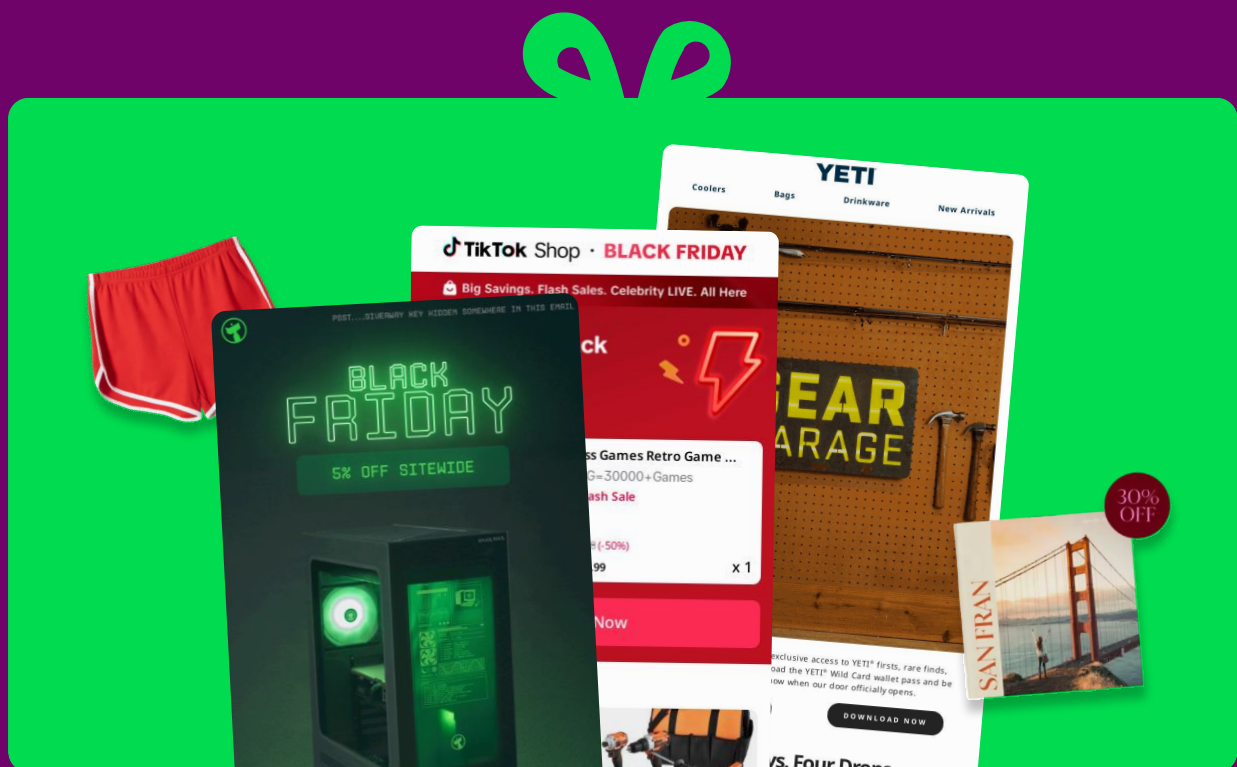


Cyber Week Lookbook

Which brands reigned supreme in the inbox this holiday season?



SNAG BLACK FRIDAY FLASH DEALS FOR YOUR CART ITEMS!

TIKTOK SHOP

SHOWCASING
ITEMS
ALREADY IN
YOUR CART

TikTok Shop · BLACK FRIDAY

Big Savings. Flash Sales. Celebrity LIVE. All Here

Your cart's Black Friday deals

Don't wait to checkout!



30000+ GAMES 128GB

Mass Games Retro Game ...
128G=30000+Games

Flash Sale

~~\$63.98 (-50%)~~
\$31.99

x 1

Shop Now

HIGHLIGHTED A
TIMELY SALE

LARGE CTA

Deals for you



BLACK FRIDAY Portabl...
4.7 ★★★★★ | 51.8K ...
Extra 10% off orders \$79+
\$46.05 ~~\$98.99 (-53%)~~



BLACK FRIDAY VEVO...
4.4 ★★★★★ | 41 sold
\$286.99

OTHER
POPULAR
PRODUCTS



01

Best Abandonment Messages

Many brands phone it in with their Black Friday abandonment campaigns—but not Lululemon, Target and TikTok Shop.

These messages get right to the point with all the info that distracted shoppers need most:

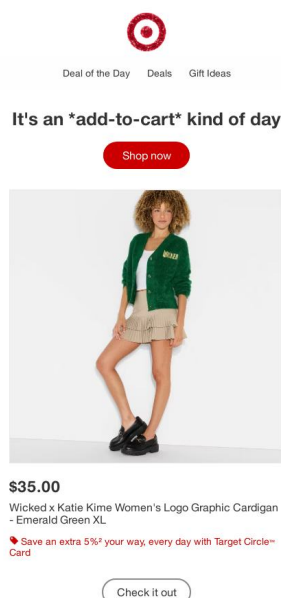
- Relevant product images, descriptions and pricing
- Clear calls to action
- Personalization without being pushy

COMPELLING,
NOT CREEPY

**WE NOTICED YOU NOTICING
SOMETHING PRETTY GREAT.**

TARGET

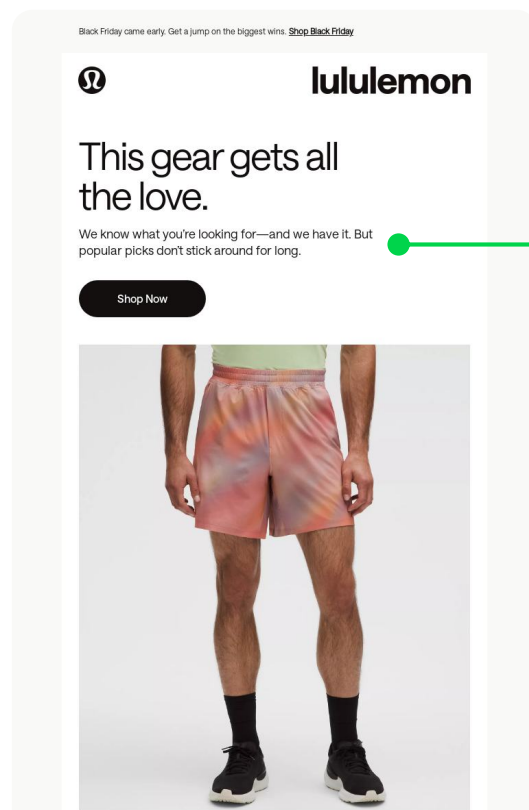
IN-BROWSER
FEEL



**FIRST NAME, SPOTTED-PACE
BREAKER LINERLESS SHORT 7"
ON YOUR RADAR**

LULULEMON

PERSONALIZED
SUBJECT LINE



BIG, BOLD
CALL-OUT

THE FIRST WORD YOU SEE?



PAPIER

CUSTOM
PRODUCT
PHOTOGRAPHY



EYE-CATCHING
WORD SEARCH
GIF



UNIQUE USE
OF COLOR

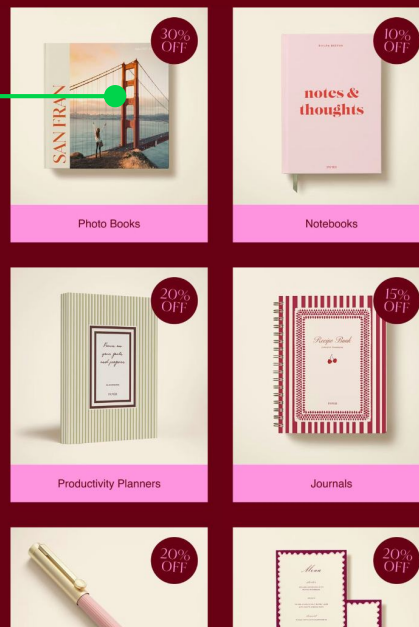
PHOTO BOOK NOTEBOOK PLANNER
JOURNAL MENU SALE PEN

A little stationery serendipity.
The first word you spot is destined for your desk.

MEANT TO BE

ACCESSIBLE
BUTTONS

STUNNING
PRODUCT
SHOWCASE



02

Best Email Design

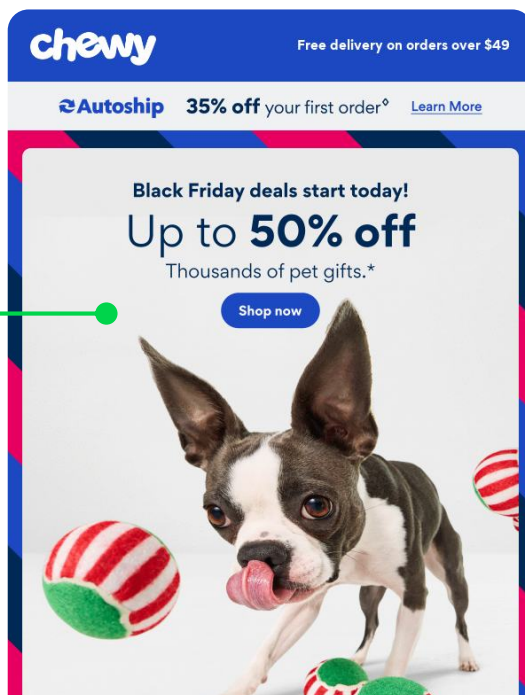
The last thing marketers want during Cyber Week is for their emails to look snooze-worthy, not standout.

Banish the bah-humbugs with design that sets a new standard in the inbox, like Papier, Chewy and Vidrate:

- Backgrounds and photos that pop
- Dynamic, fluid design that encourages scrolling
- Interactive content to keep shoppers entertained

WHY WAIT 'TIL BLACK FRIDAY TO SAVE? 😊

CHEWY



STUNNING
PRODUCT
PHOTOGRAPHY

PSST... BLACK FRIDAY IS GOING TO BE GOOD THIS YEAR

VIDRATE



TYPE DESIGN
THAT SHINES

ALL TIME LOW PRICES

INCREDIBLE
BRAND TIE-IN

ALL TIME LOW OFFICIAL STORE

ALL TIME LOW

ALL TIME LOW PRICES JUST FOR YOU
SHOP CYBER WEEKEND DEALS UP TO 30% OFF NOW

CLEAR
DISCOUNT

ALL TIME LOW
UP TO 30% OFF STOREWIDE
ALL WEEKEND LONG + FREE
SHIPPING OVER \$75
*EXCLUSIONS APPLY



ALLTIMELOWSTORE.COM

SHOP NOW

SHOP NOW

BROWSER-LIKE
PRODUCT
SHOWCASE



03

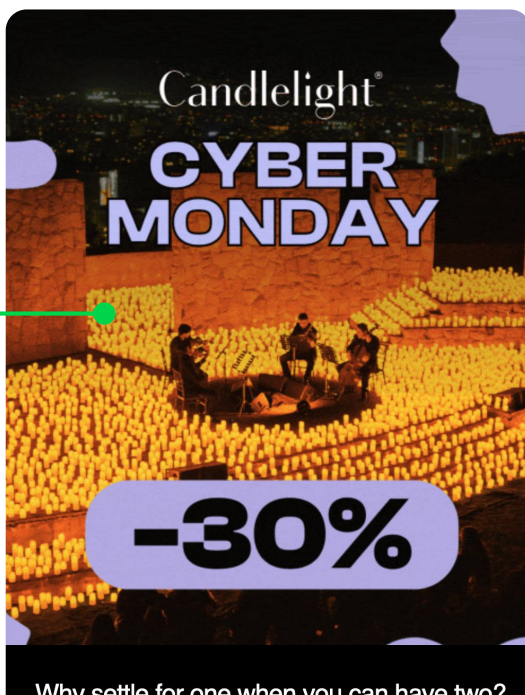
Best Subject Lines

Good subject lines get you to open. But only the best feel inherently part of a brand's ethos.

Whether it's the perfect pun for the rock band All Time Low, relevant language for Candlelight's concerts, or Seen's simple yet effective Cyber Monday sale, these subject lines get the job done.

- Tongue-in-cheek humor
- Whimsical use of emoji
- Deals that make a difference

🤔 **READY FOR THE BIG FINALE?**
UP TO 30% OFF + BONUS SAVINGS
BRAND

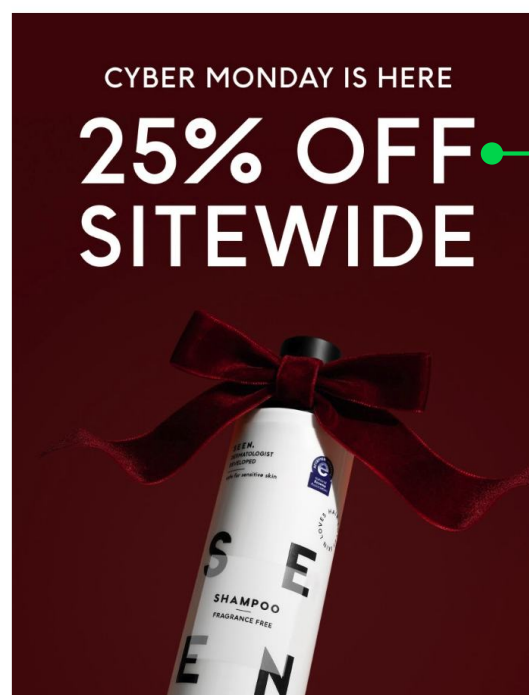


SUBJECT LINE RELEVANT TO BRAND

YOUR CART CALLED—IT'S CYBER MONDAY 🛒 ✨
SEEN

CHEEKY HUMOR TO CELEBRATE THE OCCASION

SEEN
DEVELOPED BY DR. IRIS RUBIN



BOLD, CLEAR DISCOUNT

FINAL HOURS TO BOOK – 80% OFF YOUR 2ND SAILOR + UP TO \$400 USD IN DRINKS

VIRGIN VOYAGES

PICTURE-
YOURSELF-
HERE PRODUCT
PHOTOGRAPHY

 AHoy, SAILOR!
[BOOK NOW](#)



FINAL HOURS

00
DAYS

12
HOURS

46
MINS

16
SECS

BLACK FRIDAY PREVIEW SALE

80% OFF
2ND SAILOR

PLUS UP TO USD
\$400
IN FREE DRINKS

[BOOK NOW](#)

The clock's nearly out, and this deal's about to disappear. **80% off your 2nd Sailor and up to \$400 USD in free drinks** — gone when the day ends.

It's your last chance to turn "maybe" into "booked." Because once midnight hits, this offer sails into the horizon.



COUNTDOWN
TIMER

CANT-
BELIEVE-
YOUR-EYES
SIZE DISCOUNT

COPY THAT
STRESSES
URGENCY

04

Best Promotions

Whipping up the perfect promotion during Cyber Week is easier said than done, especially as every brand competes for attention.

Virgin Voyages, Scholastic and Uncommon Goods proved how the right promotion can convert email clicks into major cash:

- Outrageous offers that customers can't resist
- Gift ideas that appeal to ideal shoppers
- Heartwarming ways to give back to local communities

30% OFF SITEWIDE. 1 DAY ONLY

SCHOLASTIC



THE BIGGEST DEAL OF THE YEAR.

BENEFITING
YOUR SCHOOL
WITH EACH
PURCHASE



10 HOLIDAY GIFTS YOU CAN'T FIND ON AMAZON

UNCOMMON GOODS



CURATED
LIST THAT
CALLS OUT
THE
COMPETITION



THE BEST BLACK FRIDAY DEALS FOR AUTHORS!

KINDLEPRENEUR

FIRST NAME
CALLOUT

Hey First Name,

Black Friday is here!

Here's the list of our favorite author deals on the market:

kindlepreneur.com/black-friday/

EASY-TO-
FIND CTA

To save you time, and show you deals you might not have heard of, I've done my best to roundup as many good discounts for author products, services, and courses as possible.

Here are a few of the biggest ones, but be sure to check out [the full list](#) to see everything:

INSANELY
CLICKABLE LIST
OF LINKS

- [DepositPhotos](#): For only \$49, get 100 credits for royalty-free stock photos (that's **84% off**)
- [Atticus](#): Get the 'Publishing for Indie Authors' course **free** with purchase
- [SudoWrite](#): Get **200k bonus credits** and a free Personal Setup Session (\$49 value)
- [ProWritingAid](#): **50% off** yearly and lifetime licenses, plus a 25% discount on Story Credits
- [AutoCrit](#): **Lifetime access** to AutoCrit Pro at a 43% discount
- [MailerLite](#): **25% off** all annual plans (aka You get 3 months for FREE!)
- [Audiobooks Made Easy](#): Get **\$200 off** this bestselling course when you use our link
- [Authorpreneur Academy](#): My flagship course for self-publishers **for \$99** (instead of the usual \$179)

I would especially like to draw your attention to [Atticus](#), which has a great deal that **gives you the 'Publishing for Indie Authors' course for free** when you buy.

And just like Publisher Rocket, **Atticus is a LIFETIME deal**, so you'll never have to spend money on subscriptions or upgrades; plus, we're adding new and improved features to Atticus all the time.

*(And I'd be remiss if I didn't also highlight my new course, [Authorpreneur Academy](#), which is **45% off** during Black Friday. If you're interested, grab it while you can.)*

Get Atticus Deal Here

CTA
BUTTONS,
JUST IN CASE

Get Authorpreneur Academy Here

05

Best Undesigned Emails

Marketers are always looking to impress with sophisticated design. But emails don't have to be fancy to be effective.

Kindlepreneur, Speks and Rent the Runway demonstrate that a text-based message still gets the point across in the best way:

- A focus on quality customer support over razzle dazzle
- Intimate outreach that feels one-to-one
- Awesome offers at the ready

EMOJIS THAT
PACK
PERSONALITY

—  **LET'S GOOO: 25% OFF**
SPEKS

Hey, there!

Black Friday is here! And the deals are just as satisfying as Speks.

Everything is 25% OFF (yes, even the ultra-soft Gump Memory Gel Stress Ball).

But beware—our shelves are quickly thinning out. Some of the biggest fan favorites are already on the brink, including:

- 🌲 Christmas Gumps
- 🍷 Matte Spectrum Speks
- 👉 Purple Bump Odds

If any of these are on your wishlist... move. Now.

[CLICK HERE to score 25% off with code BFCM25 while you can.](#)

Stay Speks-y,

— 
Emma
Marketing Girly
Speks

You received this email from Retrospective Goods LLC. If you would like to unsubscribe, [click here](#).

SHORT, SIMPLE,
AND TO THE
POINT

EXCITING OFFER FROM RENT THE RUNWAY!

BRAND

Hi,

Here at RTR, we're thanking all our members past and present for renting with us over the years!

We'd love to welcome you back to RTR by offering a 50% discount on your first month of the 10 item plan! Offer ends 12/5/2025. Find full terms for this promotion on our website.

Renting is not just for big events. We're leaning into everyday and workwear with exciting new brands and styles so that you can bring the runway into your every day. This fall we're adding denim from AMO and ETICA as well as outerwear from 4th and Reckless, skiwear from Alp N Rock, and workwear from Argent. If there are any designers or additional styles you'd like to see, let us know! We'll share this feedback directly with the Fashion and Inventory teams.

Thanks so much for renting with us and we hope to see you back as a member soon!

Best,

Stephanie
Snr. Director, Customer Experience

—  WINBACK +
BLACK FRIDAY

THE GEAR GARAGE IS OPENING SOON

YETI

YETI

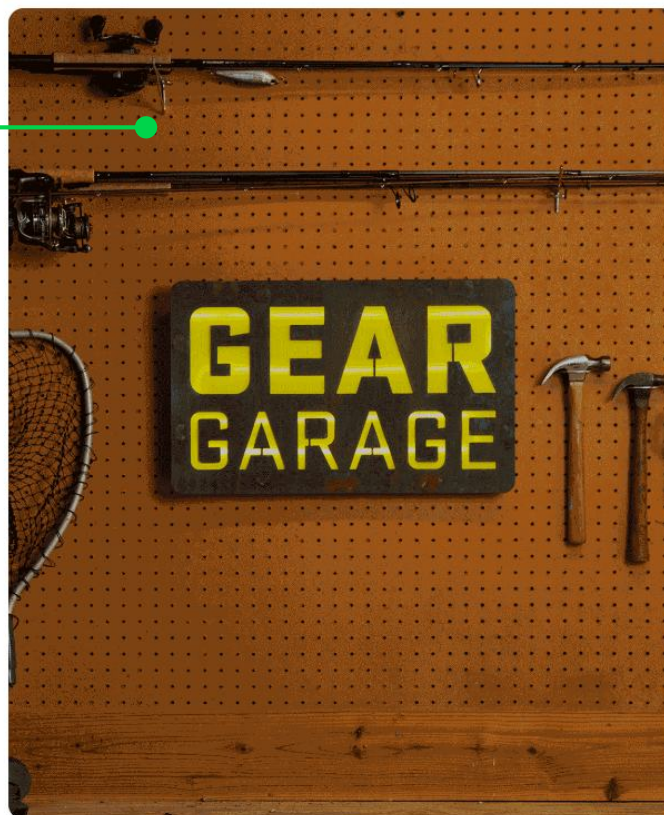
Coolers

Bags

Drinkware

New Arrivals

IMMERSIVE
BRANDING AS
SNEAK PEEK



Get ready for four days of exclusive access to YETI® firsts, rare finds, and color comebacks. Download the YETI® Wild Card wallet pass and be one of the first to know when our door officially opens.

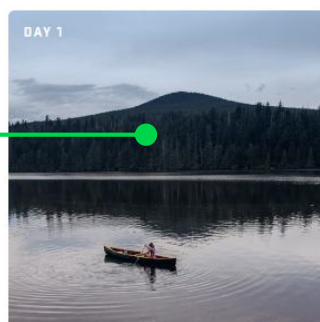
[LEARN MORE](#)[DOWNLOAD NOW](#)

CROSS-CHANNEL
PROMO WITH
DOWNLOADABLE
WALLET PASS

Four Days. Four Drops.

Keep an eye, or two, out for hints at our upcoming releases.

STUNNING
PHOTOGRAPHY
ADDS ALLURE



06

Most Inventive

The most unique emails are the ones that leave an impression long after they've landed in the inbox.

Whether it's YETI's top-secret drops, Ironside Computers' hidden giveaway or The Bitter Southerner's philanthropy, these messages were the most memorable.

- Seamless integration to mobile experiences
- Hunts for hidden clues to win big
- Appeals to our shared humanity

**LESS CYBER. MORE HUMAN!
FOR EVERY ORDER YOU PLACE
TODAY, WE'LL DONATE \$5 TO
FEEDING AMERICA.**

BITTER SOUTHERNER



FLIPPING THE
SCRIPT ON
CYBER
MONDAY

**BEFORE IT'S GONE.
SERIOUSLY. HURRY.**

IRONSIDE COMPUTERS



HIDDEN
GIVEAWAY
KEY IN EMAIL



See what's really happening in the inbox

Discover how Inbox Monster's email deliverability and creative rendering platform will transform your pre- and post-send workflow.

- Catch deliverability problems before they hit your revenue.
- Get real-time alerts and insights to keep your emails out of the spam folder across every major mailbox provider.
- See how your email looks (and works) everywhere.
- Spot dark mode fails, broken links and accessibility gaps before you hit send.



Powered by the world's most epic email search. Curious? Good. Stay tuned for a monster update!
Get in touch — Schedule a demo at calendly.com/inboxmonster or say 🙌 at sales@inboxmonster.com