



# BRITISH PULLMAN ACTS AS A PERSONAL CONCIERGE


## BRITISH PULLMAN

Adventure awaits | [View online](#)

### BRITISH PULLMAN

A BELMOND TRAIN  
ENGLAND

HOTELS   TRAINS   BOATS   SAFARIS



### YOUR ADVENTURE'S ABOUT TO BEGIN

The day is nearly here. Soon, you'll be boarding the British Pullman for an unforgettable journey. Prepare to be whisked back to a more elegant era and to savour every sip and bite. It's time to create lifelong memories. See you at our dedicated Reception on [ADDRESS]

[Discover More](#)

IMAGERY THAT  
GETS YOU  
EXCITED

ALL ABOARD YOUR  
PERSONALIZED TRIP

### YOUR TRIP DETAILS

ARRIVAL DATE

[DATE\_TIME]

DEPARTURE DATE

[DATE\_TIME]

WARDROBE,  
HANDLED



### WHAT TO WEAR?

Opportunities to dress up these days can be a bit too few. Happily, British Pullman is a place for elegance and flair. We ask you to avoid casual clothing, including denim, trainers and shorts. Jackets and ties are not essential, but smart or even formal attire is encouraged; you can never be overdressed aboard our beautiful train.

[Discover More](#)

# 01

## Best Upcoming Trip Reminder

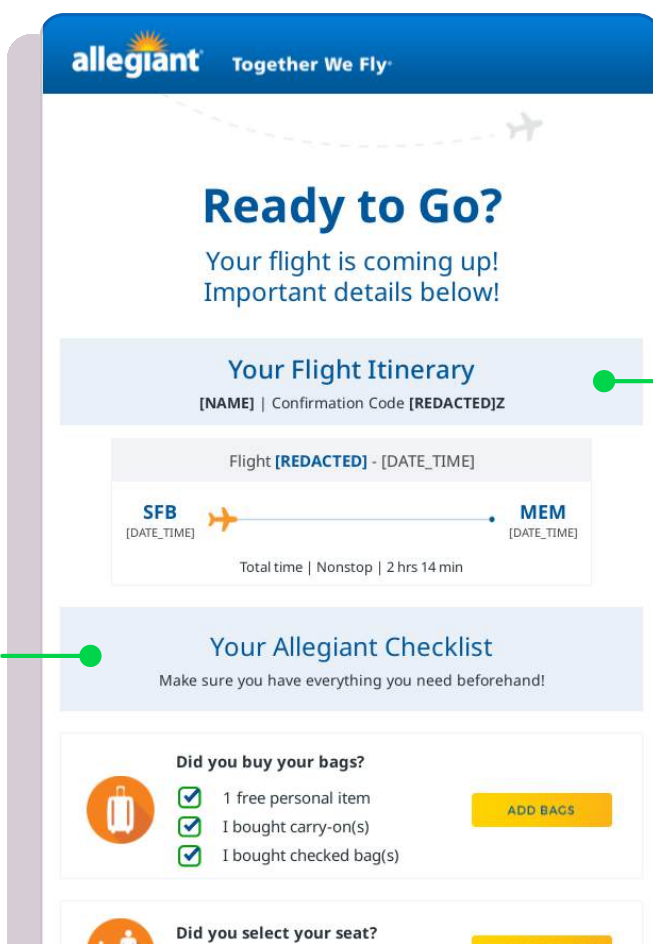
Half the fun of traveling is the anticipation before your next excursion.

Amp up the excitement like British Pullman and Allegiant do in their emails:

- Provide detailed timelines and checklists
- Advise on what clothes to pack, places to see and more

### ALLEGIANT GIVES YOU ALL THE DETAILS

ALLEGIANT



**Ready to Go?**  
Your flight is coming up!  
Important details below!

**Your Flight Itinerary**  
[NAME] | Confirmation Code [REDACTED]Z

Flight [REDACTED] - [DATE\_TIME]

**SFB** [DATE\_TIME] ✈️ **MEM** [DATE\_TIME]  
Total time | Nonstop | 2 hrs 14 min

**Your Allegiant Checklist**  
Make sure you have everything you need beforehand!

**Did you buy your bags?**

- 1 free personal item
- 1 bought carry-on(s)
- 1 bought checked bag(s)

**Did you select your seat?**

**ADD BAGS**

CHECK, CHECK, AND CHECK


FULL ITINERARY INCLUDED

# DELTA LEAVES NO TRIP BEHIND


## DELTA

SUBJECT LINE:  
"STILL ON YOUR  
MiND?"

[View as a web page](#)

 **DELTA** #[REDACTED]  
SkyMiles® Member


FINISH PLANNING YOUR TRIP TO  
**ORLANDO**




Don't leave this trip behind. Finish planning your travel today  
and get one step closer to your next adventure.

06/05/26 › 06/08/26  
**DELTA MAIN BASIC TO MCO FROM**  
**\$469**  
ROUND TRIP

[FINISH BOOKING](#)

 **CAN'T MISS DEALS**  
Here's your chance to save and book that dream trip  
to some of our favorite destinations.  
[Explore Offers ›](#)

 **CHECK YOUR FIRST BAG FREE**  
Delta SkyMiles® Gold Amex Card Members  
can check your first bag free and save up  
to \$70 on a round-trip Delta flight per  
person, or up to \$280 for a family of four.<sup>1</sup>

PICK UP WHERE YOU  
LEFT OFF

# 02

## Best Abandonment Alert

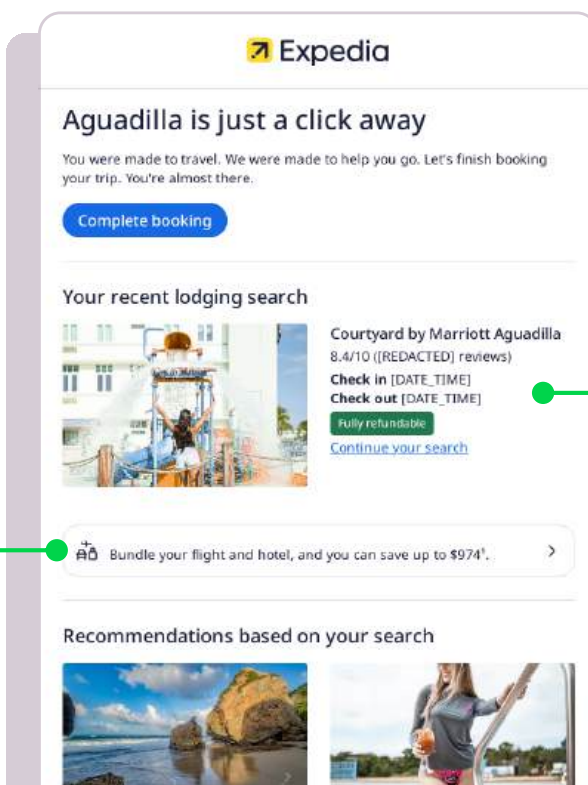
Abandoned carts and browse sessions are the bane of all brands' existence.

Convert window shoppers into aisle or window seats with these strategies from Delta and Expedia:

- Personalize reminders with all relevant information
- Offer alternatives in case their search came up short
- Use deep links to complete checkouts in one click

### EXPEDIA MAKES BOOKING A PIECE OF CAKE

EXPEDIA



DETAILS ON YOUR HOTEL, MOTEL, OR HOLIDAY INN

BUNDLE CTA PROMOTES EXTRA SAVINGS

# TRIPADVISOR DIVES DEEP ON TRAVEL TOPICS

TRIPADVISOR

EVERYTHING YOU NEED TO KNOW ABOUT DESERT FLOWERS



Your next big trip

## All about superblooms

@EdnetDime



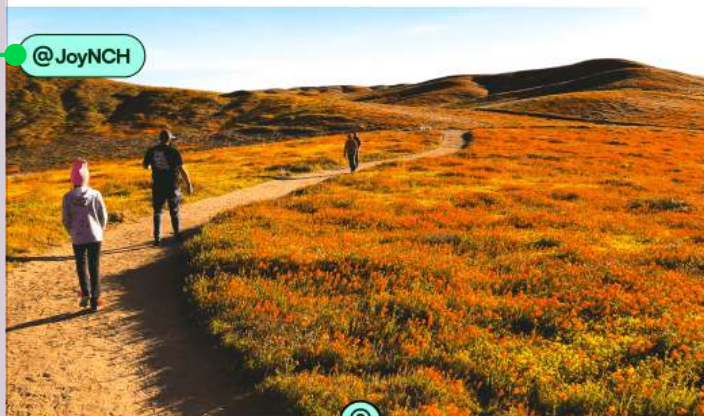
Cherry blossoms and tulips are nice—but they show up every year like clockwork. For flowers that really wow, head to the desert (yes, desert) for spring superblooms. You'll need to time it *just* right, but we promise, these floral displays are worth it.

COPY THAT GOES BEYOND THE BASICS

See the list

USER TAGS GIVE PHOTO CREDIT

@JoyNCH



## 03

# Best Educational Content

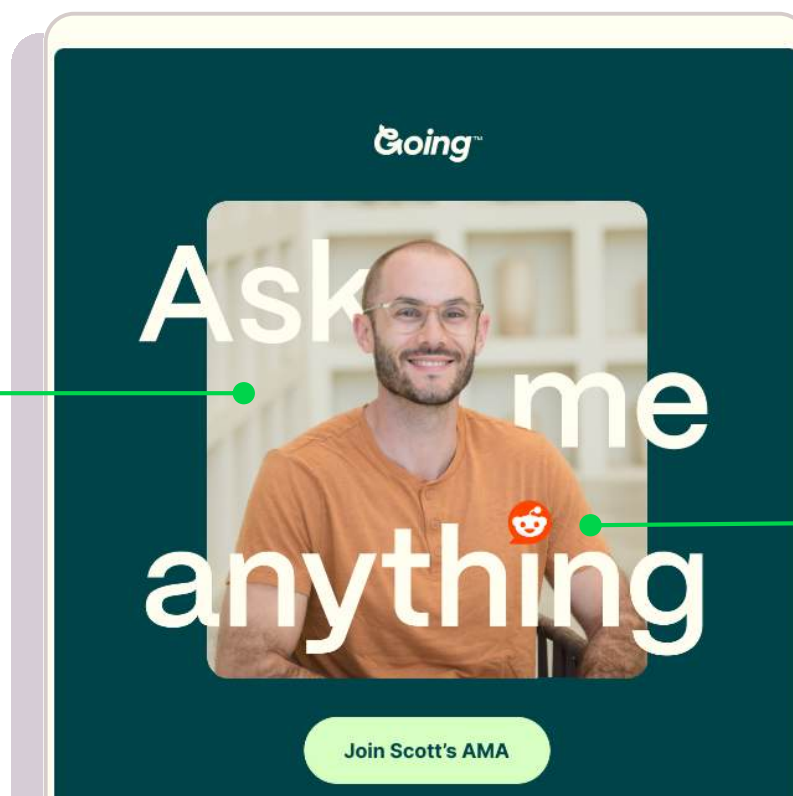
Planning a trip can be super overwhelming. That's where your brand comes in with industry expertise.

Tripadvisor and Going guide travelers on in-depth subjects:

- Add a personal touch with user-generated content
- Crowdfund feedback by soliciting questions directly

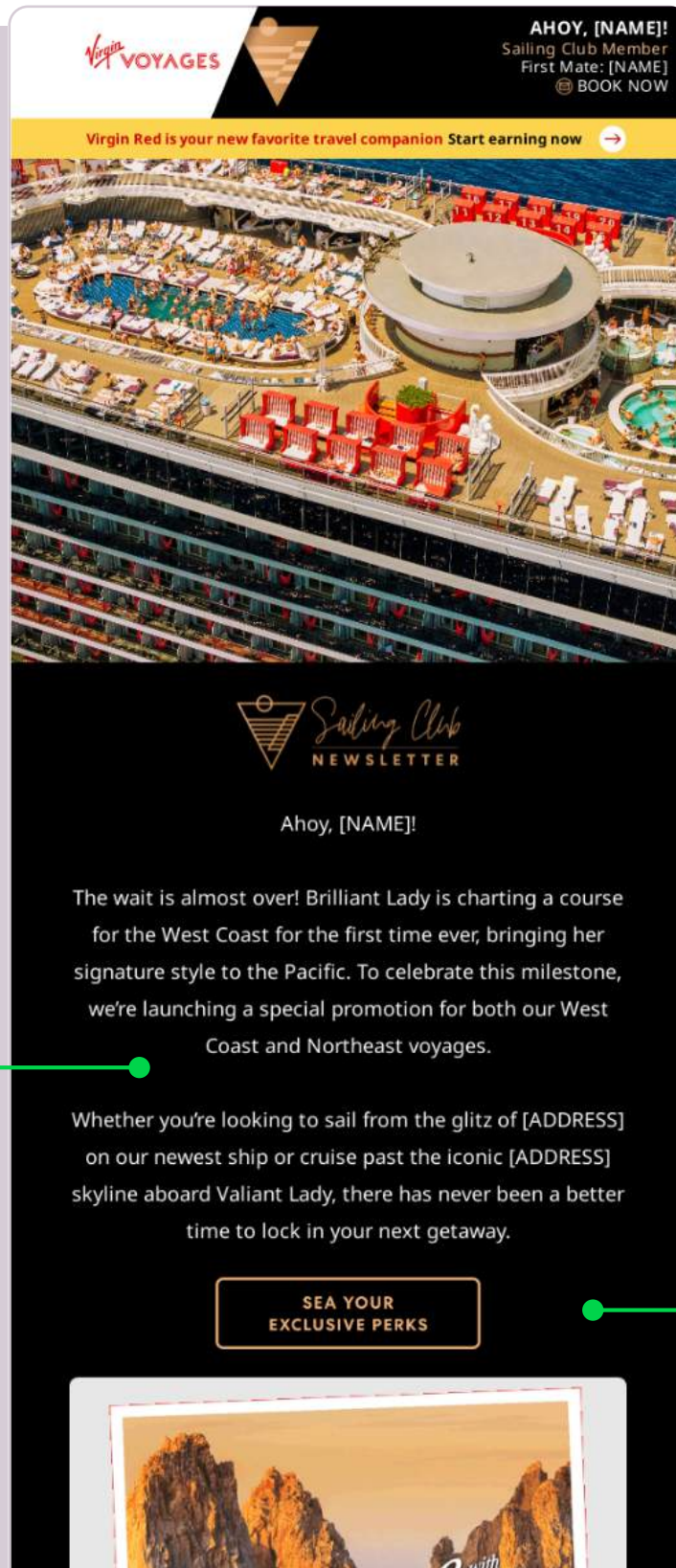
## GOING ANSWERS FAQs WITH AN AMA

GOING

FOUNDER  
HEADSHOT  
THAT POPSTYPOGRAPHY  
THAT DESERVES  
AN UPVOTE

# VIRGIN VOYAGES TURNS CRUISING INTO AN EXCLUSIVE CLUB

## VIRGIN VOYAGES



FIRST NAME (AND FIRST MATE) PERSONALIZATION

PROMOS GALORE

CTA TO REWARD LOYALTY

# 04

## Best Newsletter

Vacations don't come around often, but travel brands need to stay top of mind all-year-round.

Here's how Virgin Voyages and Lonely Planet keep customers engaged:

- Curate high-quality content
- Include perks to keep them coming back

### LONELY PLANET SENDS WITH AN EDITORIAL EDGE

LONELY PLANET





NEWSPAPER-LIKE DESIGN SO YOU CAN READ ALL ABOUT IT

# JETBLUE TURNS TRIPS INTO BIRTHDAY TREATS

JETBLUE

DESTINATION  
PICS TO GET  
YOU PUMPED

Let's take you somewhere special.




We picked Portland, ME for your big day.


Looking for a sign to treat yourself? This is it.

[Book now](#)


**Curated getaways just for you.**



**Destin**  
[Book now](#)



**Las Vegas**  
[Book now](#)



**Providenciales (PLS)**  
[Book now](#)

SIGNS FROM  
THE UNIVERSE

OTHER  
AWESOME  
SUGGESTIONS

All things travel, all from JetBlue.

# 05

## Best Birthday Promotion

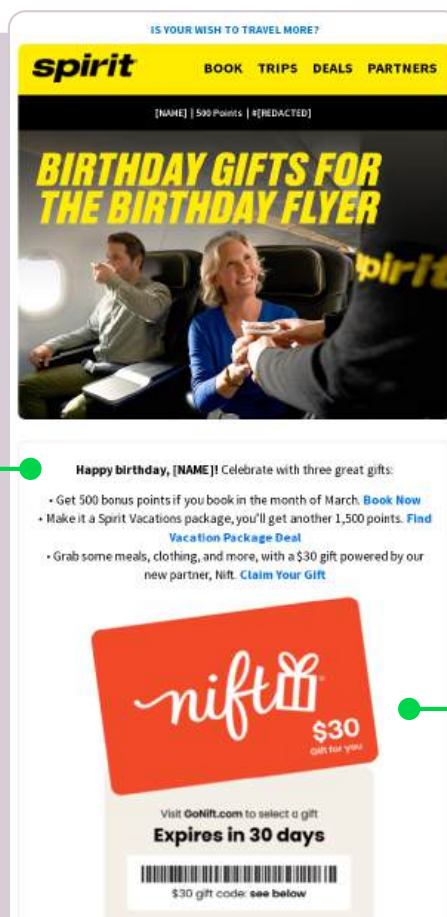
Nothing says “happy birthday” like booking a fabulous getaway.

Consider these tips from JetBlue and Spirit before you send your next bday campaign.

- Use abandon cart and browse behavior to motivate future travel
- Combine cash and point offers for super-sized gifts

### SPRIT GETS GENEROUS WITH GIFT CARDS

SPRIT

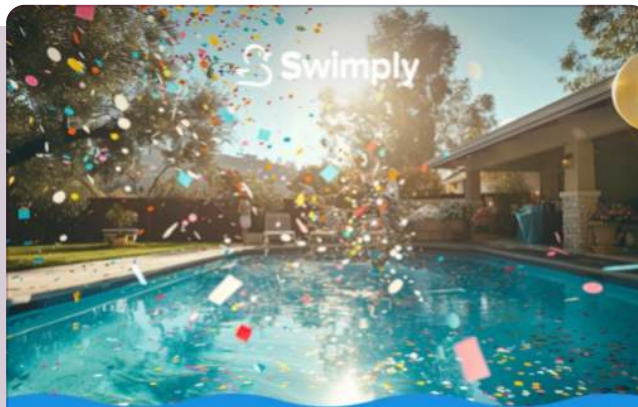


GOOD GIFTS  
COME IN  
THREES

FREE MONEY?  
YES, PLEASE

# SWIMPLY MAKES MILESTONES MORE FUN

SWIMPLY



## Make graduation a pool day.

Graduation weekends book early

Caps, confetti, and a private pool. Moments like this don't come around often — make it truly unforgettable.

Graduation weekend is one of those weekends that books quickly [ADDRESS] NH. Book early and make the celebration feel effortless.

✓ Private space for the whole crew

✓ Prime weekend time slots go first

✓ Easy plan for families and friends

[Book graduation weekend](#)

~~~~~  
Graduation ready pools near you

CELEBRATIONS  
PERSONALIZED  
BY CITY

POOL RECS  
BELOW THE  
FOLD

# 06

## Best Way to Celebrate

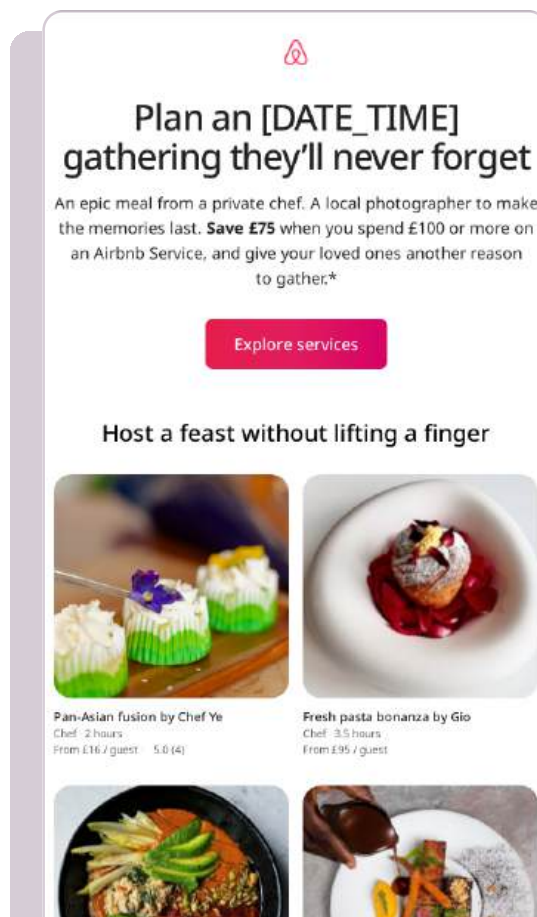
Travel is a time for making memories, so give customers a trip they'll remember forever.

Swimply and Airbnb show how to make every occasion extra-special:

- Local recommendations that guests can't resist
- Upsell & cross-sell incentives to seal the deal

### AIRBNB ELEVATES DATE NIGHT INTO AN EPIC EXPERIENCE

AIRBNB



The screenshot shows an Airbnb advertisement for a date night experience. At the top is the Airbnb logo. Below it is the headline: "Plan an [DATE\_TIME] gathering they'll never forget". Underneath is a paragraph: "An epic meal from a private chef. A local photographer to make the memories last. **Save £75** when you spend £100 or more on an Airbnb Service, and give your loved ones another reason to gather.\*". Below this is a red button that says "Explore services". Further down is the sub-headline "Host a feast without lifting a finger" and four images of food dishes.

AN UPSELL THAT'S HARD TO IGNORE

# 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](https://calendly.com/inboxmonster) or say 🧙 at [sales@inboxmonster.com](mailto:sales@inboxmonster.com)