

UK EDITION



EMAILS THAT MADE THE NAUGHTY AND NICE LIST

A CHRISTMAS LOOKBOOK

Emails That Made the Naughty and Nice Lists

A Christmas Lookbook

Grabbing a shopper's attention during the busy weeks leading up to Christmas requires wit, whimsy and careful attention to timing. And that's just what some of the best emails of the 2016 season did. Animation, personalisation and lots of opportunities to click through were some of the highlights of the thousands of 2016 Christmas emails from the UK that we reviewed.

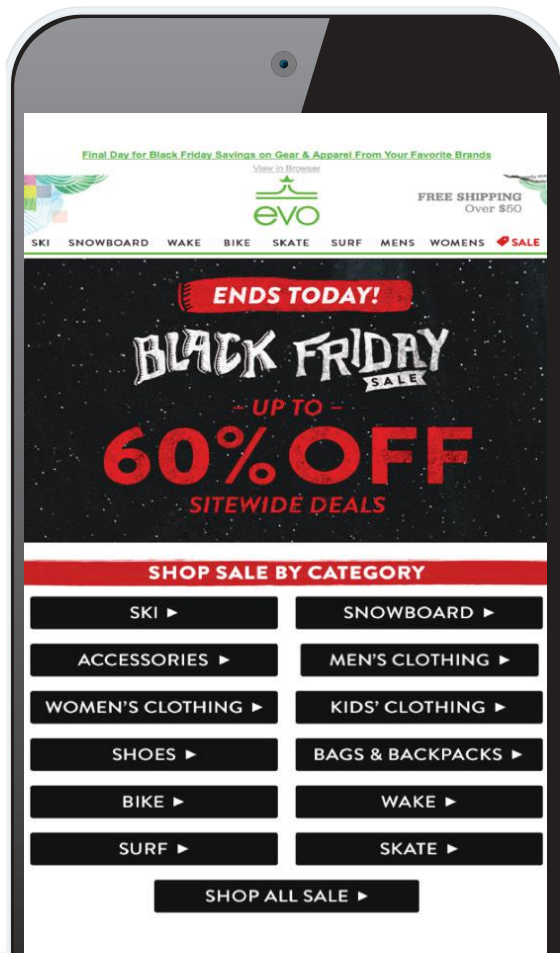
We've curated a small assortment, highlighting what worked – and what didn't. Already thinking about the 2017 Christmas season? Visit our collection of seasonal blog posts for expert advice on all things merry and mirthful.

Though relatively new to the UK, the online Black Friday sales period is following trends we've seen in the US. In 2014, marketers expanded the online sale period from a one-day event to the full weekend, and by 2016, they offered sales, discounts and other incentives during the entire week. If trends hold, we expect the 2017 season will be what Greg Zakowicz, Bronto's senior commerce marketing analyst, calls a Grey November.

So let's kick off this lookbook with a few Black Friday emails.



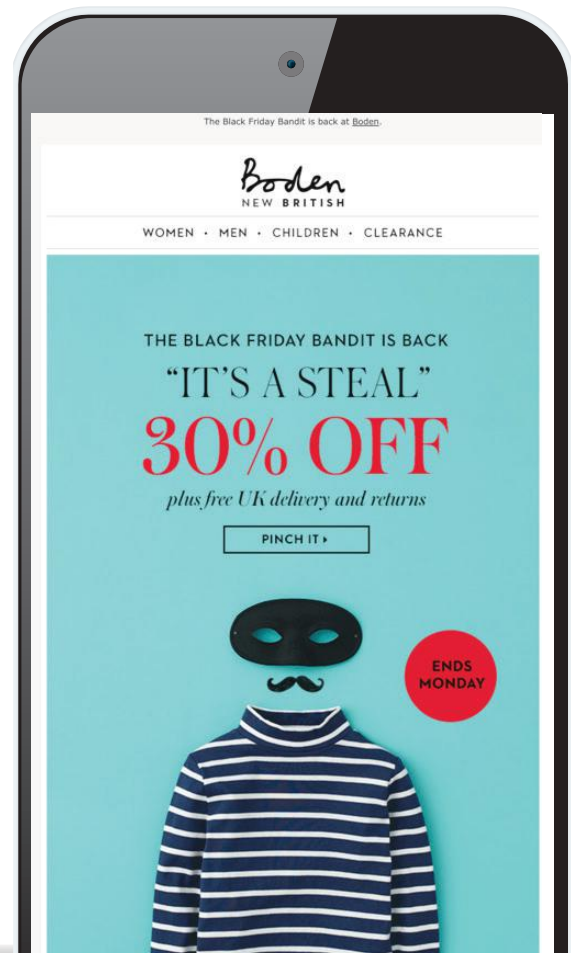
Top Tactics From Black Friday Week



This email from evo uses a click strategy we saw quite a bit in 2016 and expect to see more of this year. Marketers seem to be trying to make the passage from the email to the online store swift and easy by making the call to action (CTA) link to a specific category. Just don't make the selections too overwhelming.

Subject Line:

Today's the Day! Save up to 60% on Top Brands



Boden created a character to communicate their Black Friday sale. The clever subject line piques the reader's curiosity and acts as an introduction to the main event. Not content with just grabbing the reader's interest, Boden took it one step further and replaced the "click here" with the compelling "pinch it". Love it!

Subject Line:

30% OFF? That's a suspiciously good deal.



House of Fraser (HOF) understands that saying a sale starts tomorrow can be aggravating. Why bother clicking through? However, providing a CTA that allows customers to start their shopping lists provides a value while they wait for your sale.

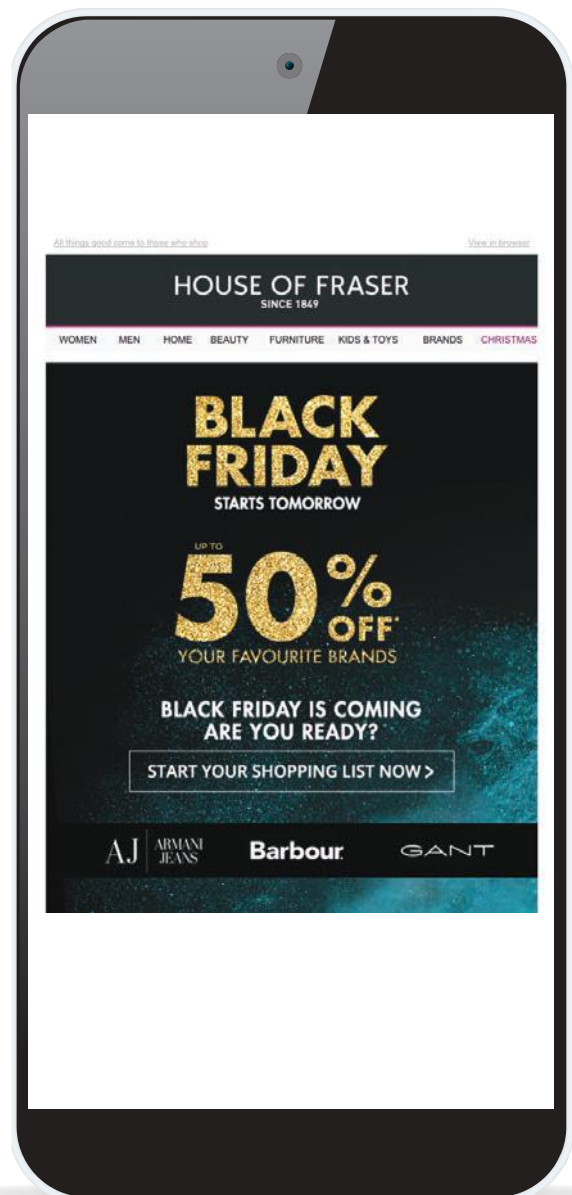
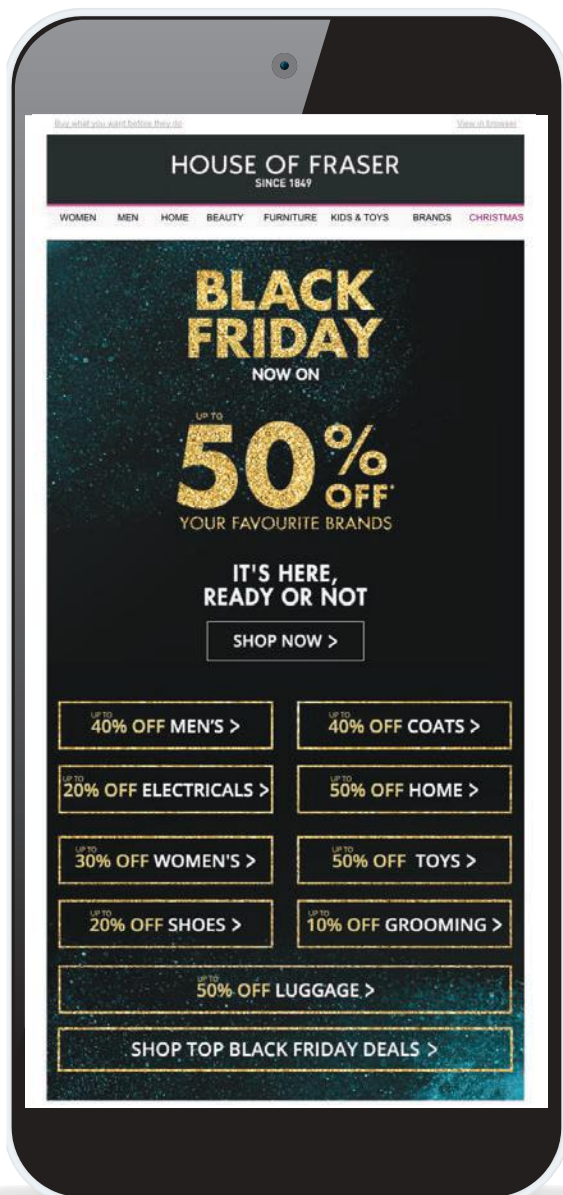
The next day, HOF sent an email announcing that the sale had started and providing a deep list of links to specific categories. One thing that could have made this email better: a link to the shopping list the subscriber (hopefully) started the day before.

Subject Line:

Black Friday is coming | Are you ready?

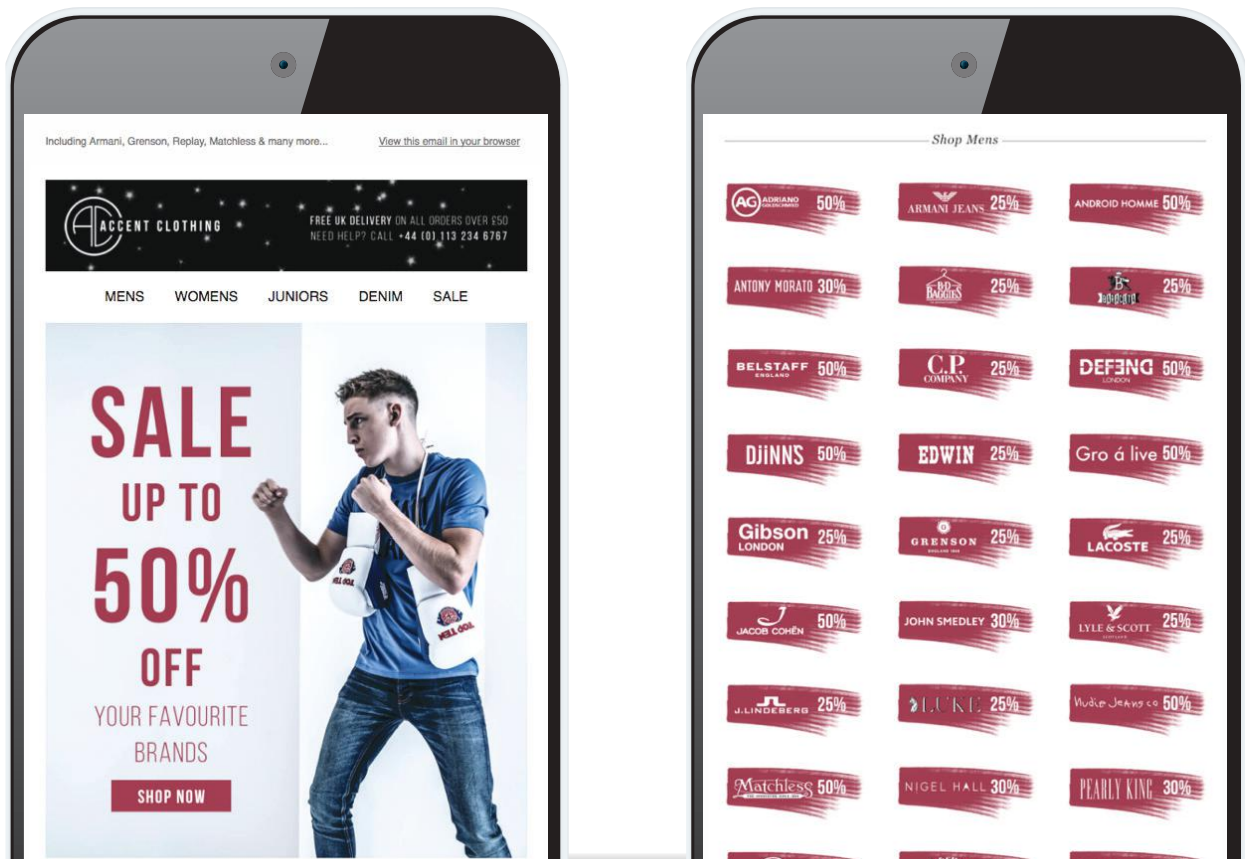
Subject Line:

NOW ON | Up to 50% off in our Black Friday Event



Winning and Losing Tactics Post-Black Friday

This is the one time of year when your subscribers are most likely to shop for others – and they might not be certain what to get. Change up the message in a way that makes it easy to select gifts and enticing enough to make shoppers buy a big chunk of their gifts from you.



Subject line:

SALE begins | Enjoy up to 50% off

The subject line is to the point: The sale has begun and the discounts are up to 50%. The snowflakes in the header are animated, offering a particularly festive and engaging feel. And the hero image is simple and to the point.

Then it falls apart.

While we've criticized US retailers who advertise a per cent discount and then include a block of text in a tiny font naming the exclusions, Accent Clothing's decision to include a button for every brand they carry is just overwhelming.

If the company could segment customers based on what they've purchased in the past, they could have included a smaller selection of buttons with the brands that speak to those customers.



There is a lot going on with this email, both good and not-so-good.

The subject line touts a 50% off oils promotion, but the opening image says “Our biggest ever Boxing Day sale – 69% off everything”.

We love the offer of free screenwash for customers who collect their online order in the store, but geo-segmentation could have provided an address to the nearest store.

This email could have also been improved by including personalised offer recommendations based on customer behaviour (last purchased, last browsed, last clicked).

Subject line:

Biggest Boxing Day Sale EVER - 50% Off All Oils Ends TONIGHT



There was some useful information about store opening times during a season when less gift-centric retailers sometimes close – another great place for an address to the nearest store.

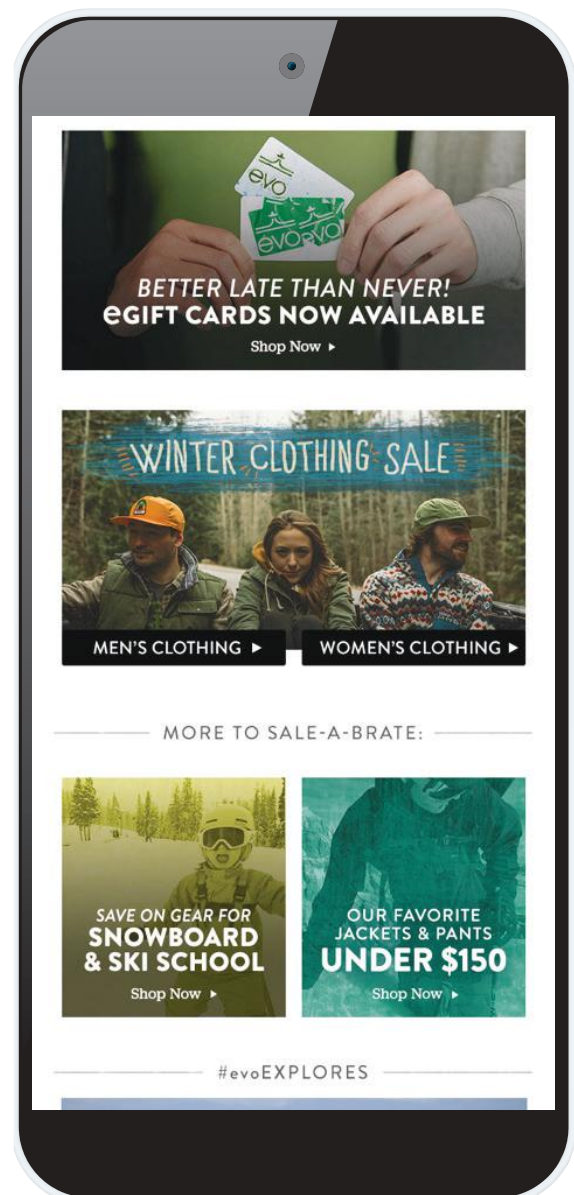
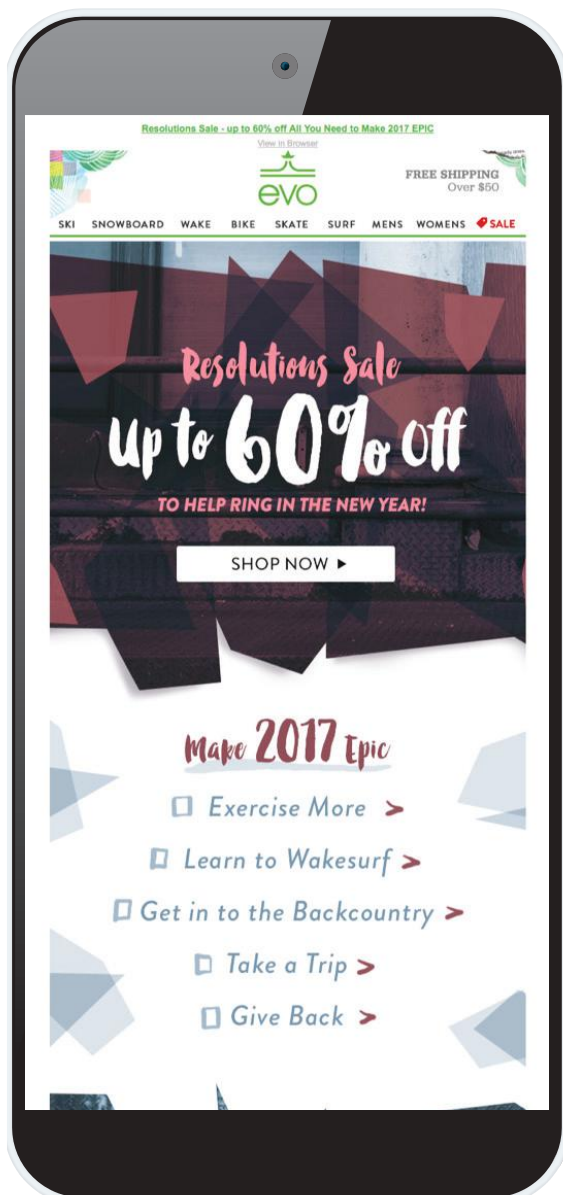


Rather than just say 60% off, evo cleverly combines the discount to help you achieve your evo-specific New Year's resolution. They provide several resolution options, which redirect to a dedicated landing page on the website.

The rest of the email is filled with relevant complementary and substitute offers, if you don't feel like fulfilling a resolution just yet.

Subject line:

Resolutions Sale - Make 2017 Epic





HOF combines segmentation with the huge discount. When you click on your size, the website is reconfigured to present all products available by brand and category. This personalisation helps avoid the hassle of finding something you like – to only find it is out-of-stock in your size.

Subject line:

Didn't get what you wanted? Up to 50% off inside...



We like the simplicity of this email from Smythson, the luxury brand. The brand rarely discounts, so using a simple message is in keeping with its allure and premium status.

Subject line:

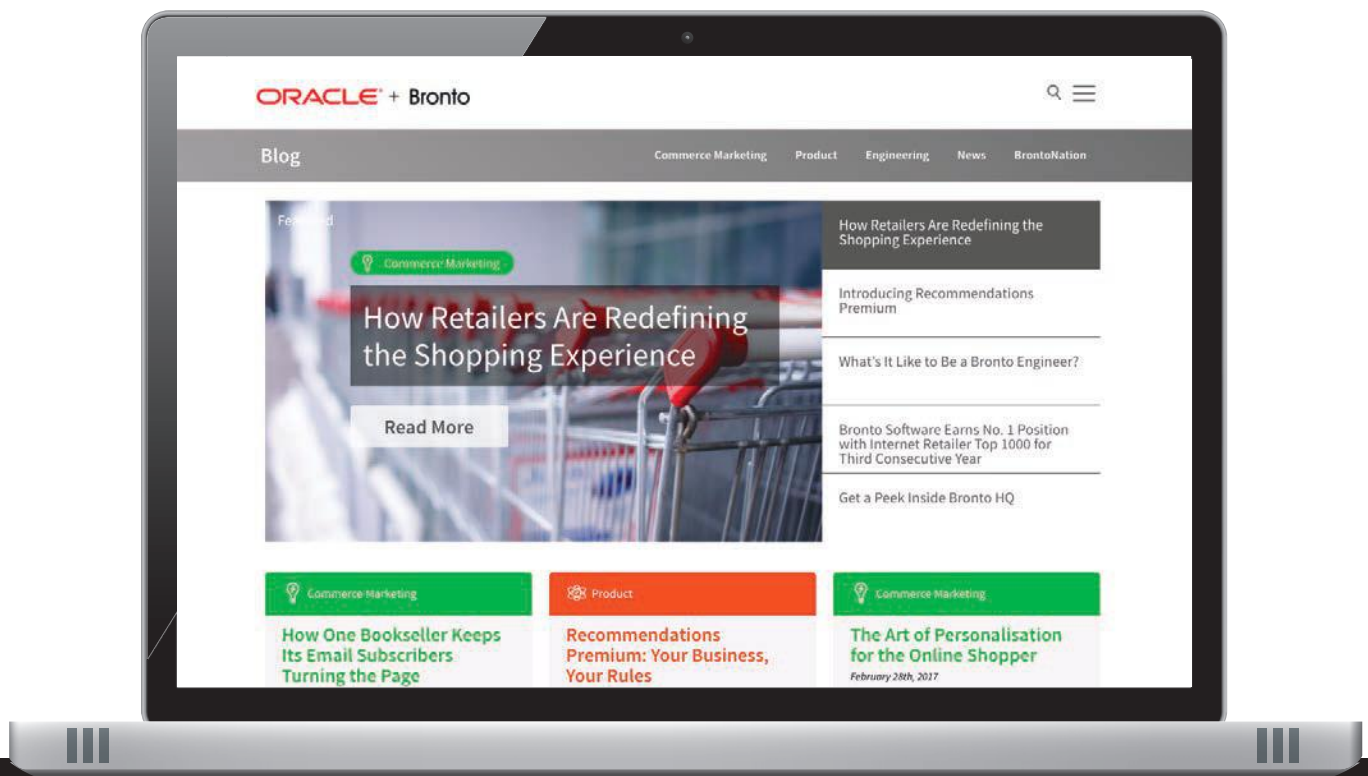
All Hail the Sale



Summing Up the Season

Did your emails connect with customers this past Christmas season, or did they fall flat? Now is the time to analyse what worked and what didn't. It's also the time to prep campaigns for the customers that found you for the first time. To learn more about how to engage customers next Christmas, browse our [collection of seasonal blog posts](#).

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About Bronto

Oracle's Bronto Software provides a cloud-based commerce marketing automation platform to mid-market and enterprise organisations. Oracle's Bronto is the number one ranked email marketing provider to the global Internet Retailer Top 1000, with a client roster of leading brands, including Vivienne Westwood, notonthehighstreet.com, Björn Borg, Oak Furniture Land and Joseph Joseph. For more information, visit **bronto.com**.