

RETENTION & APOLOGY EMAIL

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

I. 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:

The screenshot shows a mobile email inbox with a message from "Power Zone Fitness Clubs". The subject line is "Zone on the Go – 3 Months Free Fitness App". The message header includes a profile picture of a dumbbell with a heart, the club name, and a "to me" dropdown. Below the header is a banner for "POWER ZONE FITNESS CLUBS" featuring a smartphone displaying a fitness app interface. The main body of the email starts with a greeting "Hi {{ fname }}!" and a paragraph about finding time for oneself. It then introduces the "Zone on the Go" app and lists benefits like working out anytime, tracking progress, accessing personal training, and enjoying member deals. A "Your special offer:" section offers 3 months free. The email has standard mobile UI elements like back, delete, and more buttons at the top.

Hi {{ fname }}!

We know caring for your family keeps you busy, and finding time for yourself isn't always easy. As a valued Power Zone member, we want to help you stay active—anytime, anywhere.

Meet Zone on the Go—our new fitness app made for your schedule.

With Zone on the Go, you can:

- Work out anytime with classes for all fitness levels
- Track your progress and celebrate your wins
- Access virtual personal training for expert guidance
- Enjoy exclusive member deals

Your special offer:
Get **3 MONTHS FREE** to explore every feature and find what works for you—no strings

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