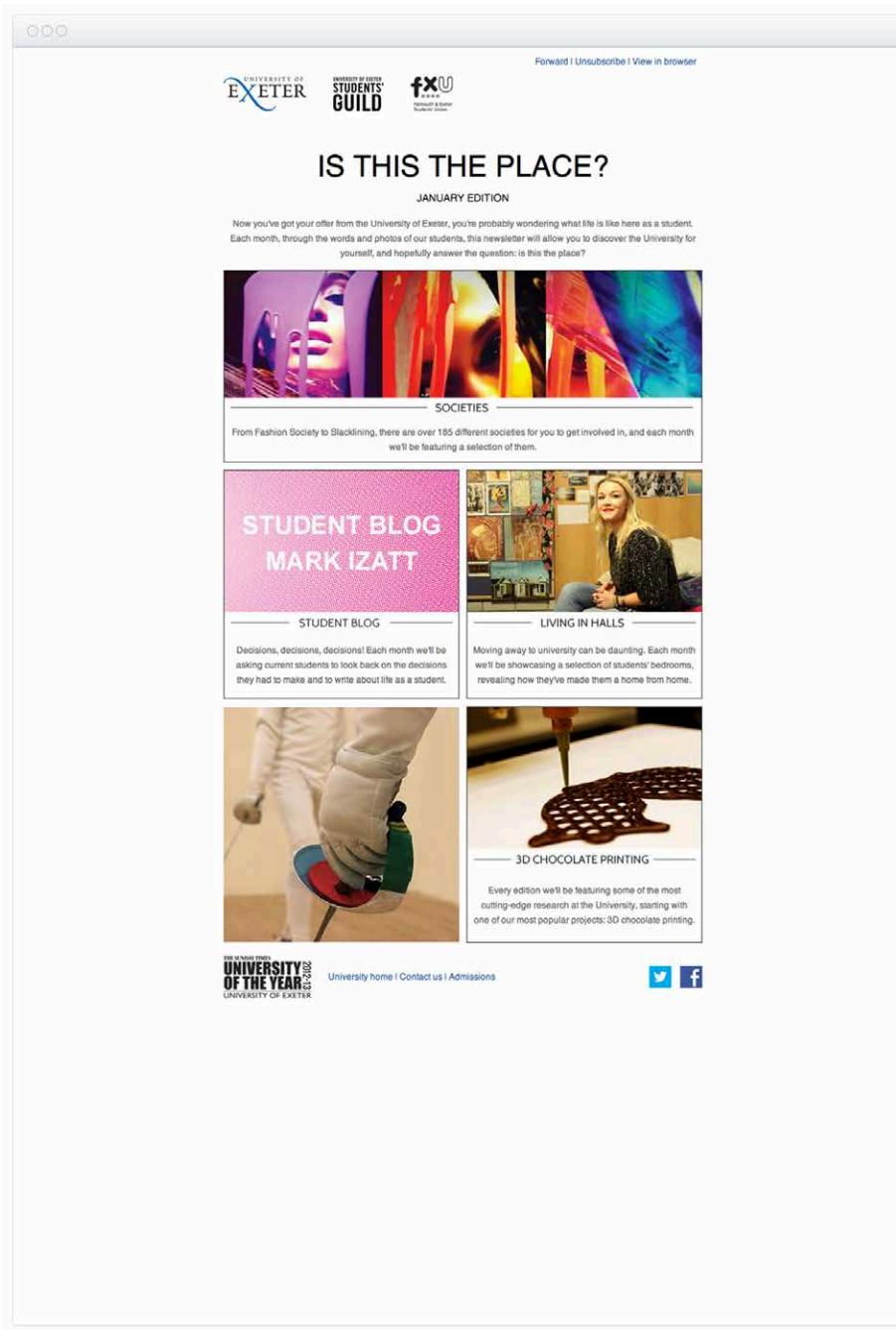
Designed by: www.doterra.com
Subject line: Peppermint Challenge



This campaign showcases a creative promotion and the unique approach of opting for a clickable PDF image instead of a classic call to action button.

University of Exeter

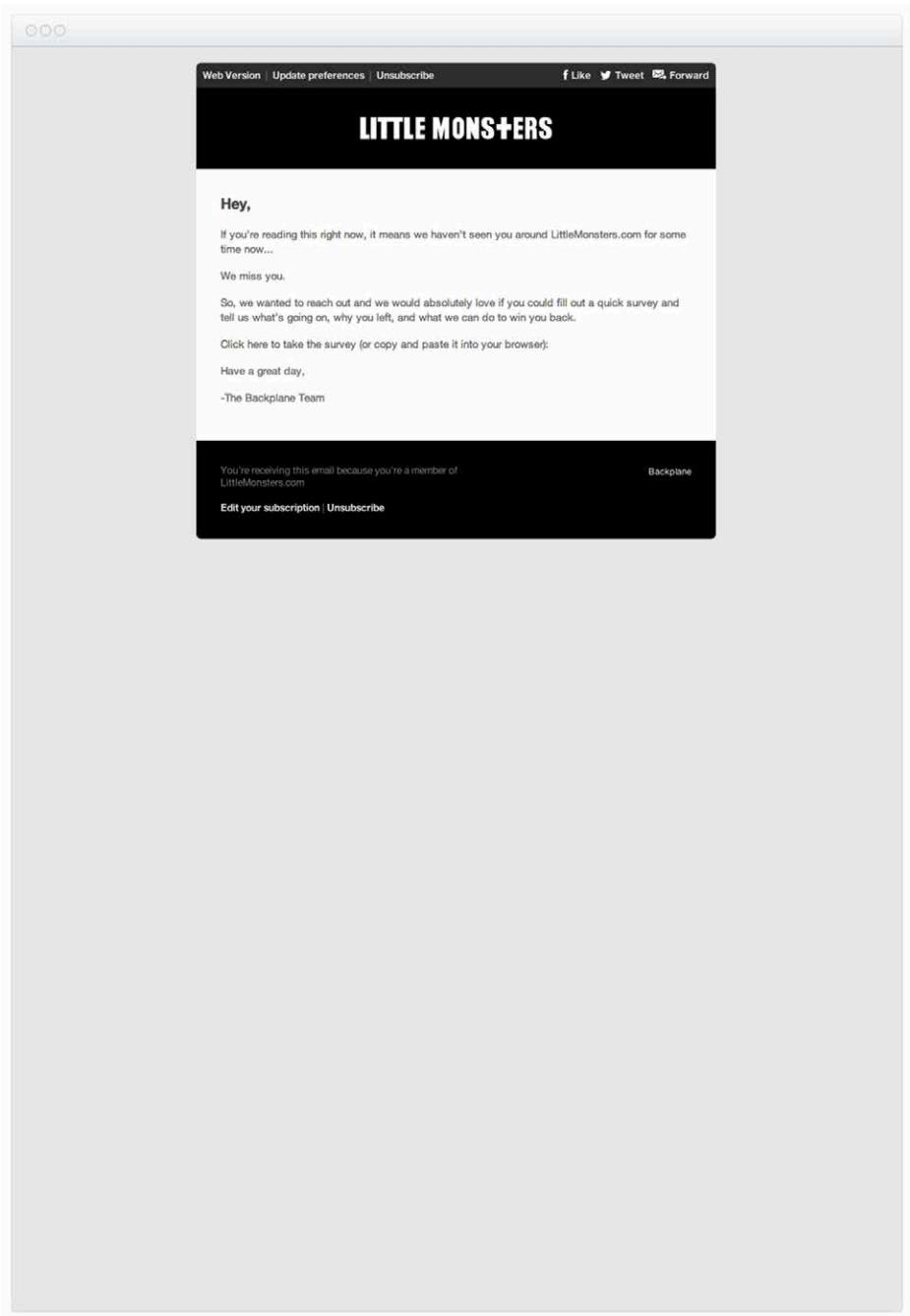
Designed by: www.exeter.ac.uk
Subject line: Is this the place?



This “on-boarding” email for recently accepted applicants to the University of Exeter is a shining example of a creative concept executed beautifully.

LittleMonsters (Lady Gaga)

Designed by: www.thebackplane.com
Subject line: Hey



Trying to elicit a reaction from inactive customers is one of the most difficult challenges for email marketers. From the compelling subject line to the direct copy, this campaign does a great job at generating a response.

Nike

Designed by: www.compass-interactive.com
Subject line: We Run SG 10K - Exclusive privileges

The email features a large, stylized 'WE RUN' logo with a lion's head in the center. The text '2013' is on the left, and '10K' is on the right. Below the logo is the tagline 'OUR RACE. OUR RULES.' and 'SINGAPORE'. A red banner below the logo reads 'LACE UP. GEAR UP. STEP UP!'. Another banner below it says 'REGULAR PRICED NIKE PRODUCTS AT ALL PARTICIPATING OUTLETS*' with a '20% OFF' discount. The offer period is '11/OCT/13 - 03/NOV/13'. Below these banners are terms and conditions. At the bottom, there are two sections: 'PARTICIPATING NIKE STORE' and 'PARTICIPATING PARTNER STORE', each listing various store locations. A decorative banner at the bottom right says 'Put it on the Line'.

PLEASE DON'T REPLY:
At this time, we won't be able to accept any replies to this e-mail address.
[UNSUBSCRIBE](#)
If you would like to be removed from this mailing list, [click here](#).
[PRIVACY POLICY](#):
If you have any questions about Nike's online privacy policy, [click here](#).

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Most marketers would never dare to send a promotional email with no click call to action. The team at Compass did exactly that: they used their mailer to communicate the details of their promotional offer, and left it to their readers to follow through offline.

Supreme

Designed by: www.splaynewyork.com
Subject line: Supreme / Nike Flyknit

The email has a header 'Supreme' and a date '09/30/2013'. The subject line is 'Supreme/Nike® Flyknit'. It features a large image of a pair of black Nike Flyknit Lunarl+ shoes. Below the image is a descriptive text block. To the right of the image are availability details and links for more information and unsubscribe.

This Fall, Supreme has come together with Nike Running & Nike SB to produce a version of the Flyknit Lunarl+. The lightweight Nike Flyknit Lunarl+ brings the virtually seamless upper using Nike Flyknit technology together with the plush, responsive cushioning of Lunarion.

Since its launch in February 2012, Nike Flyknit Technology has redefined the development and creation of footwear with its ability to be engineered to provide a more precise fit for the specific needs of the foot. Support and structure are knitted right into the Nike Flyknit upper, which helps reduce seams, weight and areas of friction and keeps the shoe lightweight.

Available in-store NY, LA, London and online on October 3rd.

Available in Japan on October 5th.

[click here](#) for more information

[unsubscribe](#) from the Supreme newsletter

Here's an example where an unconventional approach panned out - the call to action is limited to a header image and a link to the bottom, yet the campaign resonated strongly with subscribers.

Unstuck

Designed by: www.unstuck.com
Subject line: Weekly Newsletter Announcement



Very few would think to send a newsletter announcing upcoming changes in the newsletter - but Unstuck uses their plans to redesign to engage their subscribers and encourage them to update their preferences.

Toontrack

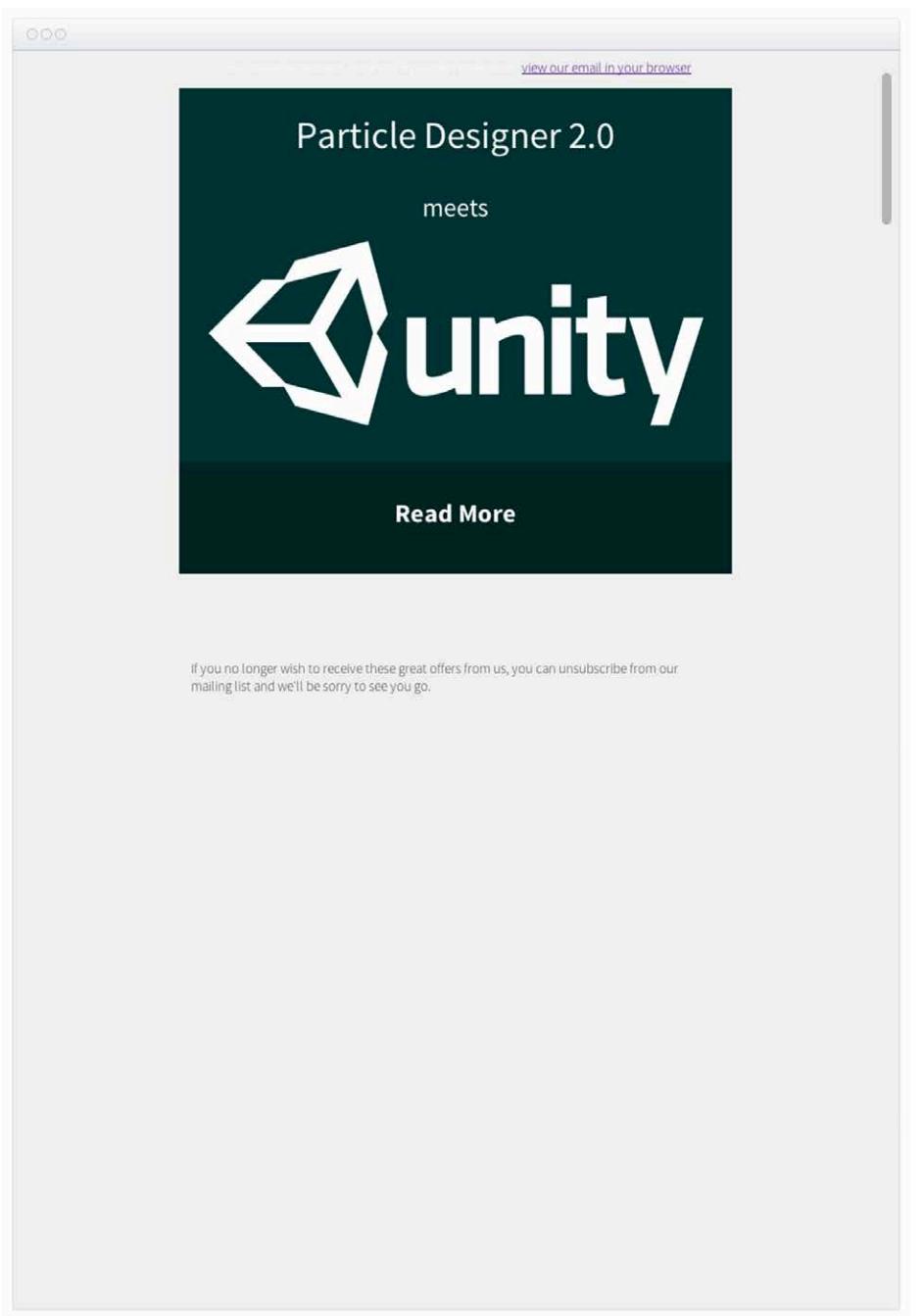
Designed by: www.toontrack.com
Subject line: Are you a guitarist?



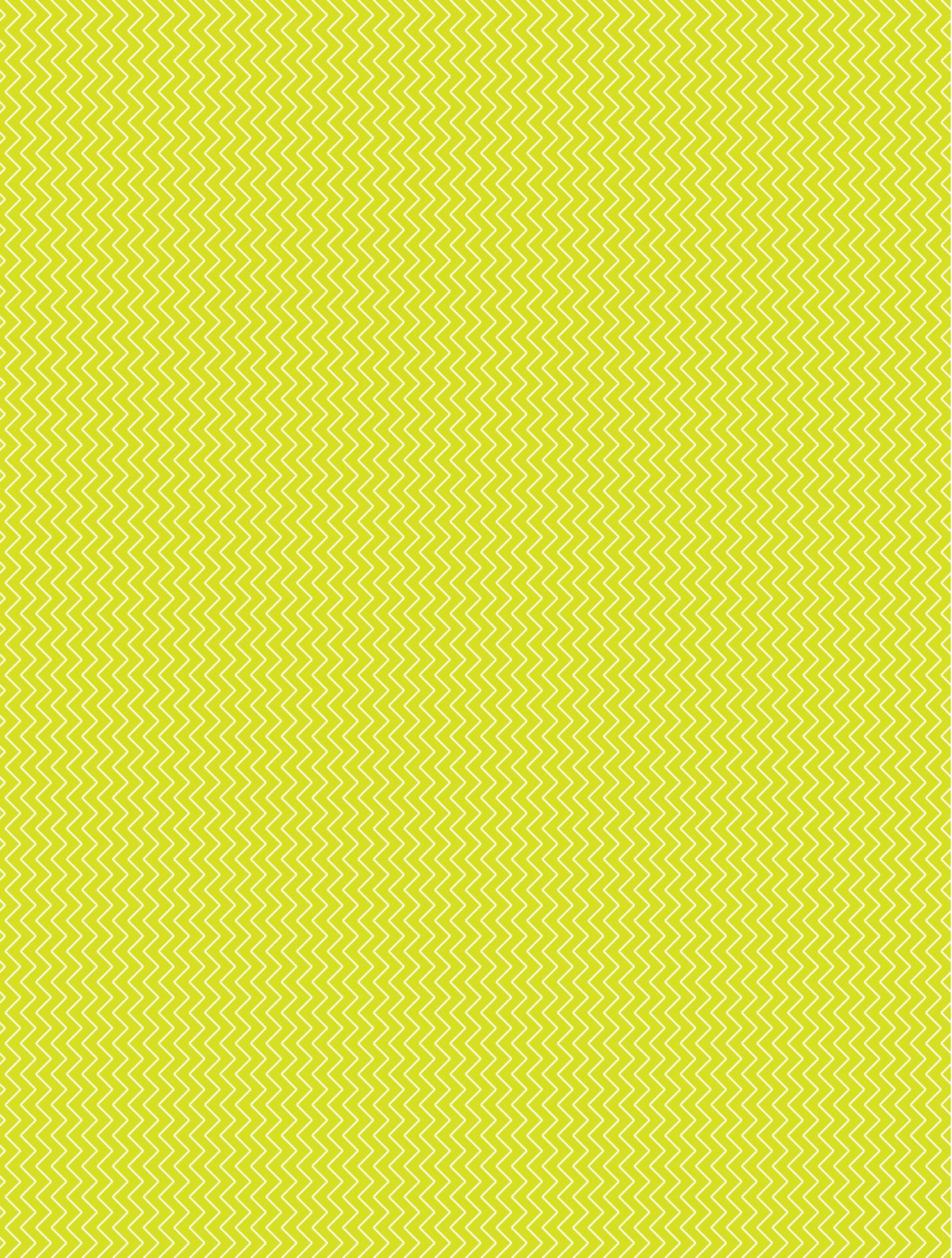
The team at Toontrack knows how to keep it simple - and it works for their subscribers. This email features a product image with one sentence and single call to action button - and it doesn't need anything more than that to drive results.

71Squared

Designed by: www.71squared.com
Subject line: Particle Designer 2.0 meets Unity



Who says you need more than a headline and call to action? This email from 71Squared does exactly what it needs to do: announces a new integration for their product, and compels you to click through for the details.

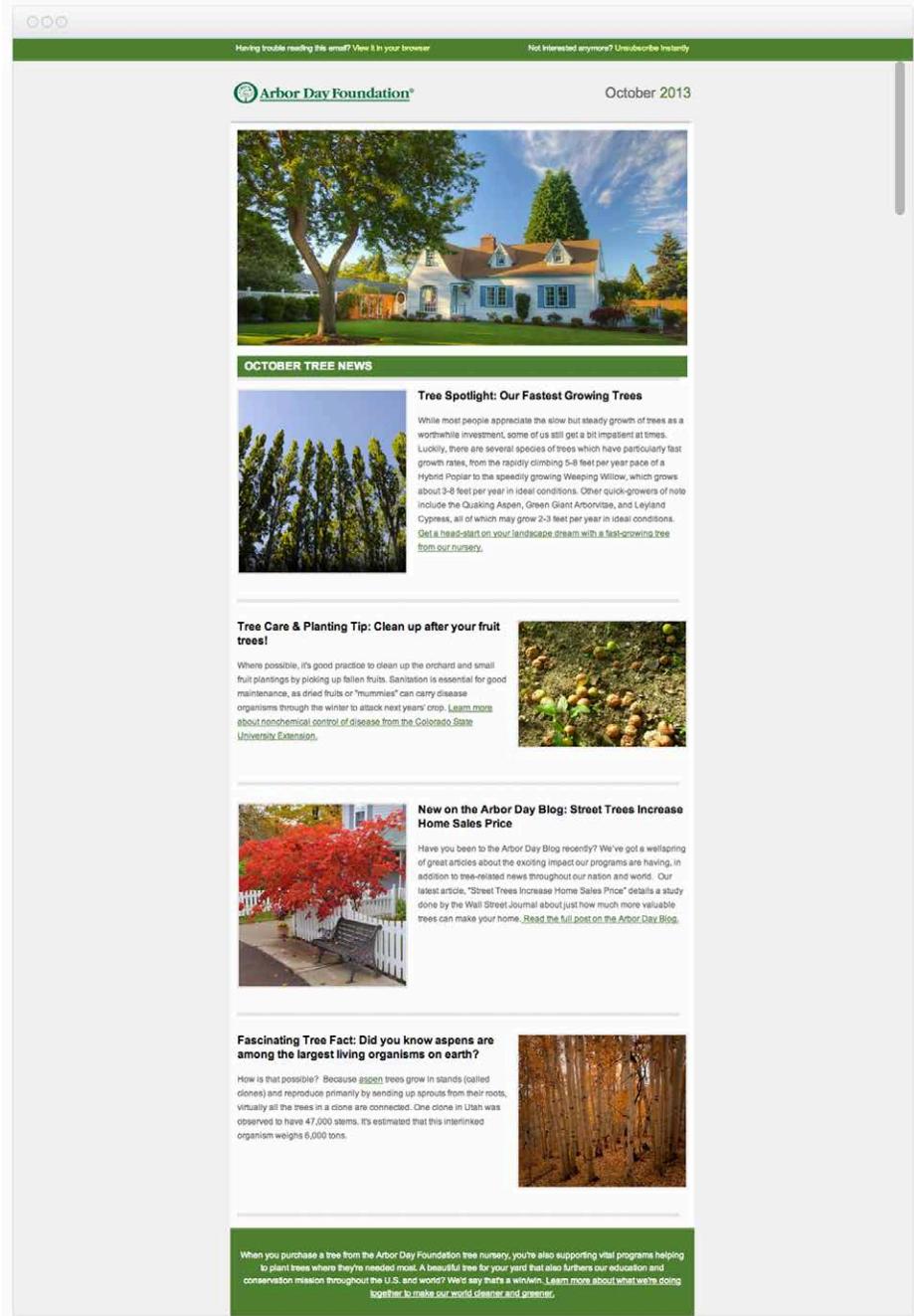


OPTIMIZATION EXPERTS

Ever wonder what might happen if you changed your sender name; tweaked subject line copy; or experimented with completely different themes to drive opens? Our optimization experts have tried all three tactics and more. If you're not yet convinced of the benefits of testing every campaign you send, look no further than this list. The agencies and marketers featured in this section each ran A/B tests that increased their performance by more than 20%.

Arbor Day Foundation

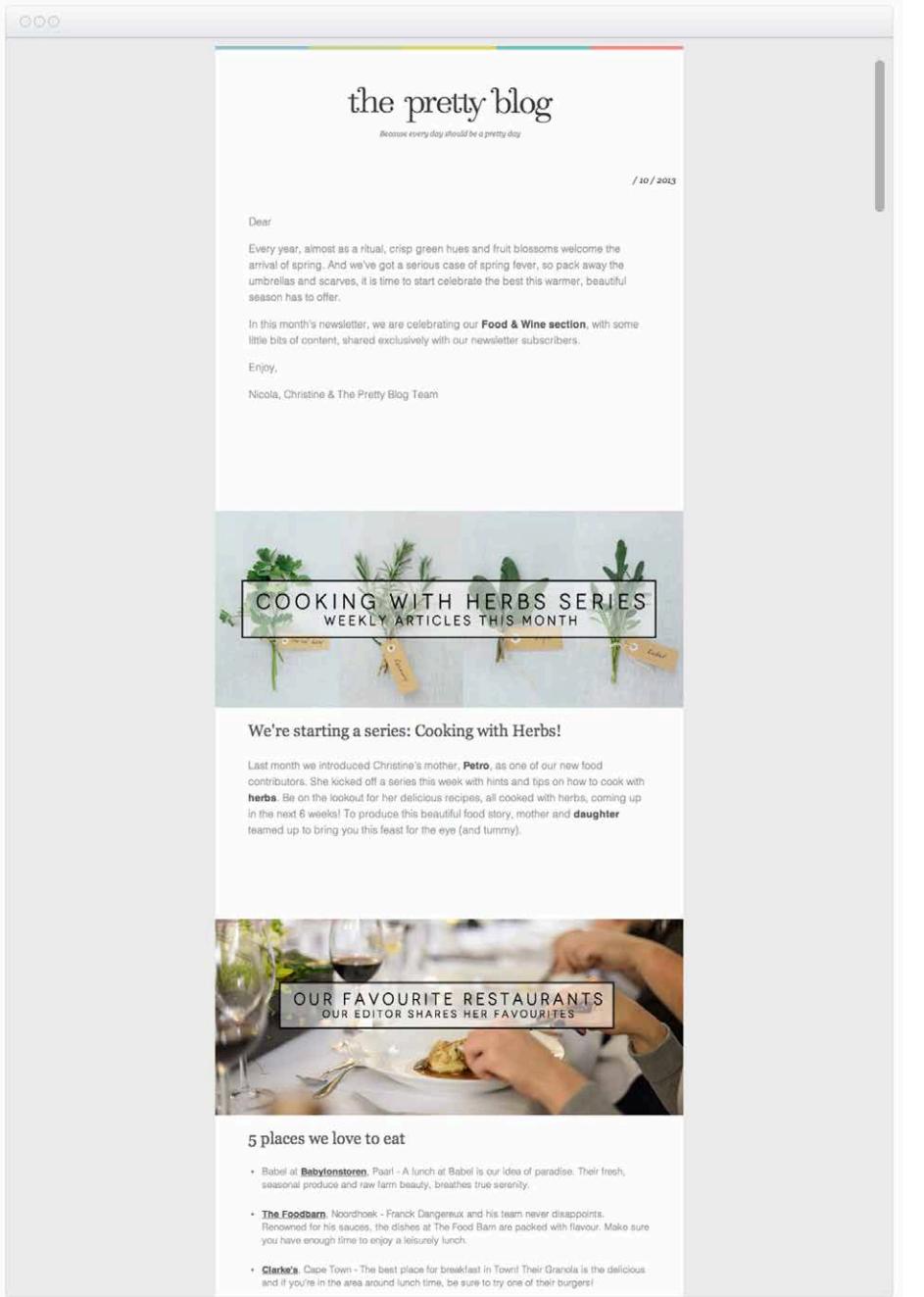
Designed by: www.arborday.org
Subject line: Our Top 5 Fastest-Growing Trees
Tested against: Tree News: The Fast-Growing Trees Edition



It would be a shame for their subscribers to miss out on this visually engaging compilation - and by testing the subject line for this newsletter, the Arbor Day Foundation ensures that they've optimized their open-rate.

The Pretty Blog

Designed by: www.theprettyblog.com
Subject line: Lets feast!
Tested against: It's all about Food this month

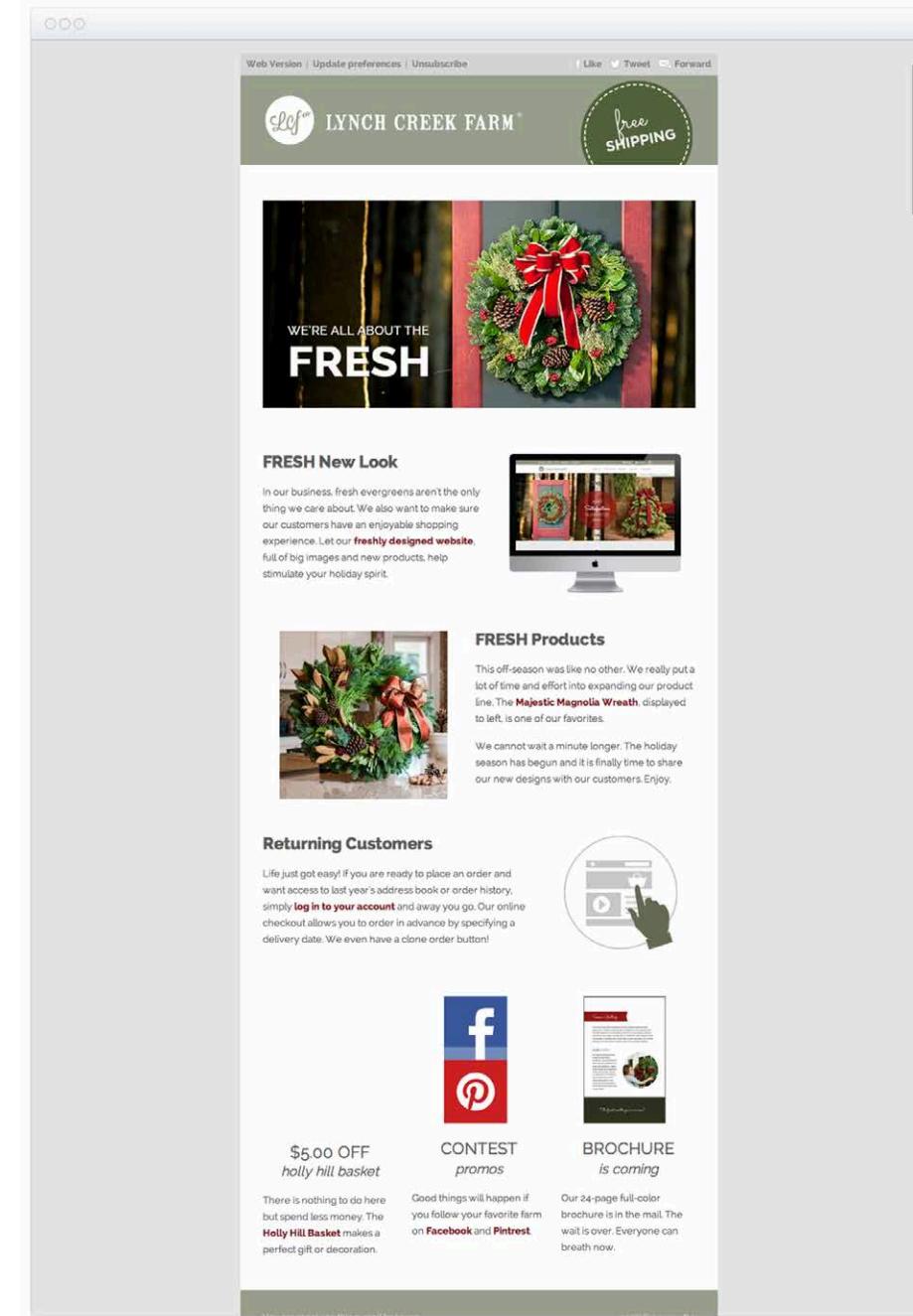


This beautiful email from The Pretty Blog is full of great content - and by A/B testing their subject line, they've proven their marketing savvy in addition to their design skills and editorial chops.



Lynch Creek Farm

Designed by: www.onlineally.com
 Subject line: Lynch Creek Farm - 2013 Holiday Wreaths
 Tested against: Lynch Creek Farm - Fresh Evergreen Reminder

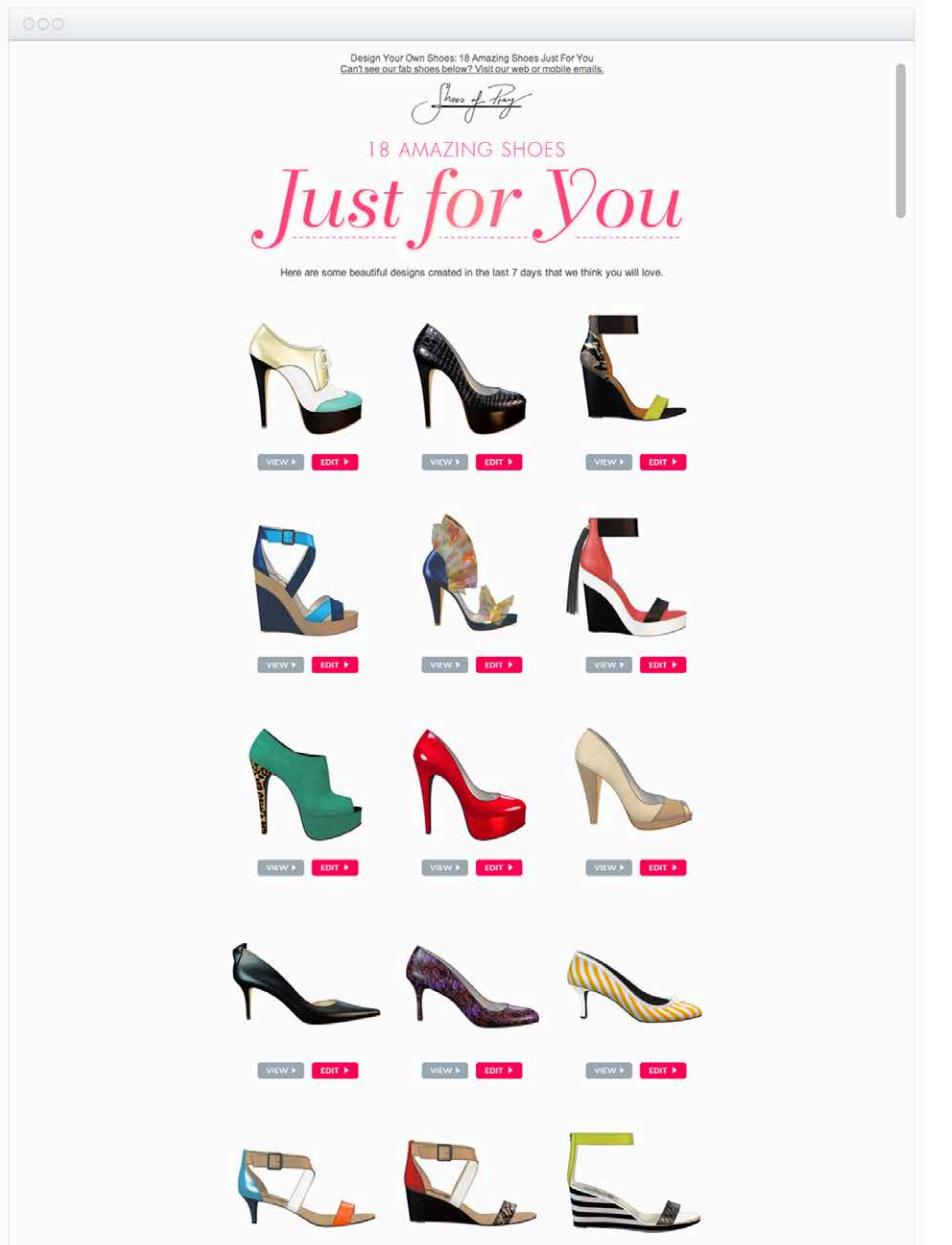


The email features a prominent red wreath with a red ribbon and pinecones. The subject line is "Lynch Creek Farm - 2013 Holiday Wreaths". The body includes sections for "FRESH New Look" (with a screenshot of a computer monitor displaying a website), "FRESH Products" (showing a wreath), and "Returning Customers" (with a hand cursor icon over a login button). Promotional offers for "\$5.00 OFF holly hill basket", "CONTEST promos", and "BROCHURE is coming" are also present.

No matter how strongly engaged your subscribers are, it never hurts to look for ways to optimize response. This test from Lynch Creek Farm shows us how a simple tweak can drive significant improvement.

Shoes of Prey

Designed by: www.shoesofprey.com
 Subject line: [firstname,fallback=customer]: Don't Open At Work - 18 New Shoes For You [sent from Jodie Fox]
 Tested against: [firstname,fallback=customer]: Don't Open At Work - 18 New Shoes For You [sent from Shoes of Prey]



The email has a bold subject line "Just for You" and a signature from "Jodie Fox". It features a grid of 18 different high-heeled shoes, each with "VIEW" and "EDIT" buttons below it. The layout is clean and visually appealing, designed to showcase the variety of products.

Its cheeky subject line makes it nearly impossible not to open this email - and the clean, heavily visual layout is equally as effective in driving response. But the real winner here is the A/B tested "from" field, which optimized response by featuring a person's name instead of the company.





Vegan Cuts

Designed by: www.vegancuts.com
 Subject line: White Chocolate! Milk Chocolate! Raw Chocolate!
 Tested against: Runaway to a Chocolate Paradise

The screenshot shows an email from Vegan Cuts. At the top, it says "Organic Nectars Raw Chocolate Sampler" and "View in web browser". The main headline is "Taste the Power of Raw Chocolate". A large image features several raw chocolate bars with a "30% OFF" discount badge. Below the image, there's a paragraph about the history of chocolate and its health benefits, followed by links to "Raw | Organic | Gluten-Free | Fair Trade | Ships to U.S. Only". A "CHECK IT OUT!" button is at the bottom. The footer includes a "22 Days Golden Ticket Giveaway" section with an image of a protein powder container and some bars.

This campaign shows us that subject lines can make a real difference: the winning version for this email from Vegan Cuts produced nearly double the opens.

Wallaby Financial, Inc

Designed by: www.walla.by
 Subject line: And The Best Card is....
 Tested against: Credit Card Tips and News From Wallaby

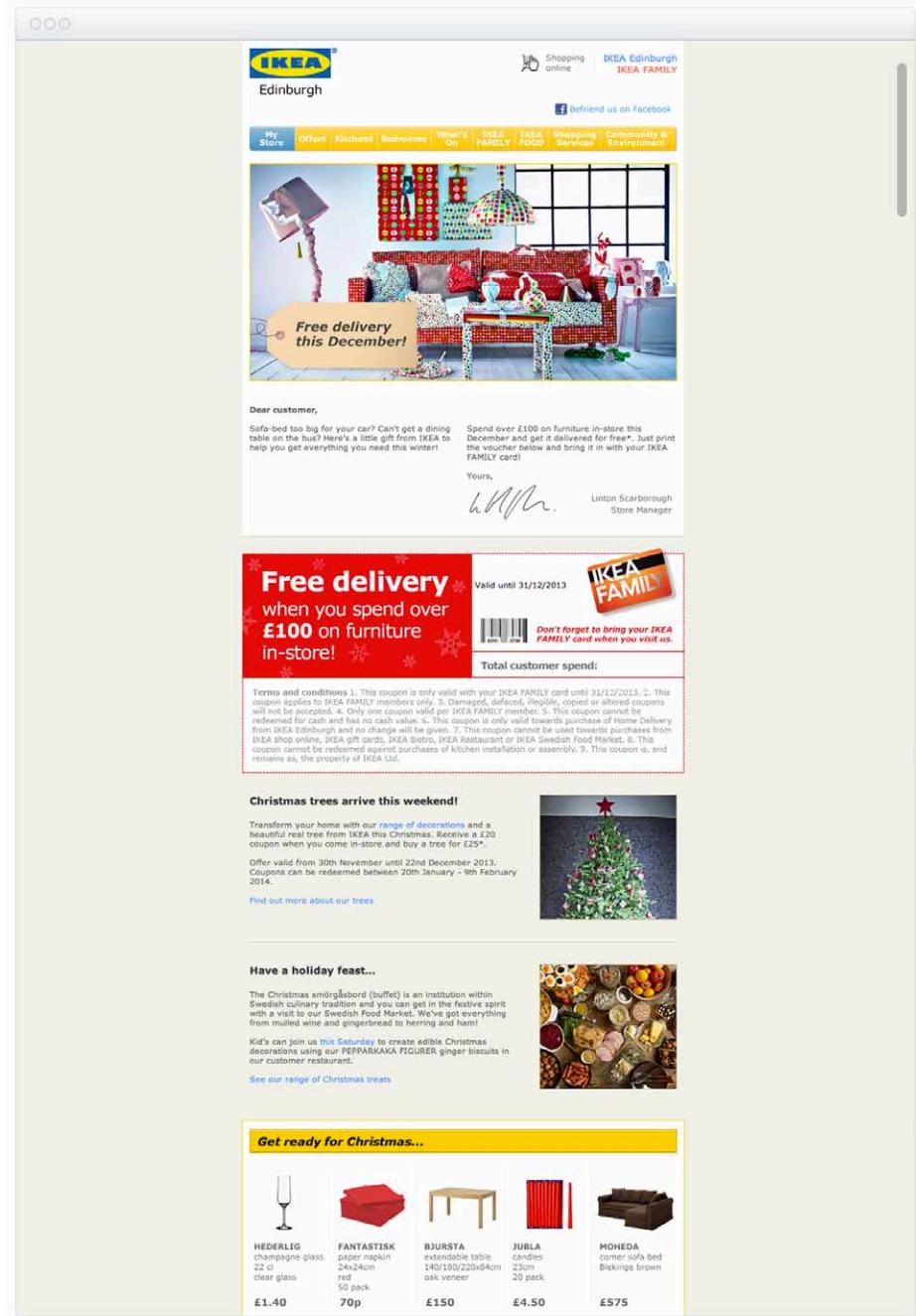
The screenshot shows an email from Wallaby Financial titled "WALLABY WAY AUGUST 2013 NEWSLETTER". The main headline is "AND THE BEST CARD IS...". It discusses the launch of WalletBoost and compares various credit cards. Below this, there's a "CREDIT CARD TIP OF THE MONTH" section with a Southwest Airlines Rapid Rewards Card image and text about maximizing benefits. The footer includes a "REWARDS NEWS" section with a Capital One Quicksilver Card image and text about cash back rewards.

This campaign from Wallaby Financial proves that there's always room for improvement. Their losing subject line had incredibly strong results - but by testing an alternative version, they were still able to generate a significant increase in the number of opens.



IKEA

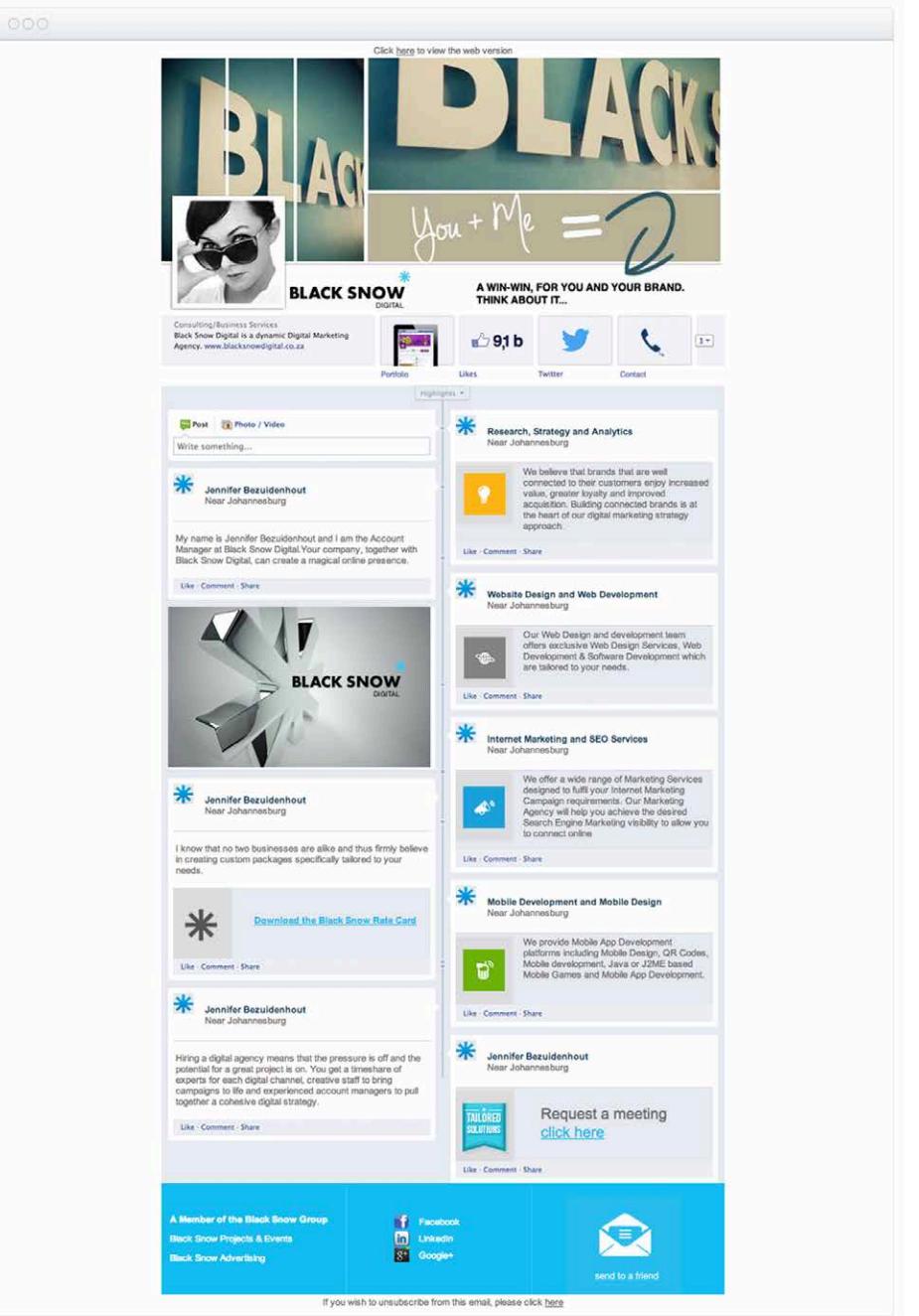
Designed by: www.line.co.uk
 Subject line: [firstname,fallback=Dear customer], our gift to you
 Tested against: [firstname,fallback=Dear customer], free delivery this December



From the navigation bar header to the creative imagery and promotional offer, this email has all the elements of a great direct marketing campaign. The A/B tested subject line winner is a great example of how the promotional "free offer" fallback is not always the most effective way to drive response.

Black Snow

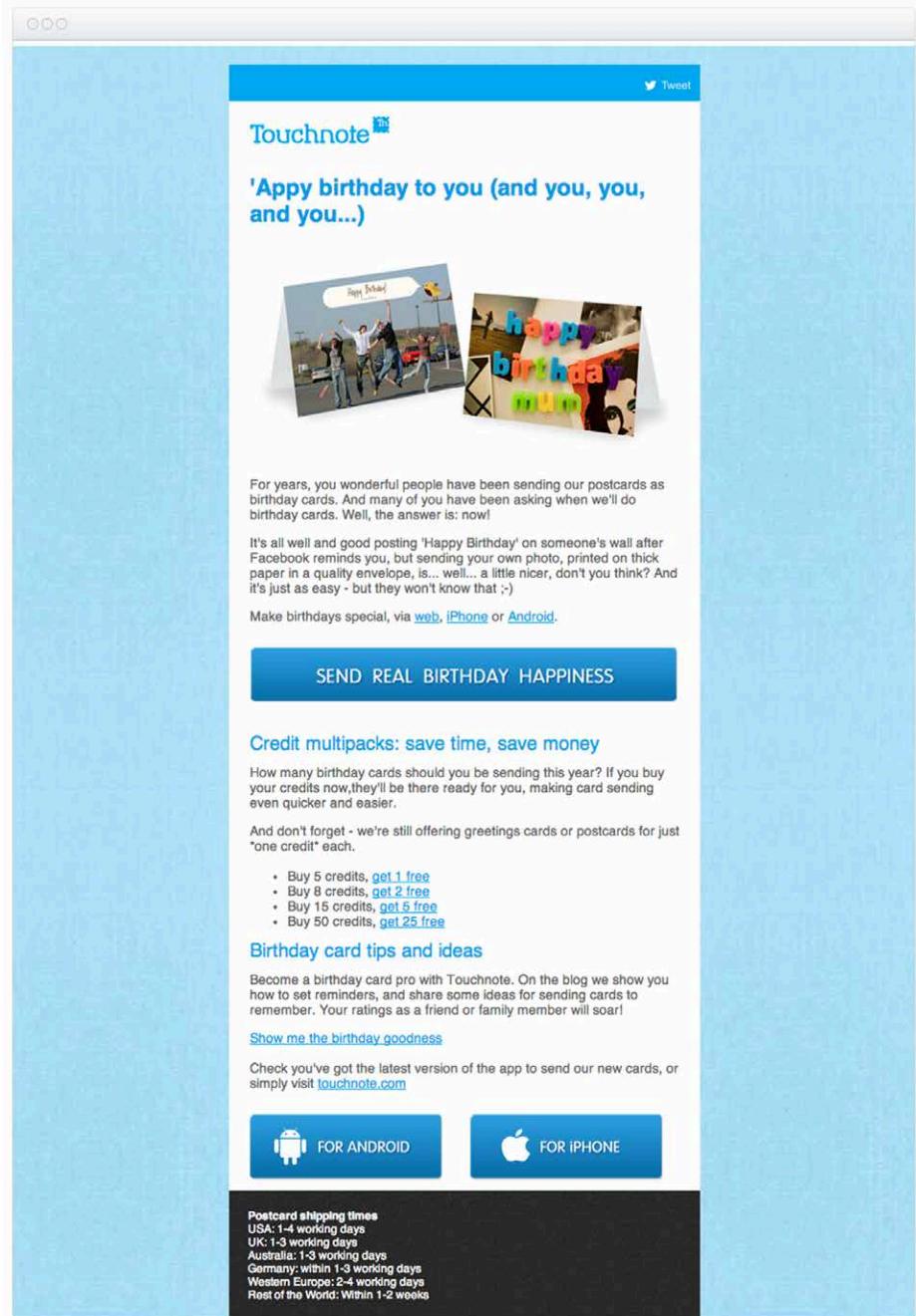
Designed by: www.blacksnowgroup.co.za
 Subject line: You and your brand
 Tested against: Meeting Request



Promoting your services as a brand marketing agency? What better way than to give a personal glimpse into the people behind the services using a Facebook-inspired layout. But this email goes beyond great design -- an A/B tested subject line helped maximize response.

Touchnote Ltd

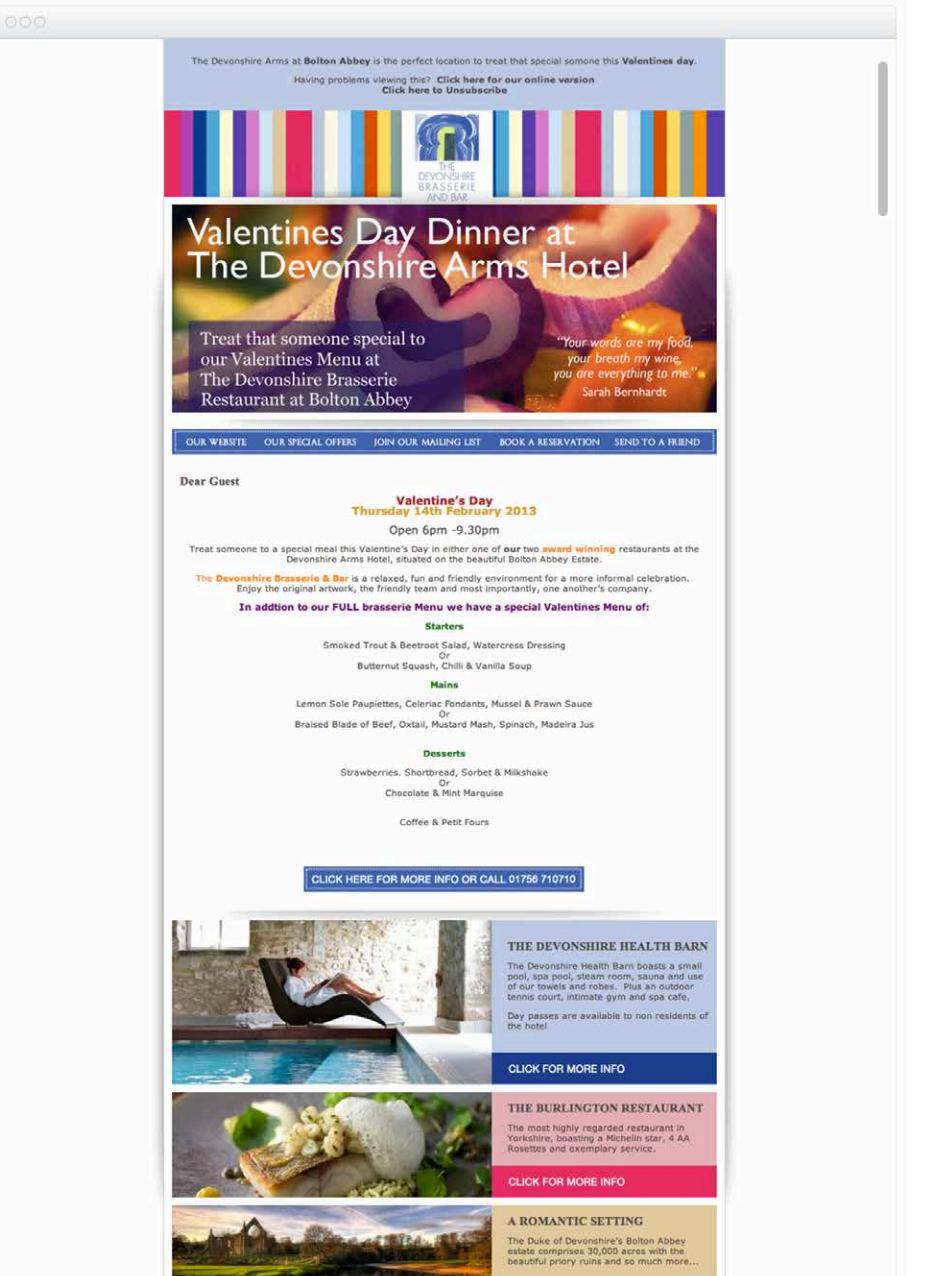
Designed by: www.touchnote.com
 Subject line: Wow. You remembered!
 Tested against: Birthday cards - new from Touchnote



Measuring an attention-grabbing subject line against one that's strictly descriptive is a common exercise for marketers. Touchnote proves it pays to test, by optimizing their response with a simple - yet intriguing - subject line for this campaign.

The Devonshire Arms Hotel

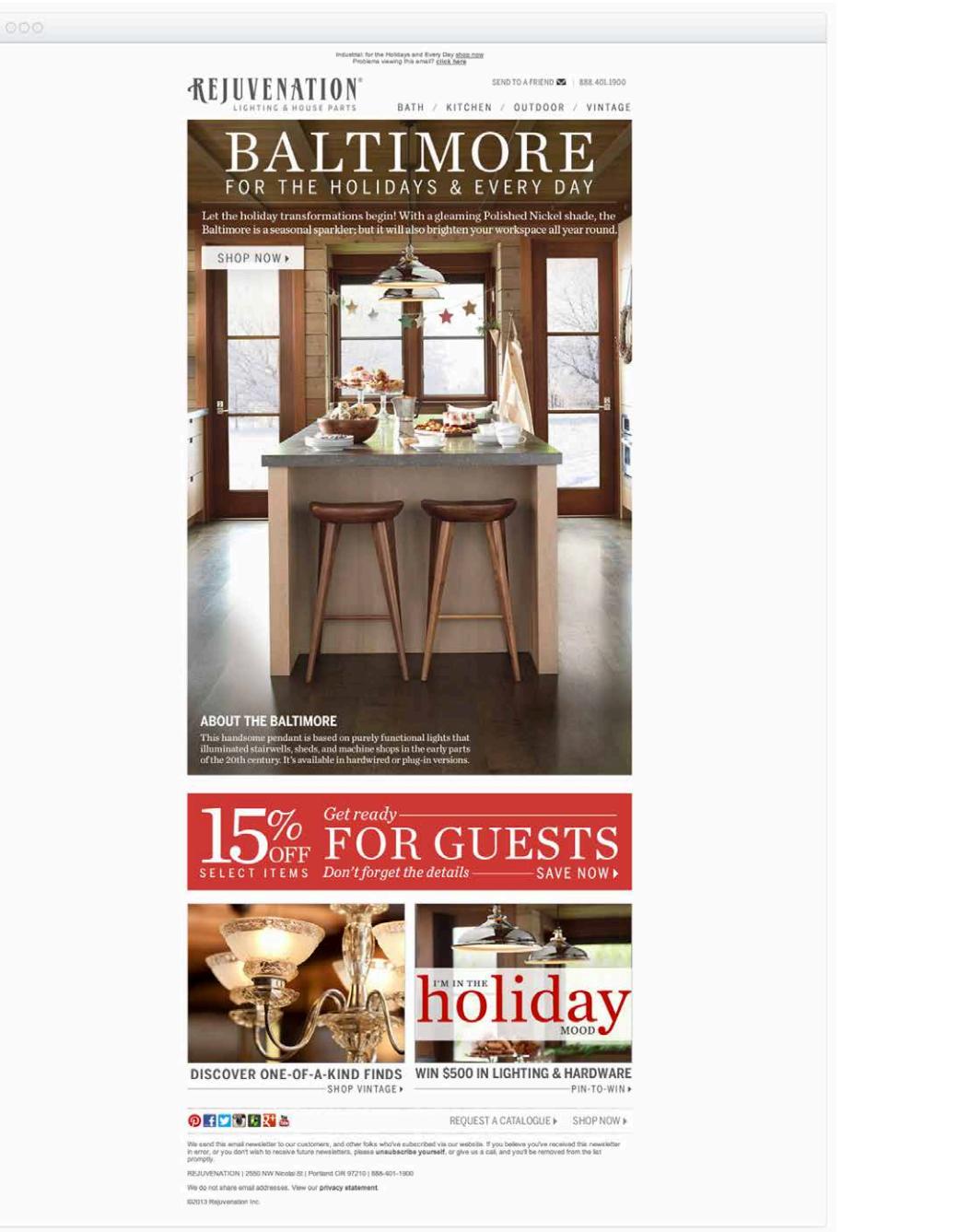
Designed by: www.wearecoda.com
 Subject line: 2 mouthwatering menus, one gorgeous location at The Devonshire Arms at Bolton Abbey
 Tested against: Celebrate this Valentines day at the beautiful Devonshire Arms at Bolton Abbey



Convention typically suggests that shorter, seasonal subject lines are better - and this campaign for the Devonshire Arms Hotel shows us why accepting convention can be a mistake. The response to this bright, visually engaging email was optimized with a subject line that focused on the content instead of the holiday.

Rejuvenation

Designed by: www.rejuvenation.com
Subject line: Industrial-Strength Holiday Helper
Tested against: For the holidays, go industrial



Simply rearranging words in a subject line can drive significant results, as shown with this beautifully designed campaign from Rejuvenation.

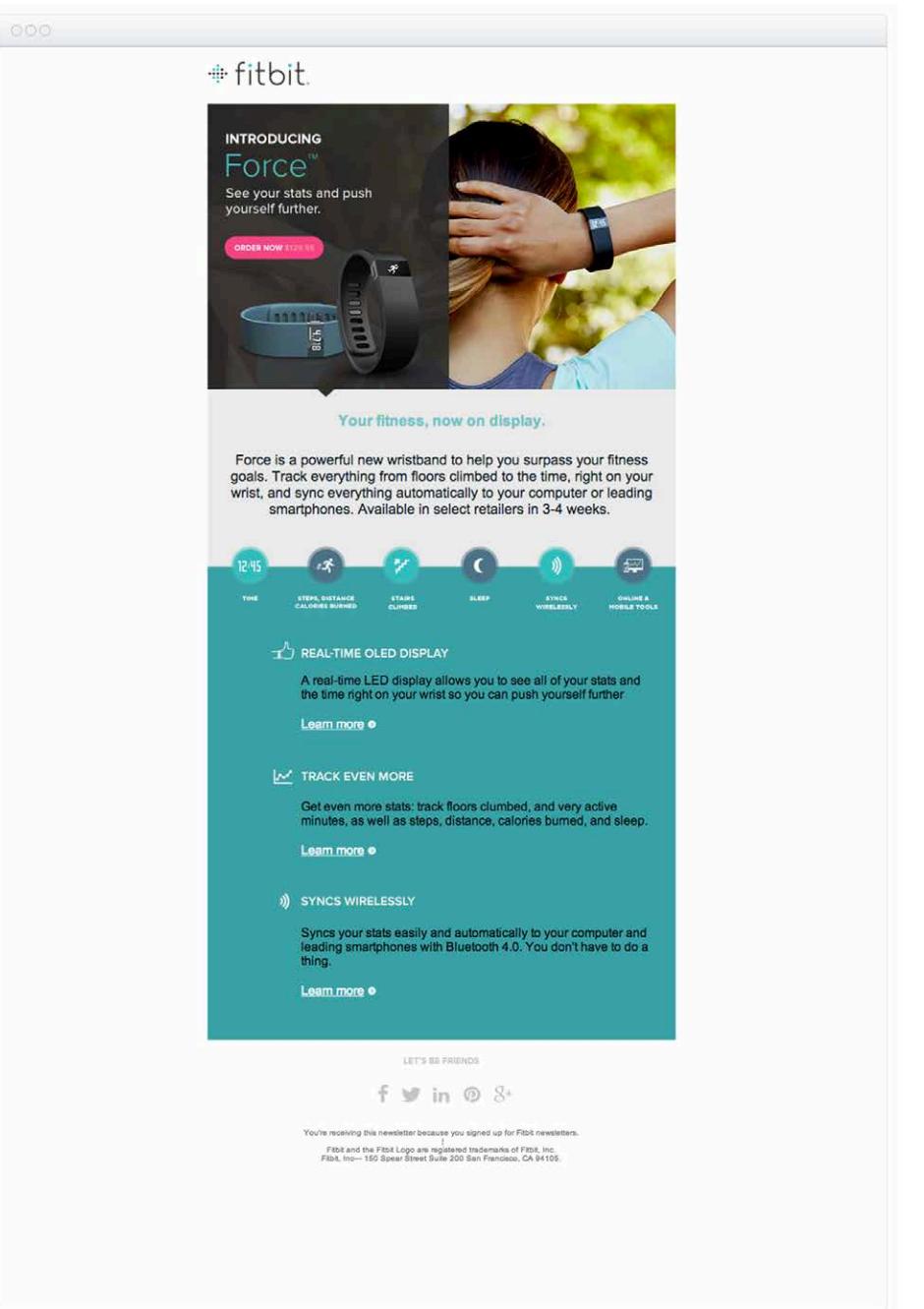
ALL-STARS

Our email marketing all-stars have consistently driven strong results with beautifully designed, expertly coded, and highly optimized campaigns. Read on for inspiration from Red Bubble's best-in-class direct marketing; Litmus's compelling mobile-optimized newsletters; Fitbit's bright and informative campaigns; and Sincerely's captivating promotional mailers.

FITBIT

Fitbit

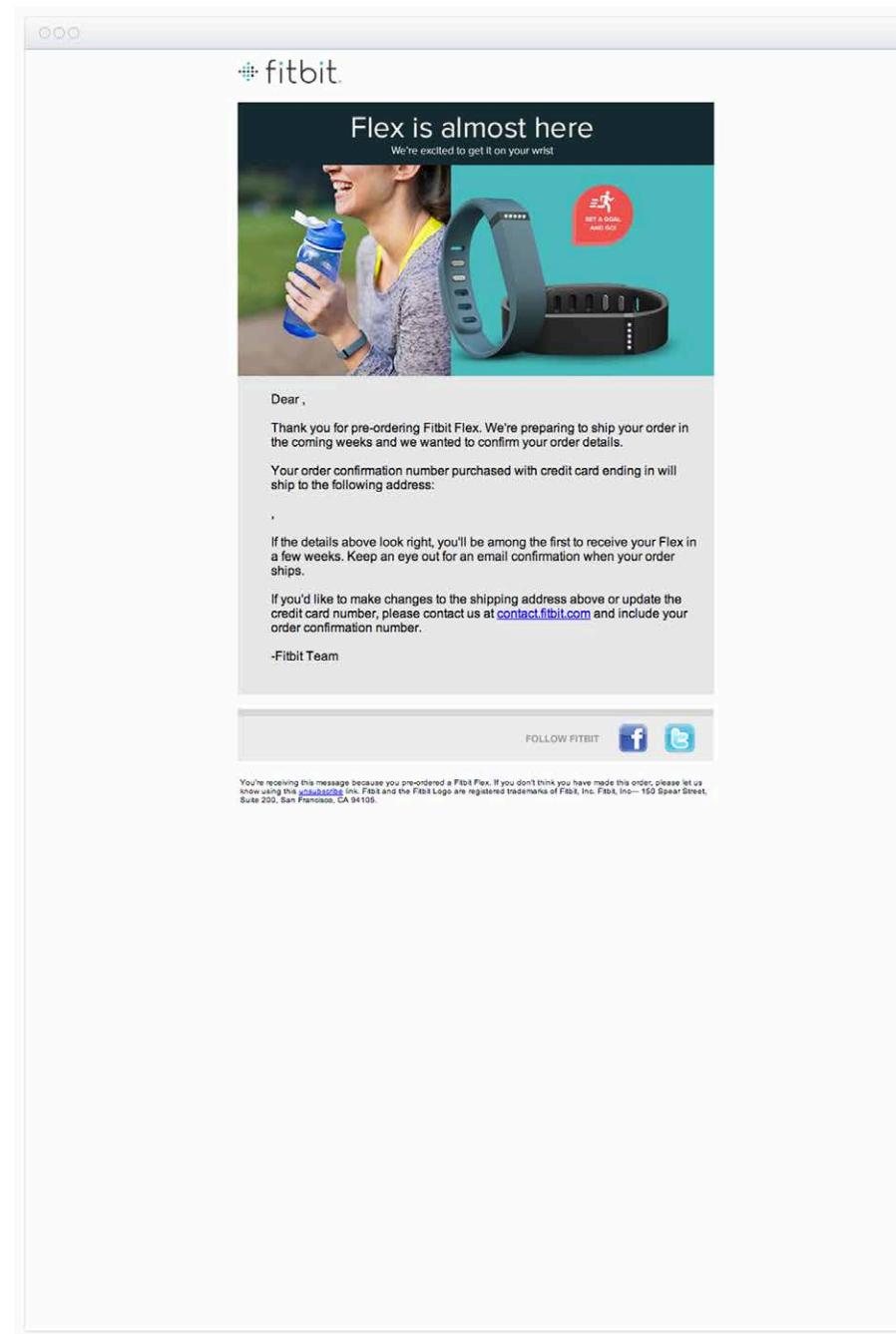
Designed by: www.fitbit.com
 Subject line: Introducing: Fitbit Force



From its clear copy to its clean layout and well-designed icons, this campaign does a beautiful job of announcing a new product.

Fitbit

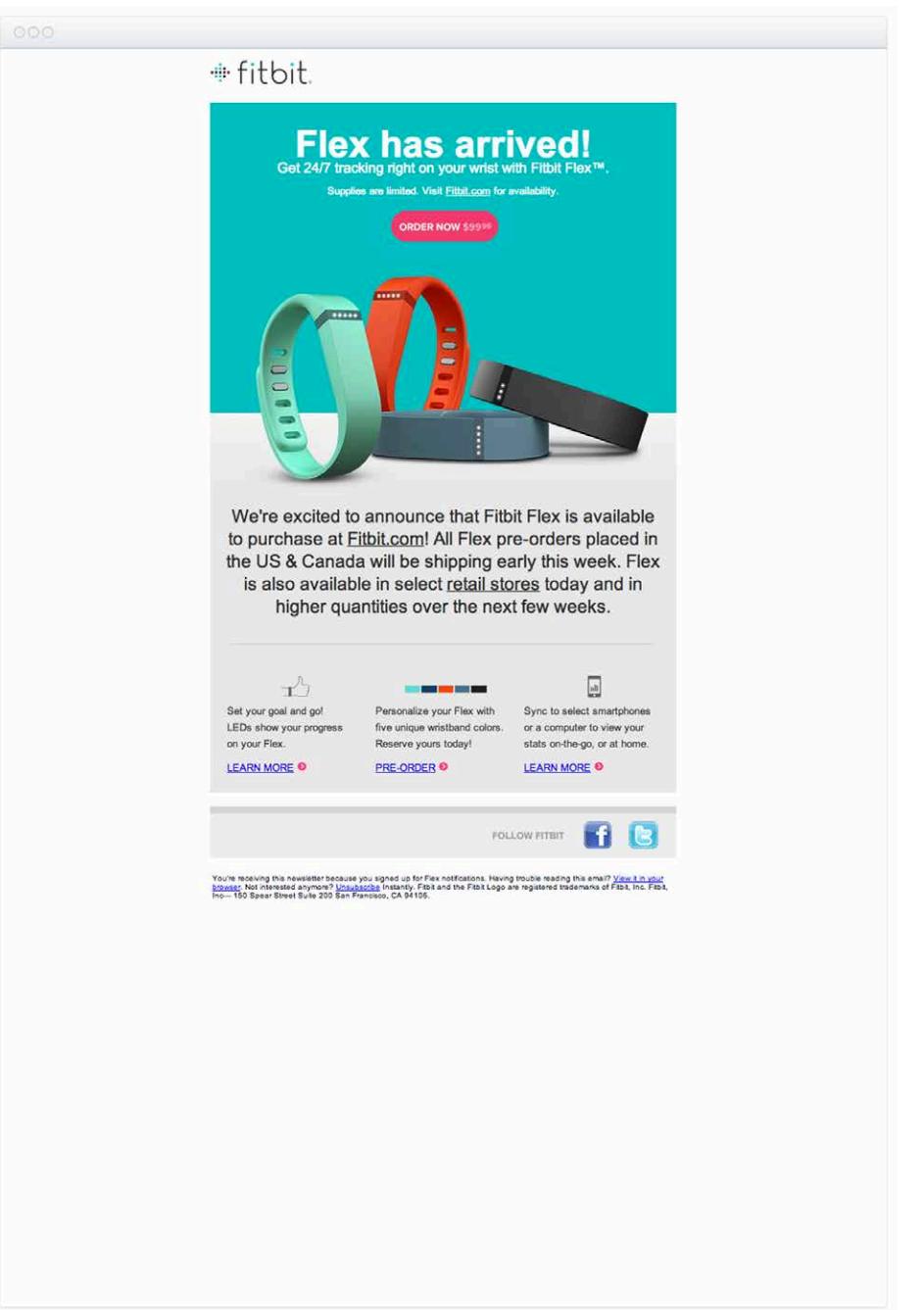
Designed by: www.fitbit.com
Subject line: Fitbit Flex is almost here. We'd like to confirm your order



This email from Fitbit is both informative and promotional: it goes beyond simply confirming order details to tap into the recipients' excitement and anticipation.

Fitbit

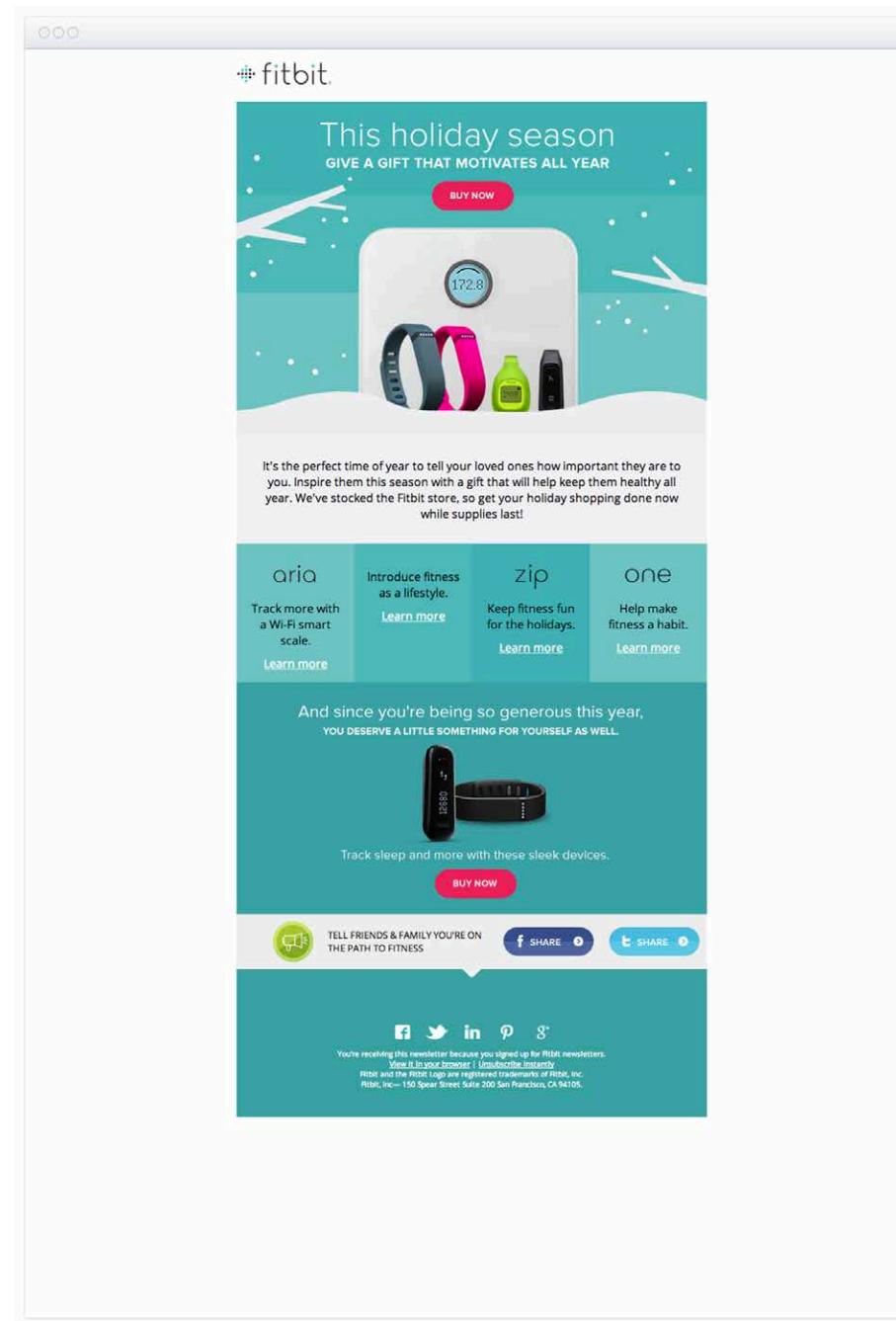
Designed by: www.fitbit.com
Subject line: Flex is ready for your wrist



From the bright colors to the crisp images and contrasting call-to-action button, this promotion is effective in generating demand for a new product.

Fitbit

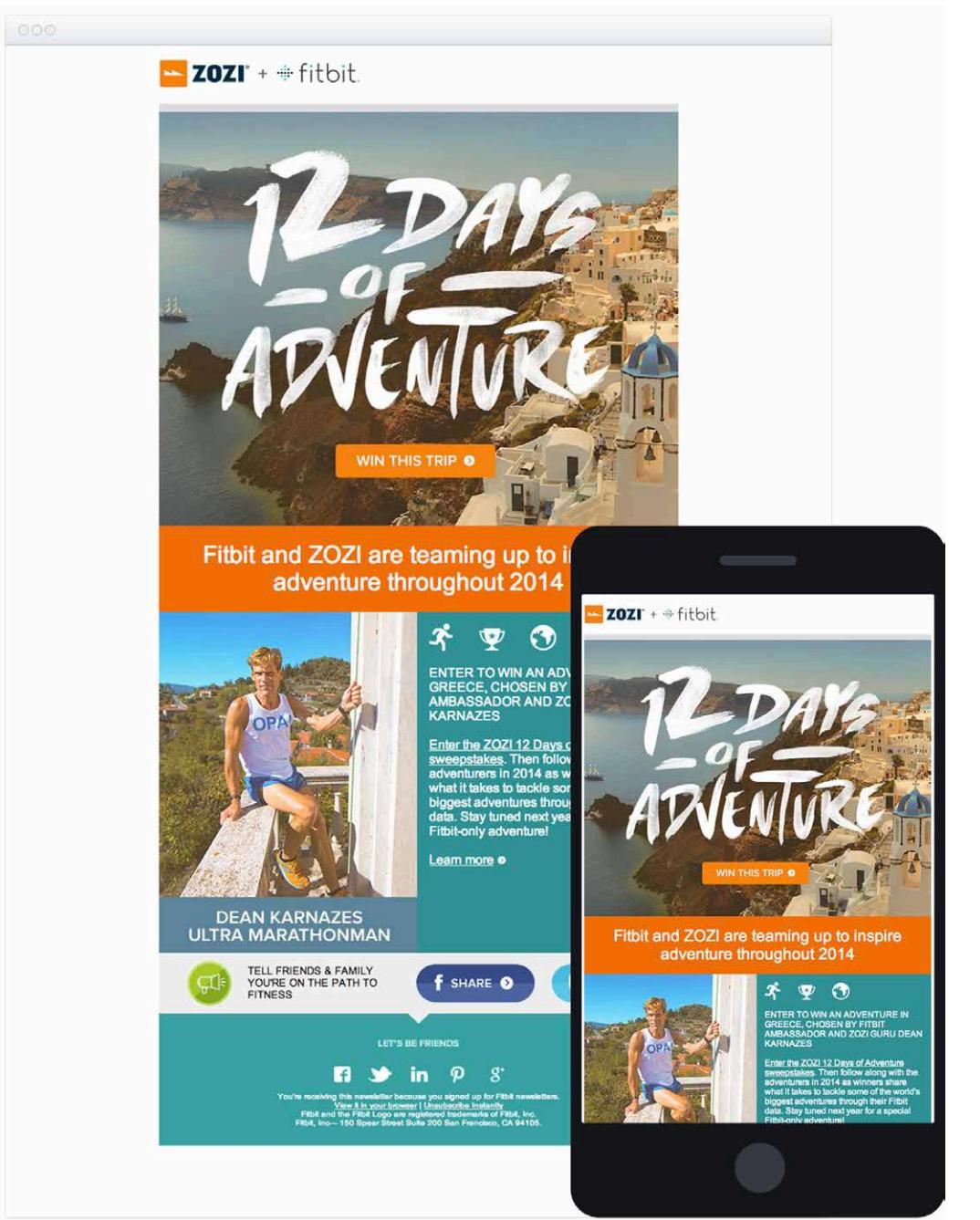
Designed by: www.fitbit.com
Subject line: Healthy gifts for the whole family



This seasonal campaign combines a clear call to action, on-brand web fonts and compelling copy to create a holiday promotion that stands out from the crowd.

Fitbit

Designed by: www.fitbit.com
Subject line: Enter for a chance to win a trip to Greece!

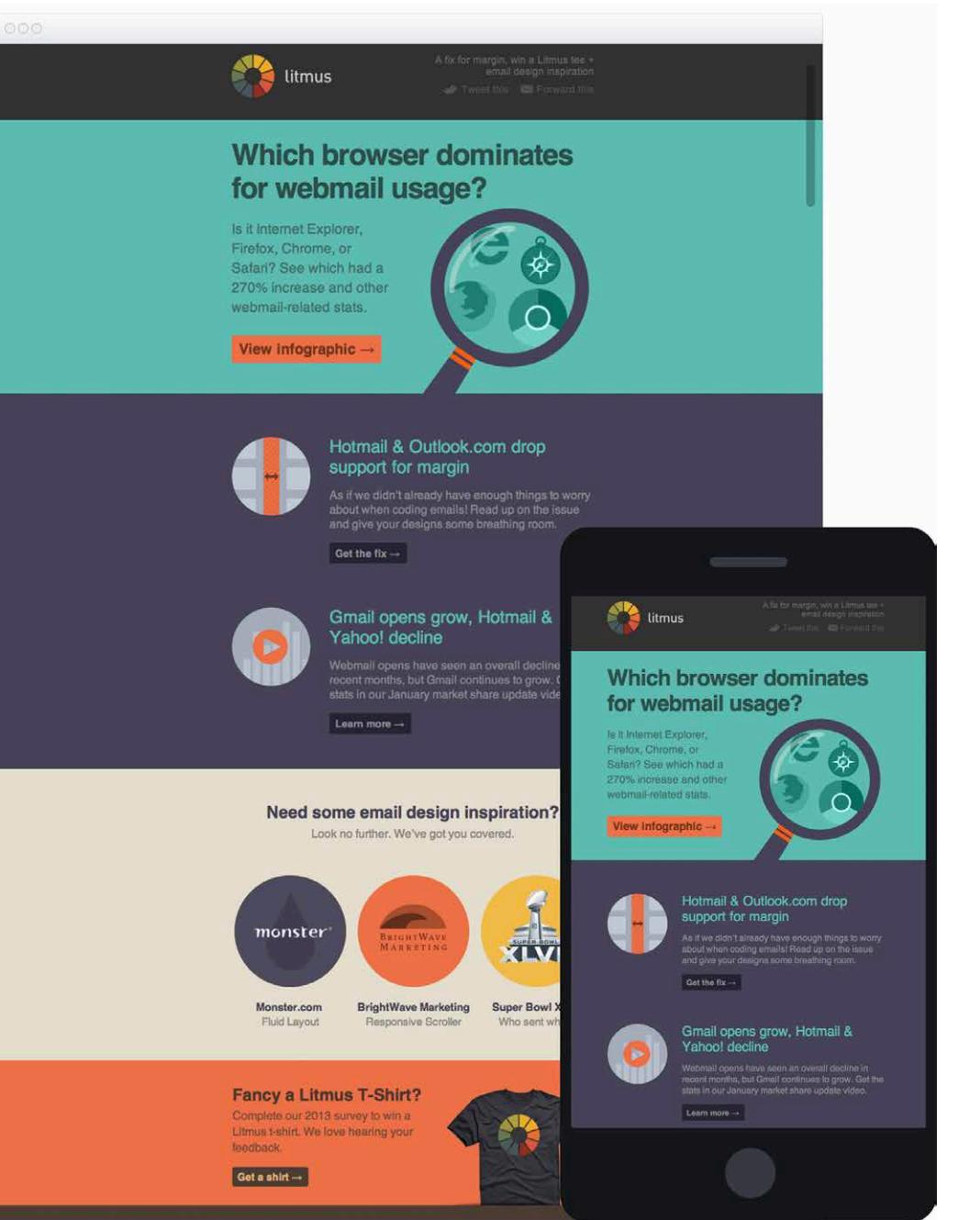


Featuring two brands in one message is tricky to do well, but this cross-promotional email pulls it off beautifully with stunning images, a captivating color scheme and responsive elements to make for easy reading on mobile devices.

LITMUS

Litmus

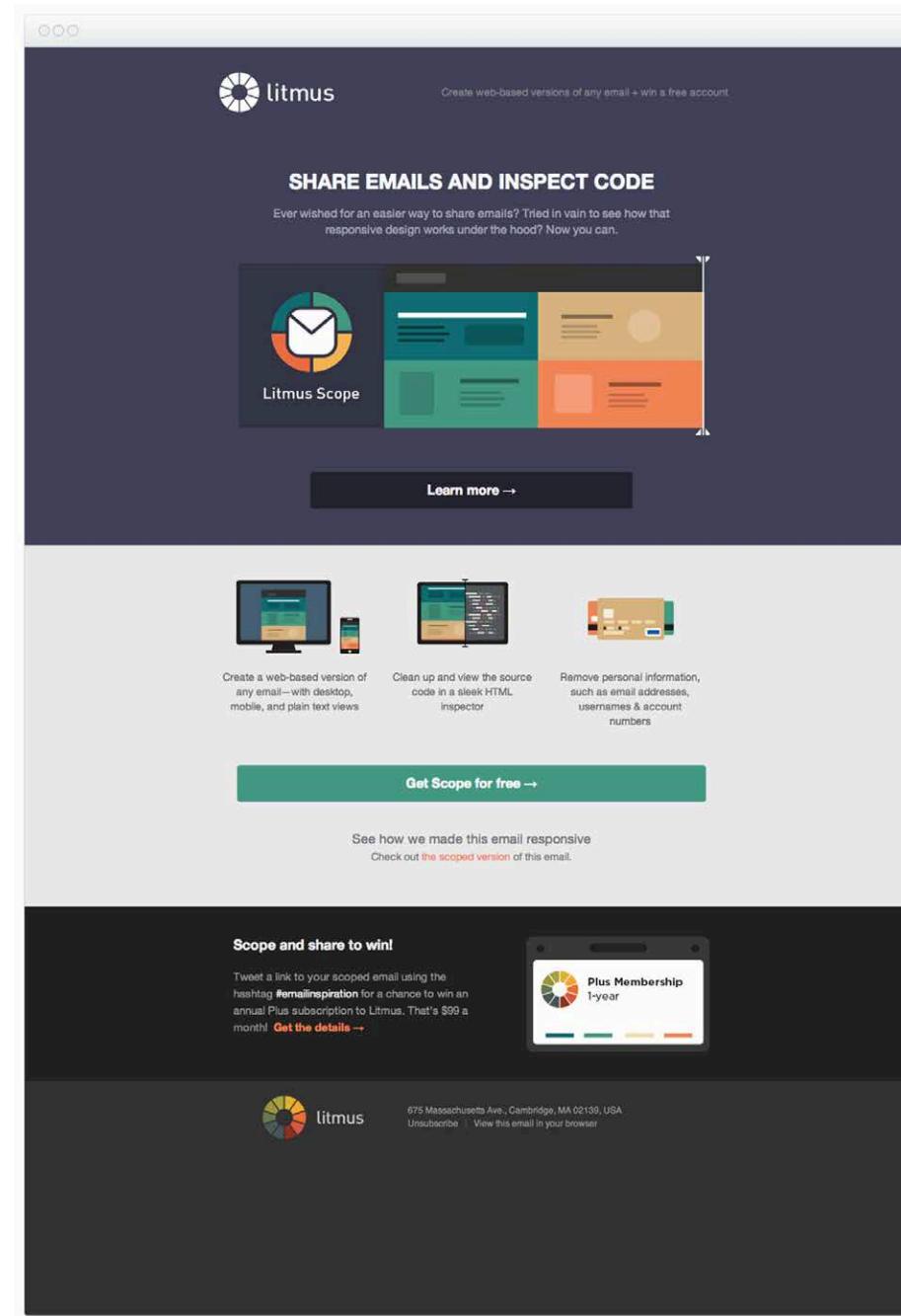
Designed by: www.litmus.com
Subject line: Webmail stats overload



The easy-to-scan layout makes it simple to include a lot of information in the campaign without overwhelming the reader.

Litmus

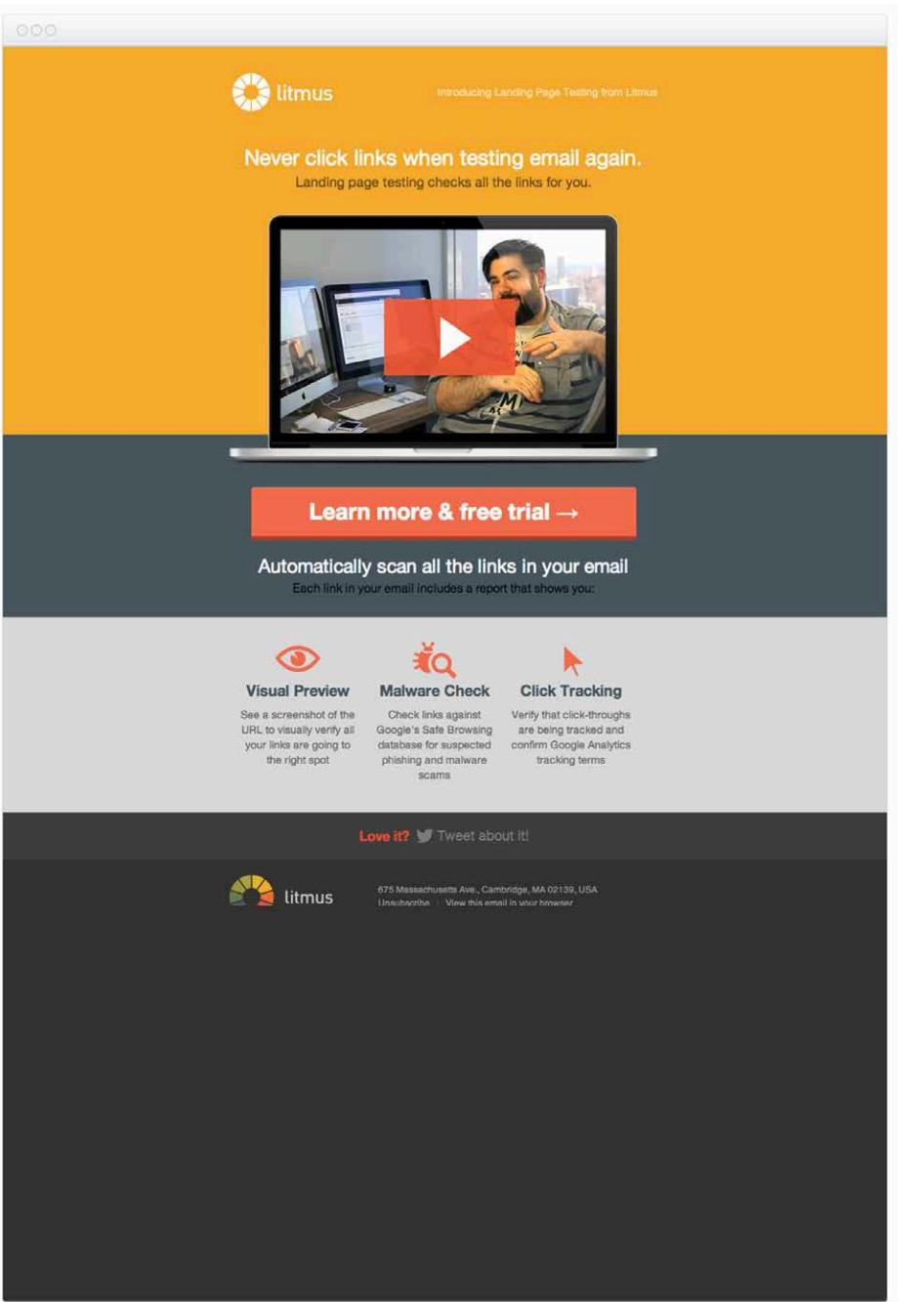
Designed by: www.litmus.com
Subject line: Don't forward this...



Reverse psychology is in full effect with this captivating subject line – and a header image that is animated to peel back and reveal code instantly draws you to the headline story.

Litmus

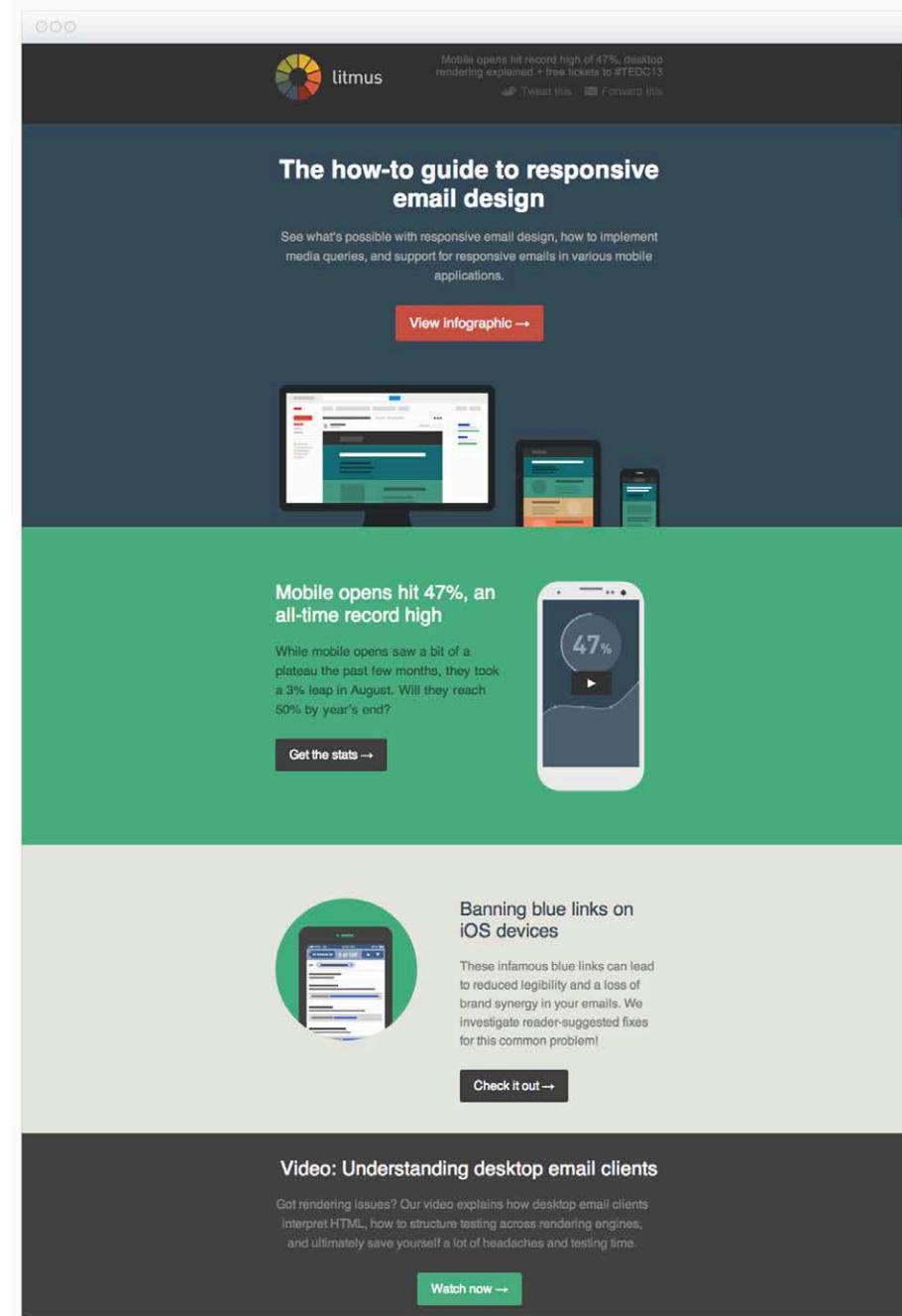
Designed by: www.litmus.com
Subject line: No more link checking



The engaging video and prominent call to action make this campaign a case study for promotional email done well.

Litmus

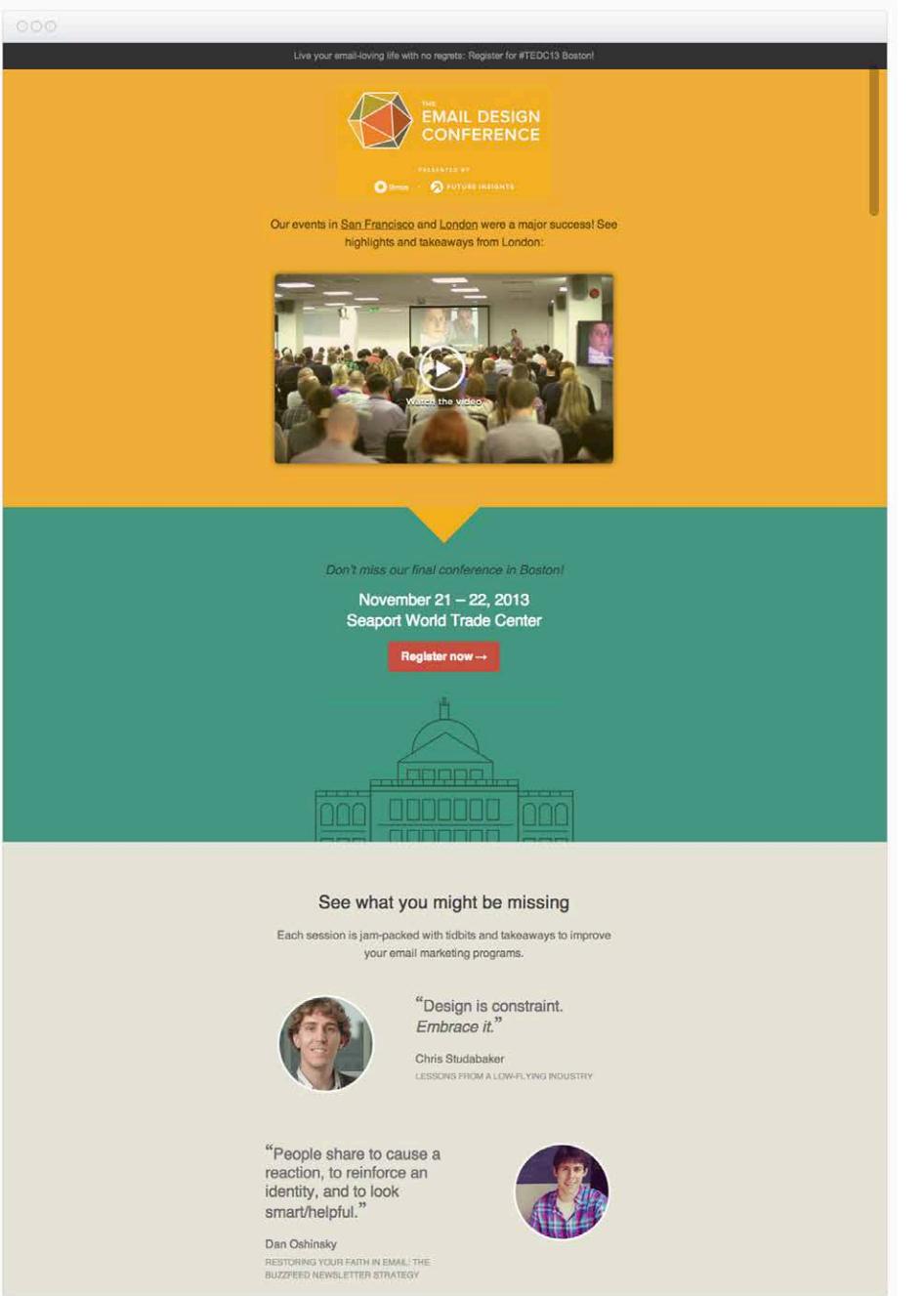
Designed by: www.litmus.com
Subject line: The infographic guide to responsive design



Always masters of engaging content, Litmus does an exceptional job of promoting different types of resources with this newsletter.

Litmus

Designed by: www.litmus.com
Subject line: Email geek alert: Last chance to join us in Boston!



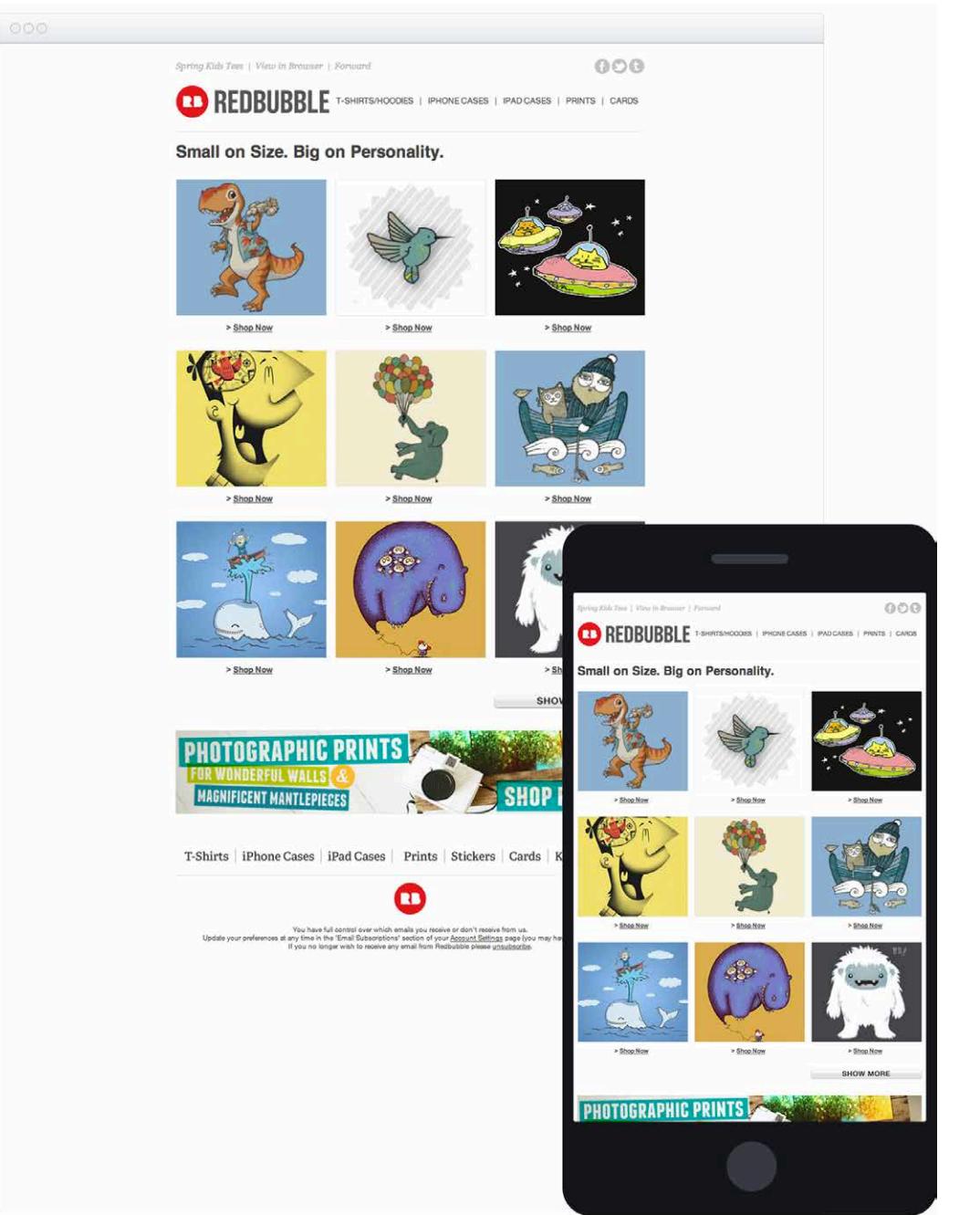
Event marketing is no easy feat - but this campaign does a superb job highlighting the benefits of attending Litmus' Email Design Conference, with a great list of tweets from attendees featured at the end to add an extra boost of credibility.



RED BUBBLE

Red Bubble

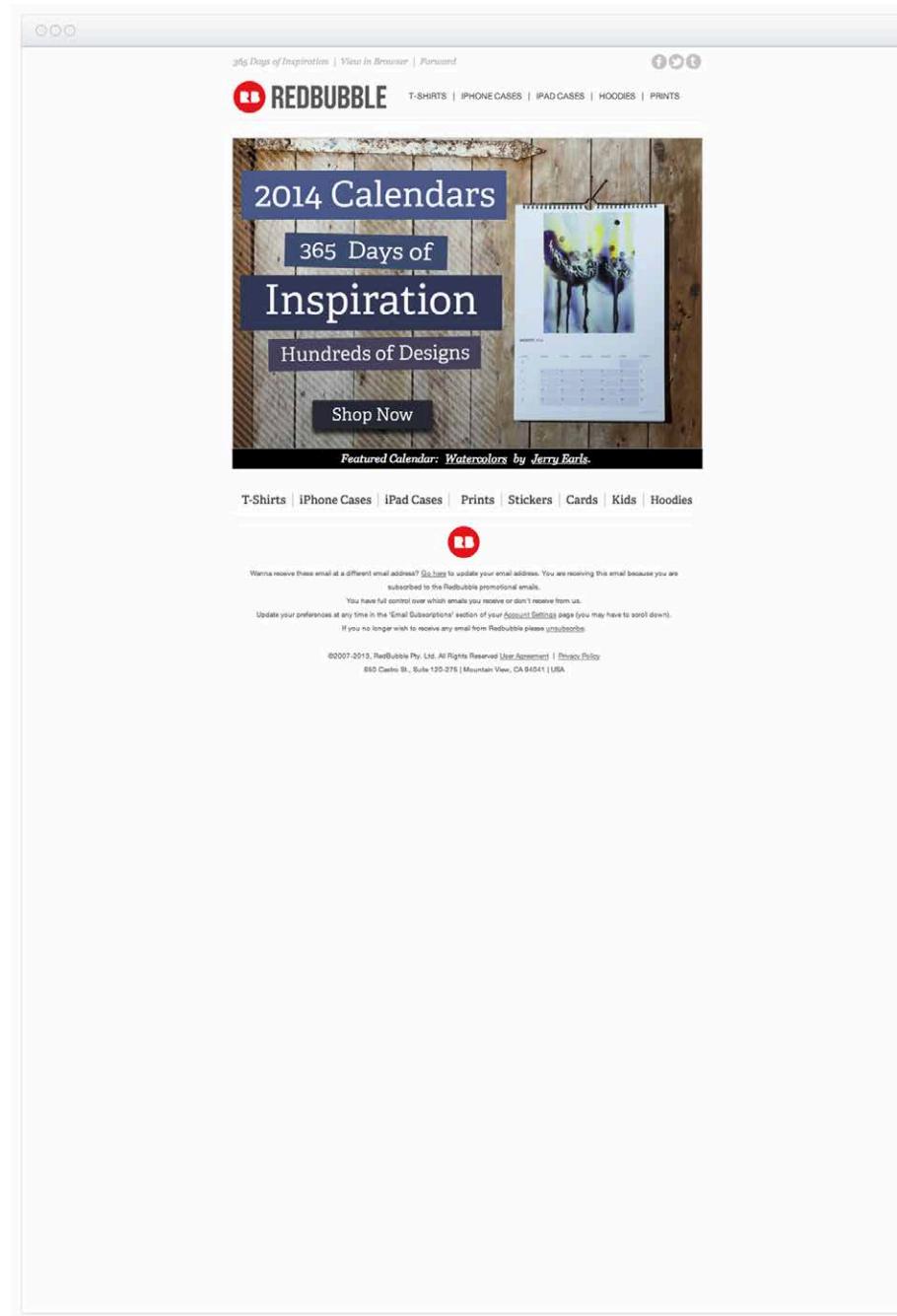
Designed by: www.redbubble.com
 Subject line: Splendid Tees for Little People



The whimsical images make this campaign sure to appeal to anyone looking for that perfect children's outfit or gift.

Red Bubble

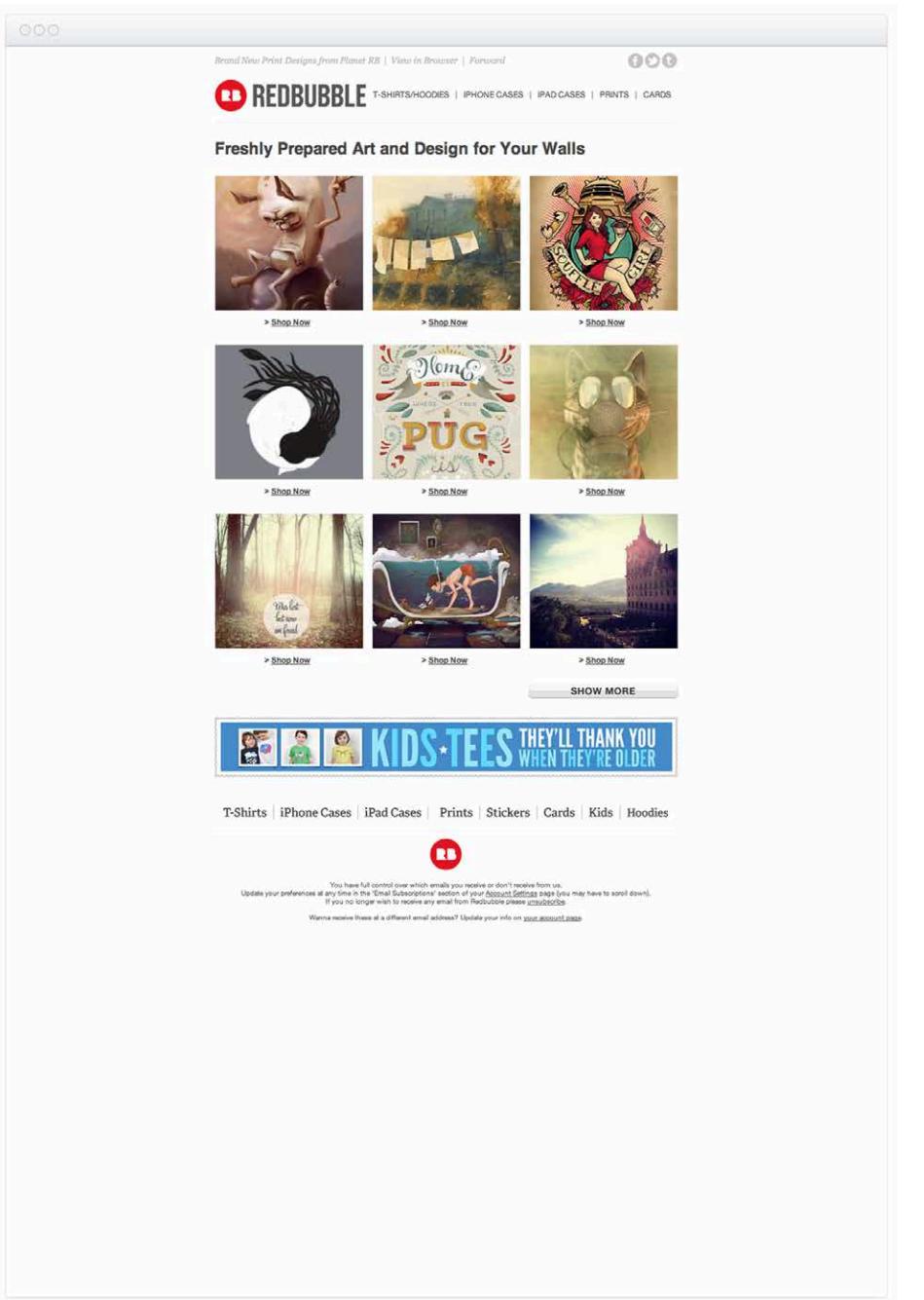
Designed by: www.redbubble.com
Subject line: 2014 Calendars are Here



From the great styling of the headline to the well-balanced color scheme, this email shows us that simple, concise promotions can be anything but boring.

Red Bubble

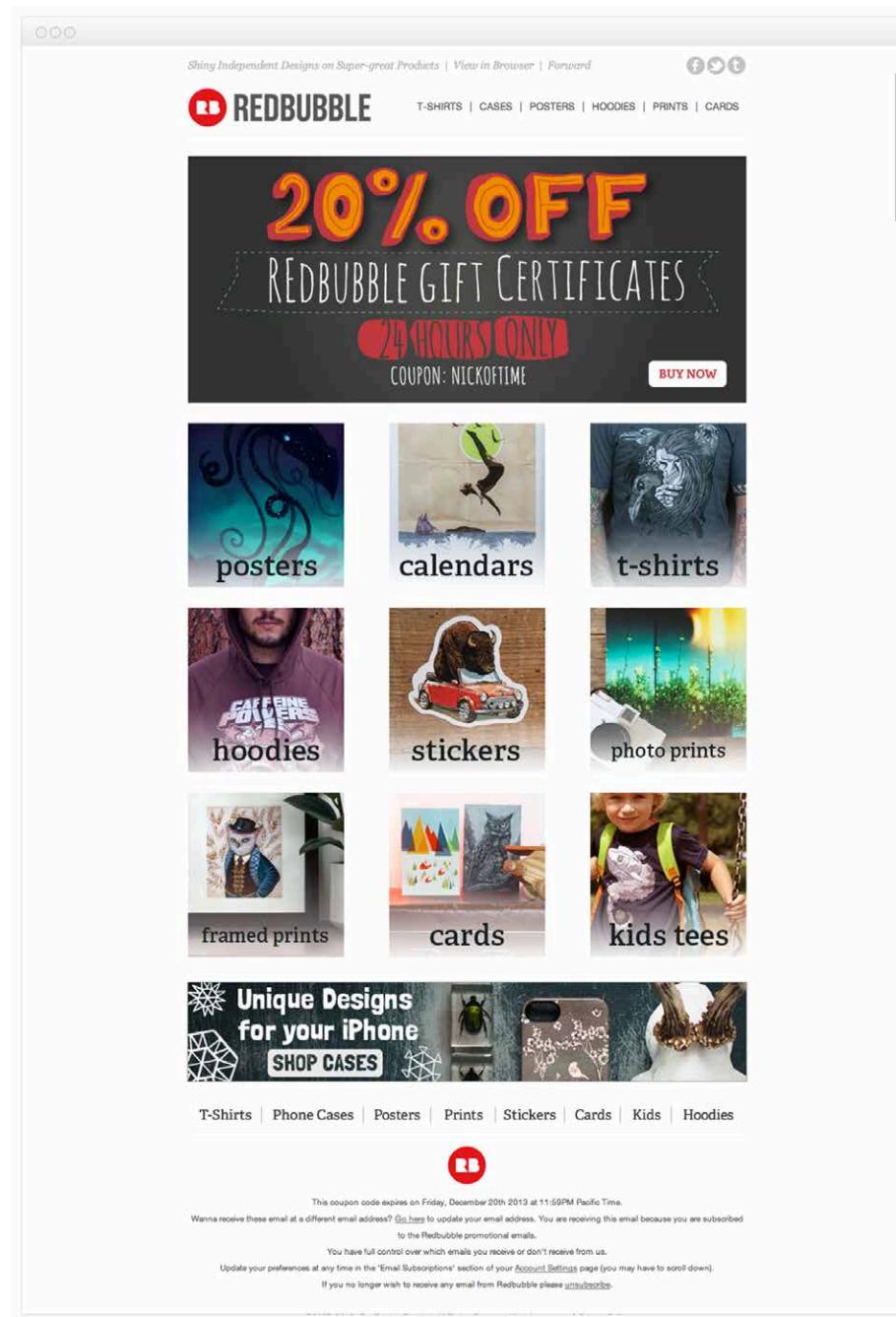
Designed by: www.redbubble.com
Subject line: This Month's Hottest Prints



RedBubble keeps the trademark layout of its emails fresh with consistently surprising and captivating visuals.

Red Bubble

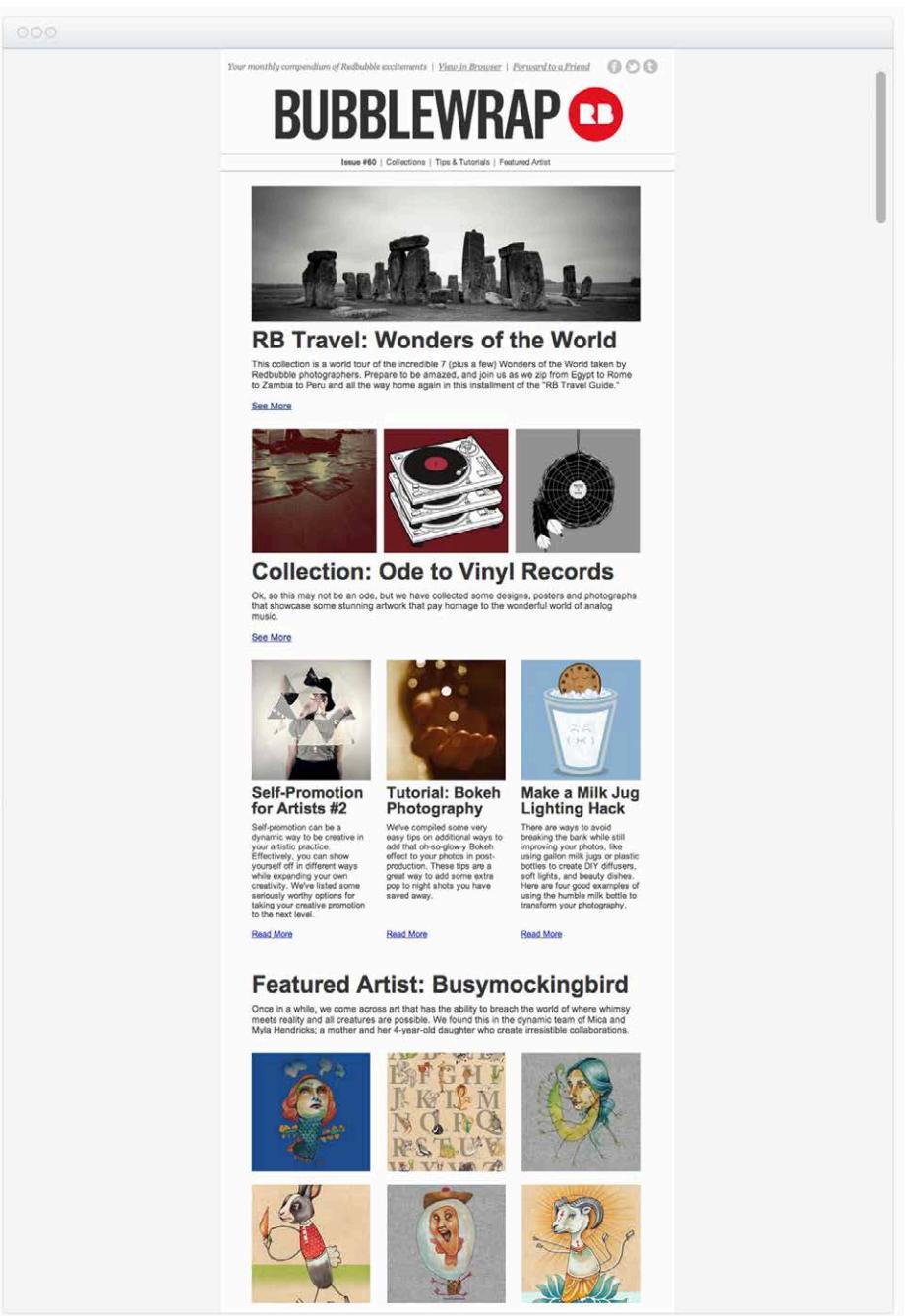
Designed by: www.redbubble.com
Subject line: 20% Off Gift Certificates | 24 Hours Only



This sale announcement stays true to RedBubble's signature style, while leveraging a creative header to convey urgency and optimize response.

Red Bubble

Designed by: www.redbubble.com
Subject line: RB Travel Guide, Vinyl Collection, Tips, Tutorials & More: It's BubbleWrap!



RedBubble's newsletter is that rare example of a retailer sending a monthly mailer that's engaging and educational - and still effective at showcasing their products.

SINCERELY

Sincerely

Designed by: www.sincerely.com
 Subject line: What's YOUR happy place?

The Perfect Pairing Gift Set \$80

Set Includes: Wooden Cutting Board, Laguiole petite cheese knife, 2 Govino go-anywhere shatterproof wine glasses, wine aerator, striped kitchen towel and olive oil crackers. Note this set does not come with wine nor cheese.

SEND THE PERFECT PAIRING

All you need is chocolate, and more chocolate.

Chocolate Lovers Gift Set \$35

Set Includes: Coco Delice Wine and Spirits chocolate bonbons, Marich covered dried strawberries, Kika's Treats coconut milk chocolate-covered shortbread, Charles Chocolates salty-sweet cashew bar.

SEND CHOCOLATE LOVERS

Pure Unadulterated Relaxation.

The Perfect Pairing Gift Set \$80

Set Includes: Wooden Cutting Board, Laguiole petite cheese knife, 2 Govino go-anywhere shatterproof wine glasses, wine aerator, striped kitchen towel and olive oil crackers. Note this set does not come with wine nor cheese.

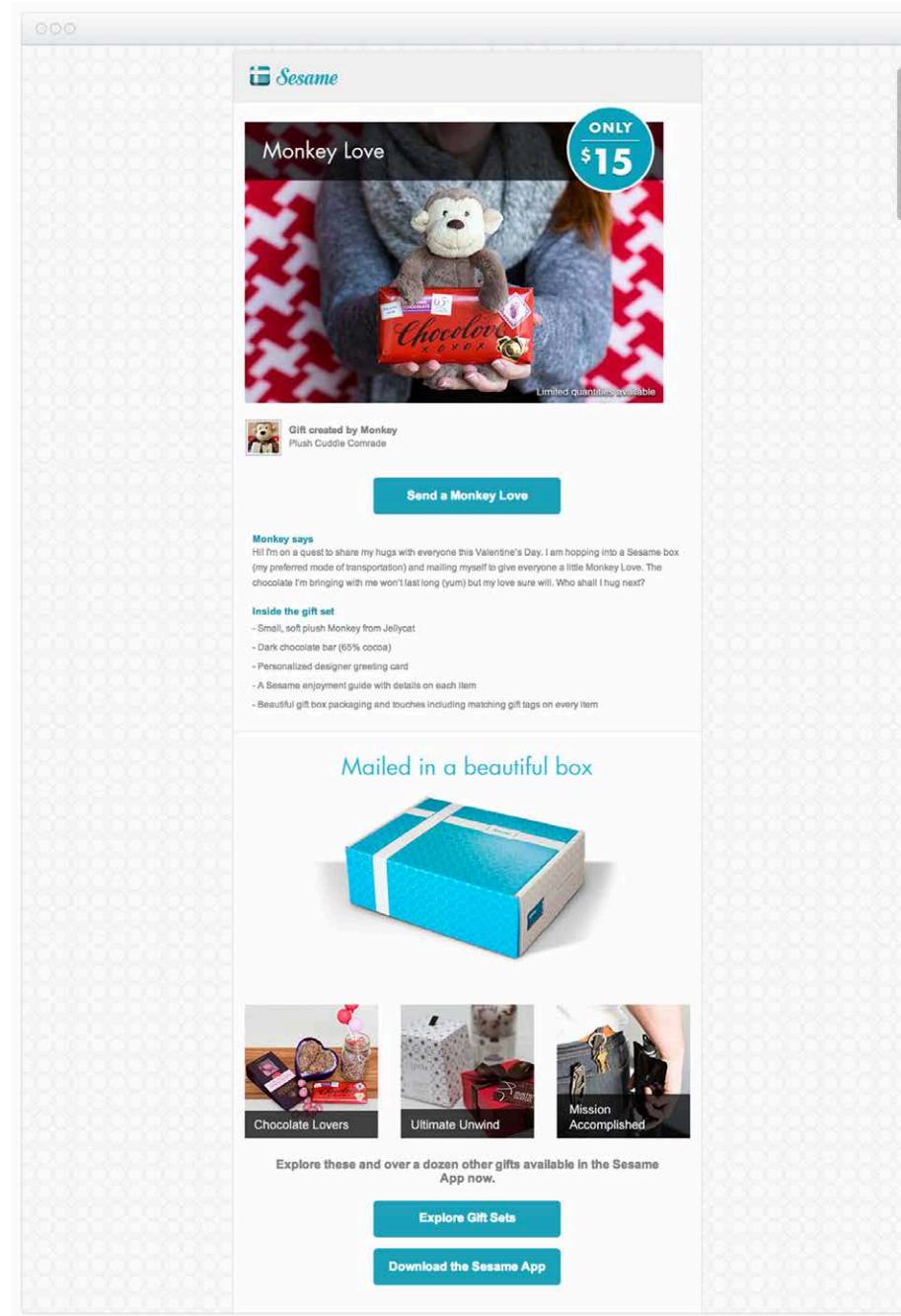
Ultimate Unwind Gift Set \$49

Set Includes: Linseed-scented Lucia Candle, Antho Rose Garden Bath Salt Bottle, wafer thin chocolate moravian cookies, rich buttery shortbread cookies.

This responsive compilation of gift ideas takes the stress out of finding that perfect gift with its easy-to-scan layout.

Sincerely

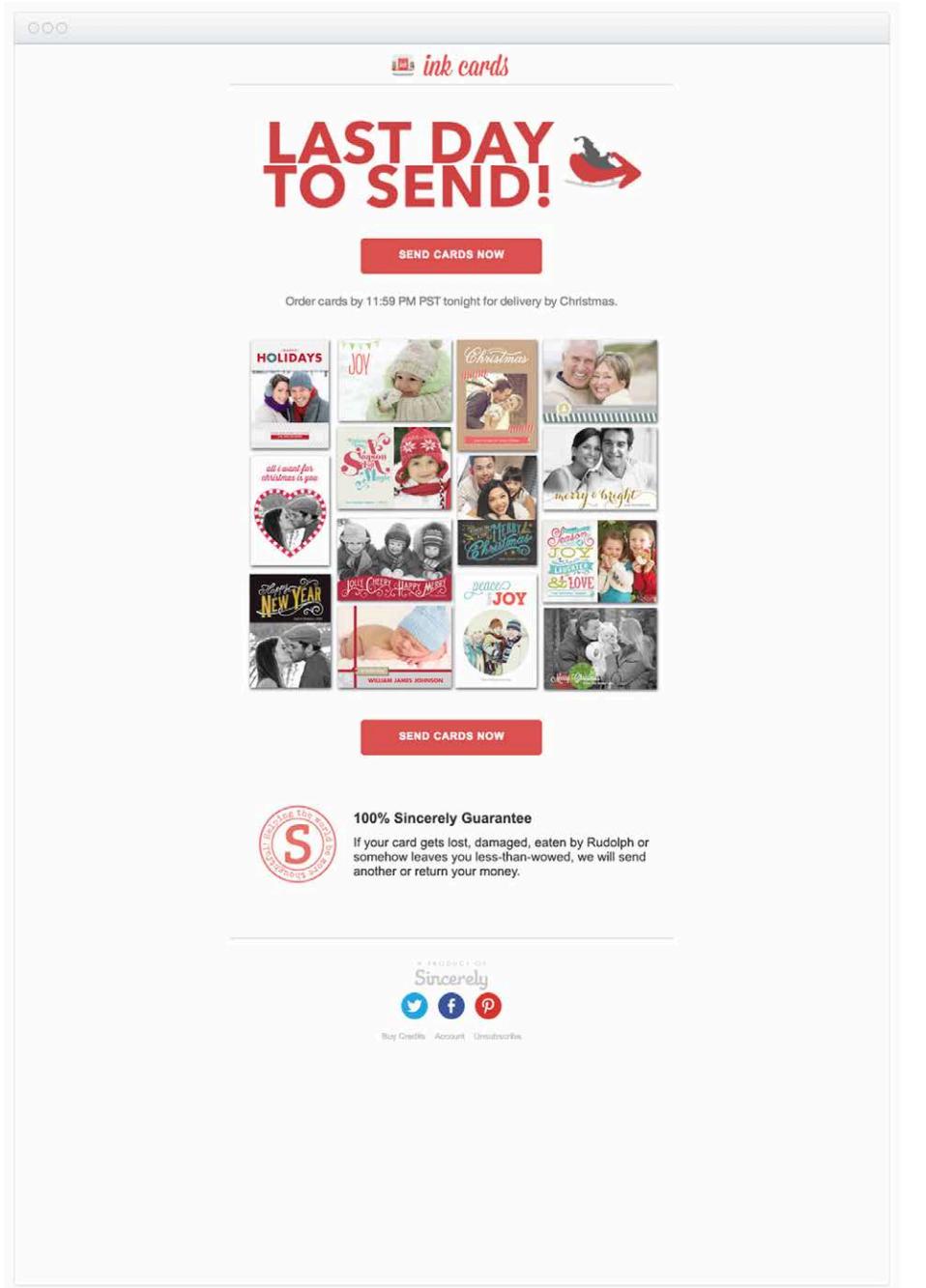
Designed by: www.sincerely.com
Subject line: Send some monkey love - Your Valentine will go bananas



This Valentine's Day campaign exemplifies how a campaign can be playful and yet still effective at generating demand.

Sincerely

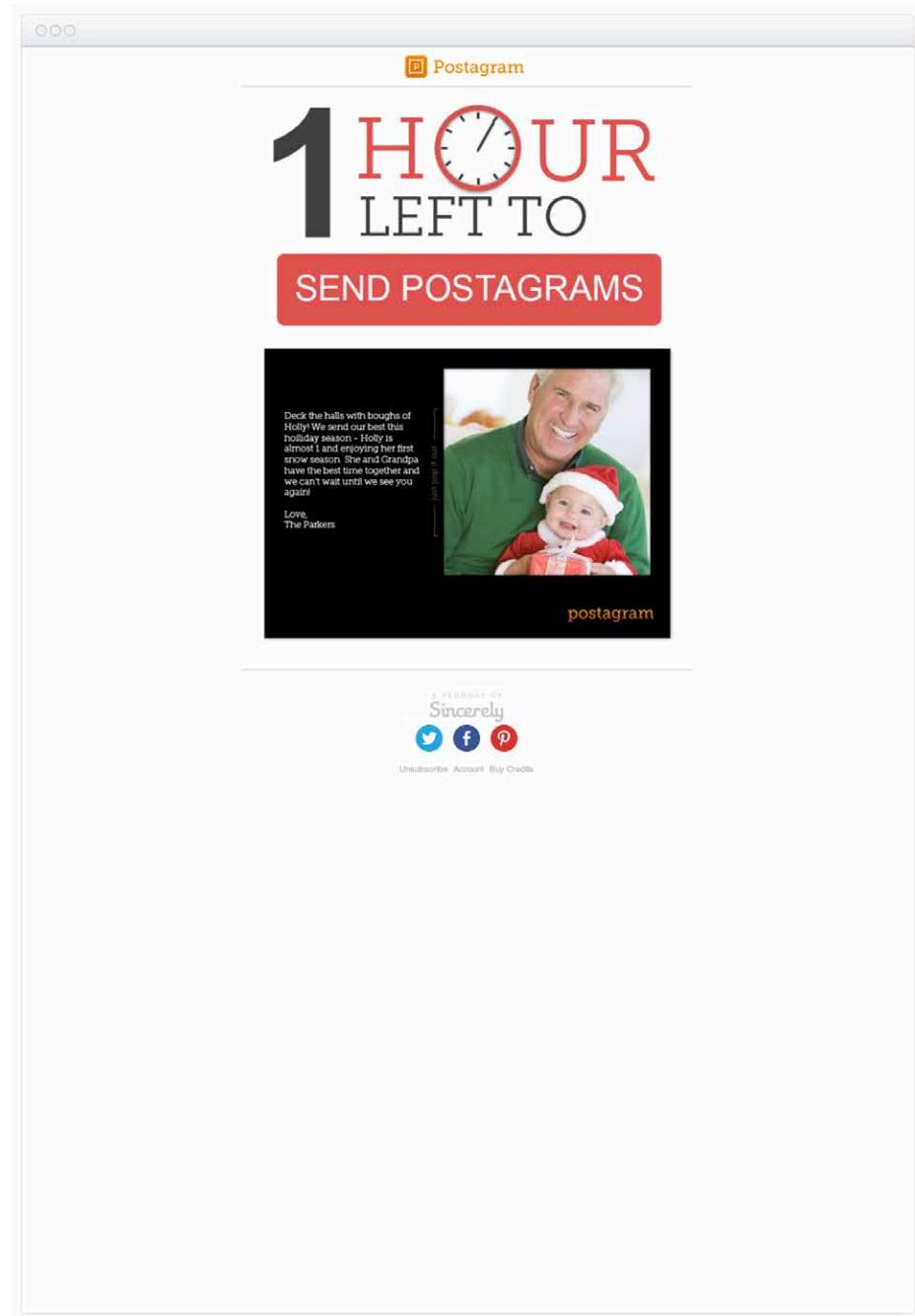
Designed by: www.sincerely.com
Subject line: Christmas order deadline is TODAY!



Demonstrating how effective they are at driving urgency, the marketing team at Sincerely makes good use of an attention-grabbing headline and greeting card visuals that are animated to disappear in this campaign.

Sincerely

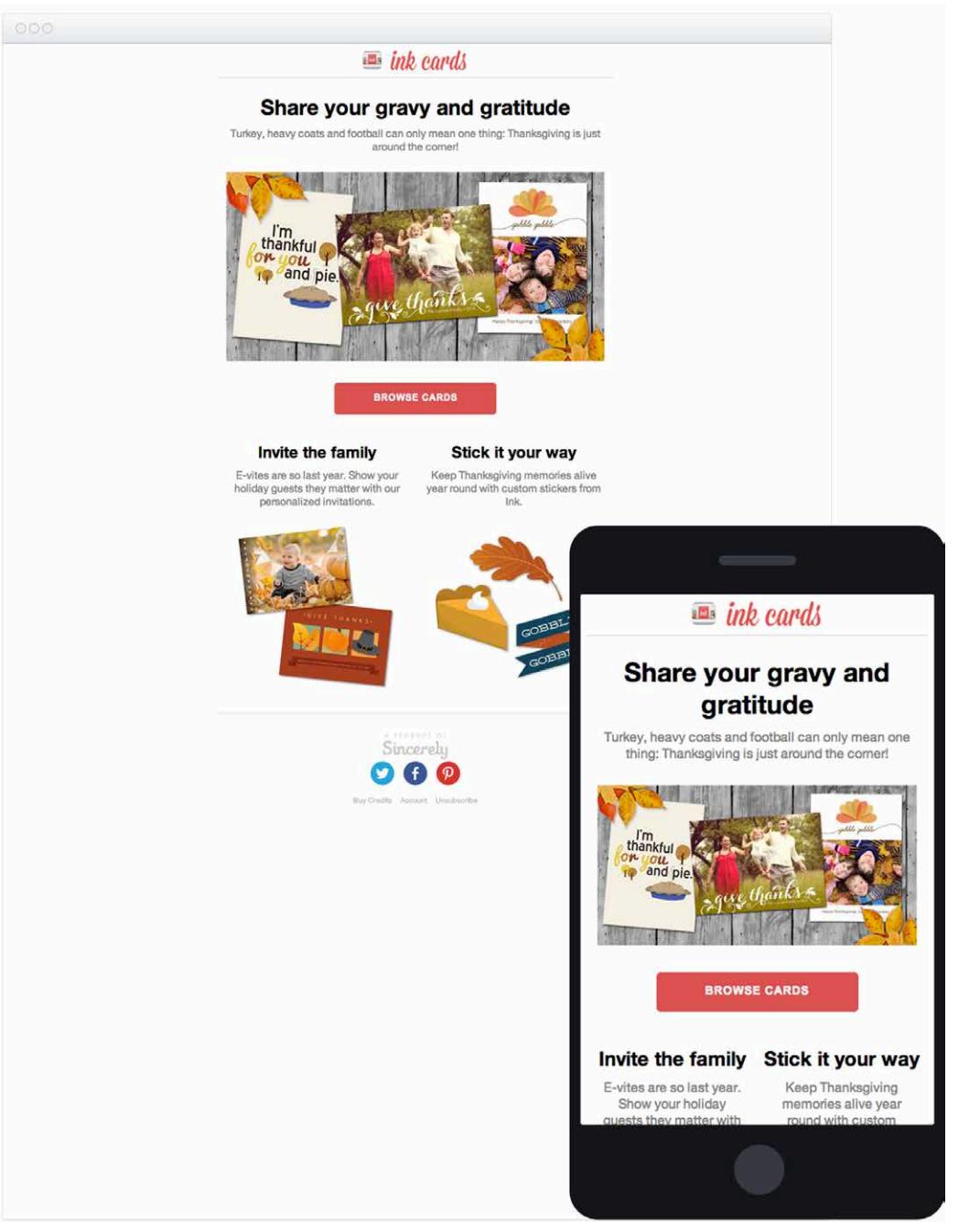
Designed by: www.sincerely.com
Subject line: Extended Christmas Deadline: 1 HOUR LEFT to send holiday Postagrams!



Nothing conveys urgency quite like a ticking clock. This campaign is straightforward, visually compelling and well optimized to drive response.

Sincerely

Designed by: www.sincerely.com
Subject line: It is not happy people who are thankful, it is thankful people who are happy.

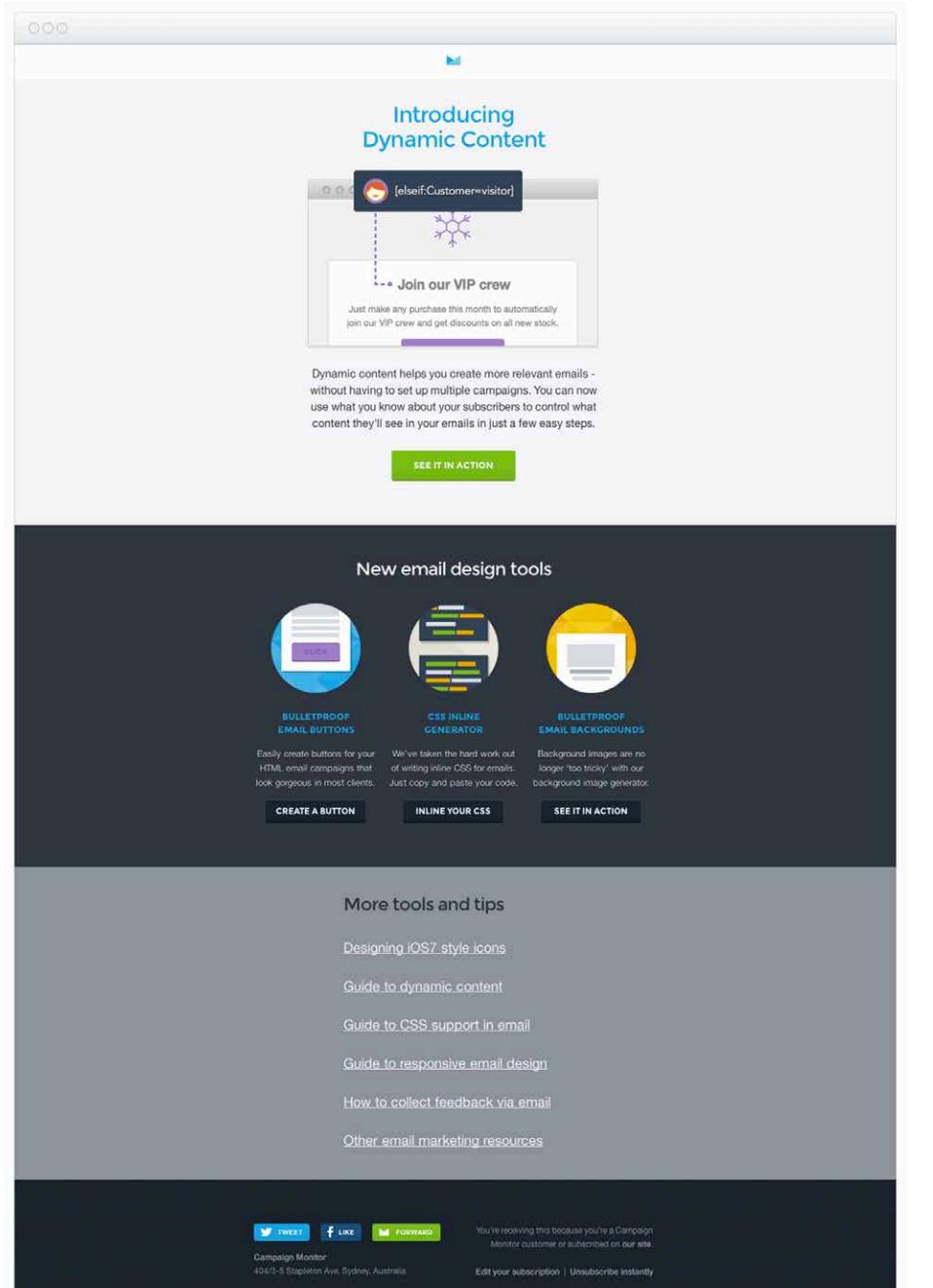


This relevant seasonal message is delivered beautifully in a clean, responsive layout.

CAMPAIGN MONITOR

Campaign Monitor

Designed by: www.campaignmonitor.com
Subject line: November news: Dynamic Content - a new way to personalize campaigns



Technically, this is the 101st campaign in our eBook – but we couldn't resist throwing our hat into the ring and highlighting our own recently redesigned newsletter. We're particularly proud of our animated header, responsive design and bulletproof buttons.

ADDITIONAL RESOURCES

Design Gallery

Find more inspiration for your next campaign from our collection of more than 700 beautifully designed email newsletters.

www.campaignmonitor.com/gallery

Guides

Our how-to guides will help you tackle a range of email marketing topics, from personalization tactics to responsive design.

www.campaignmonitor.com/guides

Newsletter

Get the latest tips on design, coding and marketing techniques from the Campaign Monitor monthly newsletter.

www.campaignmonitor.com/newsletter

Try Campaign Monitor

Make 2014 the best year yet for designing, managing and sending your email campaigns. You don't need a credit card to get started – just pay per email when you're ready to send.

www.campaignmonitor.com/signup

Contact Us

Interested in learning more about features and pricing options for mailing to more than 100,000 subscribers? Contact us for more information.

www.campaignmonitor.com/high-volume



www.campaignmonitor.com