

# Subject Line Swipe File

## Cart Abandonment

- Oops, you left something behind
- Still thinking it over? Here's 10% off
- Your cart misses you

## Post-Purchase Follow-Up

- Thanks for your order!
- Here's how to get the most from your purchase
- We'd love your feedback

## Browse Abandonment

- Still thinking about this?
- That product you viewed is almost gone!
- Let's finish what you started

## VIP Loyalty

- You're a VIP now
- Early access just for you
- Thanks for spending \$300+ with us

## Re-Engagement

- We miss you - here's 15% off
- Still there? Let's reconnect
- Here's what's new since you last visited