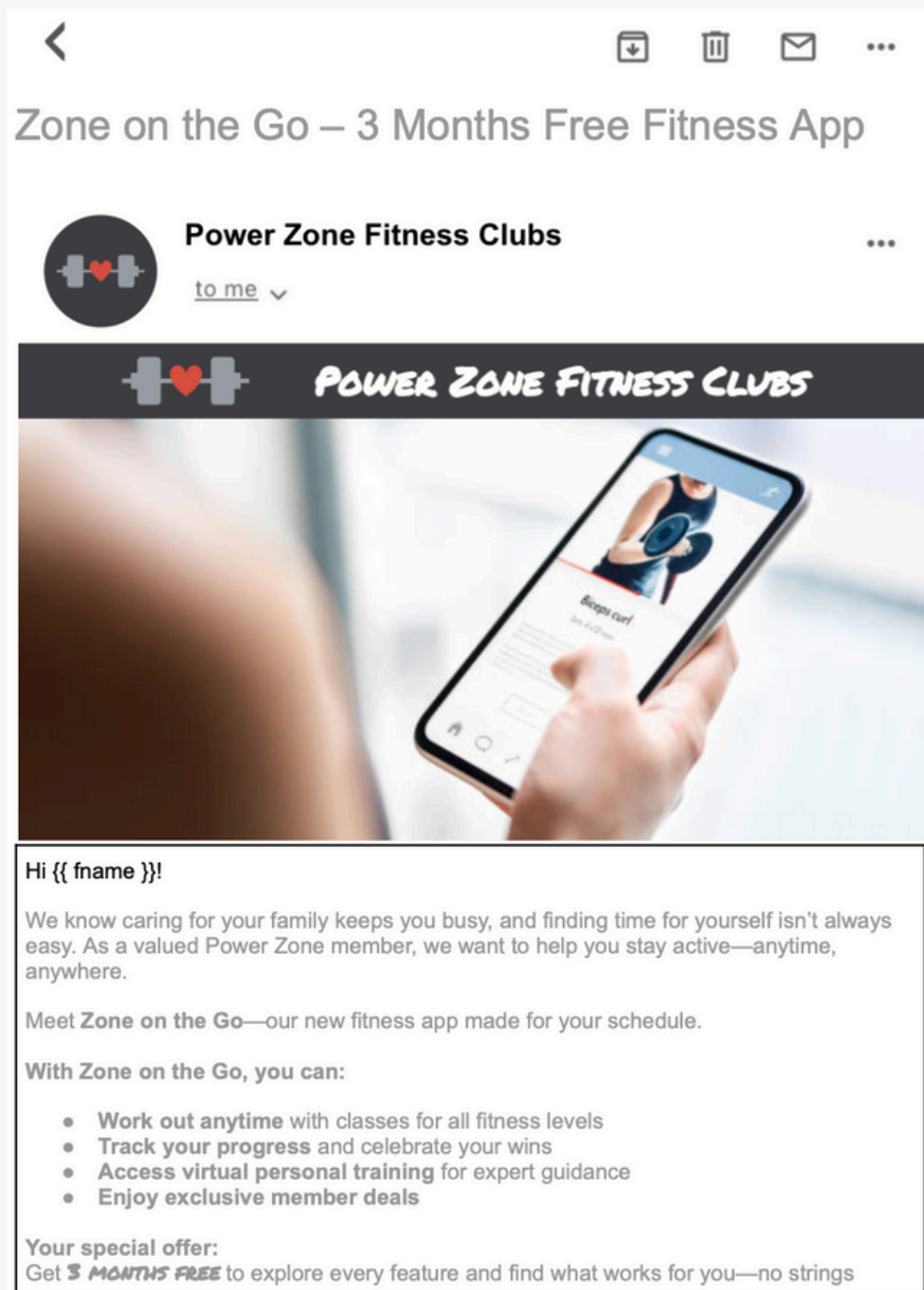


RETENTION & APOLOGY EMAIL

Two different emails were created for separate companies and scenarios: one retention email and one apology email.

1. RETENTION EMAIL:

THE SCENARIO INVOLVED ENGAGING A PRE-SEGMENTED GROUP OF PARENTS FROM THE EMAIL LIST BY INTRODUCING THEM TO THE NEW APP ZONE ON THE GO OF THE POWER ZONE FITNESS CLUBS:



attached.

Your fitness, your schedule. Start today.

DOWNLOAD ZONE ON THE GO

Thank you for being a valued member of Power Zone. We appreciate your continued support and look forward to helping you reach your fitness goals.

Warm regards,
THE POWER ZONE TEAM

2. APOLOGY EMAIL:

THE SCENARIO INVOLVED REVISING A PREVIOUSLY ISSUED EMAIL THAT CONTAINED INACCURACIES. A FOLLOW-UP APOLOGY EMAIL WAS CREATED, PROVIDING THE CORRECT DETAILS AND INCLUDING A DISCOUNT CODE AS COMPENSATION:

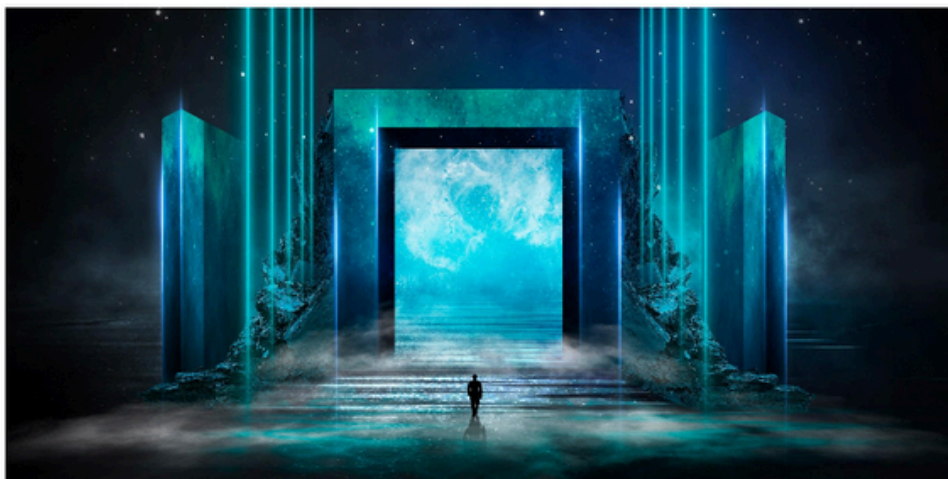
Original email (with mistakes)

From: Pixelated Games
To: <Thelos customer list>
Subject: Get ready to return to Thelos on May 15th!



The Thelos Chronicles IV: Infinity Gateway

Coming July 15th



Travel through time to remake history in *Infinity Gateway*, the fourth installment in the epic series, *The Thelos Chronicles*. But tread carefully—once you pass through the gateway, there's no turning back...

[Watch the trailer](#) and pre-order *Infinity Gateway* now!

Pre-order now

Apology email

From: Pixelated Games

To: <Thelos customer list>

Subject: Correction: Thelos game launches July 15 – plus 15% off pre-orders!



Our apologies — we'll make sure it's better next time!

Dear players,

Our recent email about *The Thelos Chronicles IV: Infinity*

Gateway included two big errors: it listed the wrong launch date in the subject line (it's **July 15th**, not May 15th), and the pre-order link didn't work.

We've fixed the link, so you can now pre-order with confidence—and to make it right, we're giving you **15% off Infinity Gateway pre-orders** for the next 24 hours.

Use discount code **INFINITY15** at checkout before midnight tomorrow to claim your savings.

Thank you for your patience and for being part of the Thelos community. We can't wait for you to step through the gateway on July 15th.

**Pre-order with
INFINITY15**

Thanks for your support,
The Pixelated Games Team