

The practical guide to create emails that click in 2024



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In an ever-changing digital ecosystem, where every click is precious and every interaction counted, email marketing stands out as the reference for marketing and CRM strategists.

In 2024, email marketing is more than ever the pillar on which customer acquisition and loyalty strategies are built.

The revenue generated by email marketing is expected to rise from 11 billion dollars in 2023 to almost 18 billion dollars in 2027. Further proof of its effectiveness!

With an average ROI of 36 dollars for every dollar spent, email marketing is not only profitable, it's prodigiously lucrative.

Considered by 55% of consumers to be their preferred type of business communication,

Email is more than just a communications channel: it's a gateway to the customer, his mind and his needs.

Against this backdrop, The 2024 Guide to Best Emailing Practices is intended as a compass for campaign creators. Designed by our experts and illustrated with Dartagnan's best customer campaigns, this guide will provide you with practical advice, in-depth analysis and design tips to maximize your performance.

As emailing practices evolve, so does the need to stay at the cutting edge of innovation. This guide is your ally not only in understanding but also in implementing email strategies that capture attention, engage customers and, ultimately, increase the value of your brand in the hearts and minds of your audience.

Happy reading, everyone, and above all ... happy emailing year 2024!



Amandine Baptista
Chief Marketing Officer

AGENDA



- 1 Align with your audience's schedule
- 2 Integrate your product catalogue into your campaigns
- 3 Highlight your promotions
- 4 Look after your CTAs
- 5 Create immersive emails
- 6 Stand out with GIFs
- 7 Enhance your brand image
- 8 Deploy your loyalty programmes
- 9 Defend your values
- 10 Have fun with your copywriting



IN FIGURES

10 strategic Email statistics to help you make the right choices

+ Over 60% of Millennials and Generation Z

think that email is the most personal channel for receiving brand communications.

+760% in emailing revenues

Database segmentation increases emailing revenues by 760%.

+37% ROI thanks to A/B testing

Don't overlook this potentially lucrative practice.

Conversion rate multiplied by 6

thanks to the personalisation of your campaigns.

+300% click-through rate

by integrating video content into your emails.

55% of consumers check their email on their mobile

This is THE preferential device, so take it into account.

+103% conversion rate

for emails that include GIFS.

27% consider Tuesday as the best day

to send out email marketing campaigns.

+15% click-through rate

for responsive design emails.

61% of subscribers

would like to receive promotional emails every week.

Align with your audience's schedule

You need to know how to push the right offers at the right time, and above all, seize every opportunity to talk to your audience.

But how do you turn these strategic moments into real encounters?

Deploy millimetric sequences

Why settle for a single email when you can build complete campaigns, decline your emails in a matter of seconds and boost your performance?

How do you build your emailing sequences?

Here's an example of how to plan your summer sales:

- 1 D-3: Previews & private sales
- 2 J-J: Launch
- 3 D+10: New markdown
- 4 D+18: Web exclusive
- 5 D+24: Last markdown
- 6 D+31: The end is nigh

Thanks to Dartagnan's modular system, you can modify your blocks in just a few clicks, vary the organisation of your modules and create endless variations of your emails without ever tiring your audience.



PRINTEMPS

FEMME HOMME BEAUTÉ CADEAUX

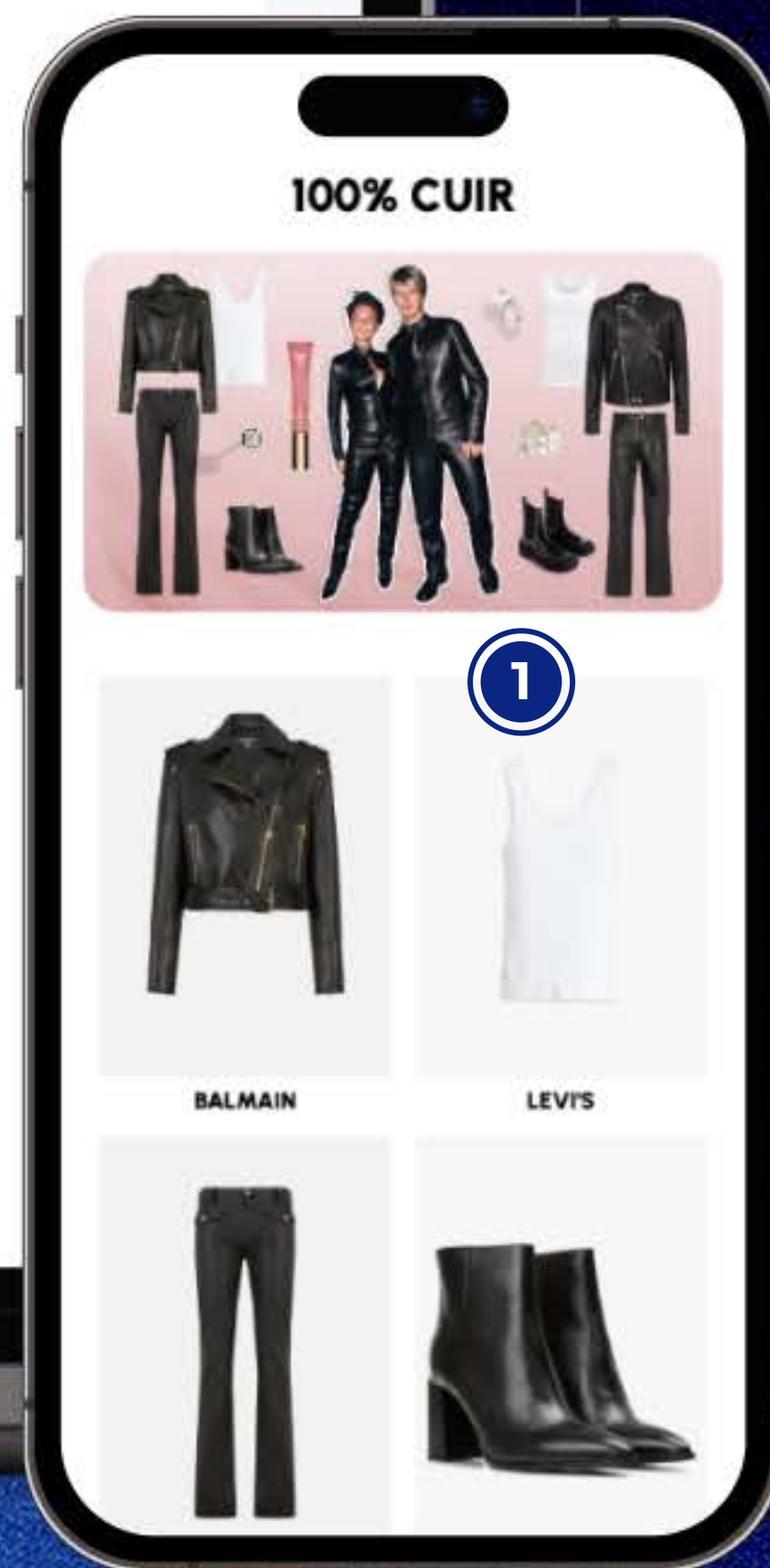


2

JOUEZ-LA COMME LES BECKHAM

À l'occasion de la sortie de la série "Beckham" sur Netflix, retour sur les looks cultes du couple iconique Victoria et David Beckham. 100% cuir, bohème chic, ou black tie, suivez notre guide mode pour vous la jouer comme Beckham !

JE DÉCOUVRE

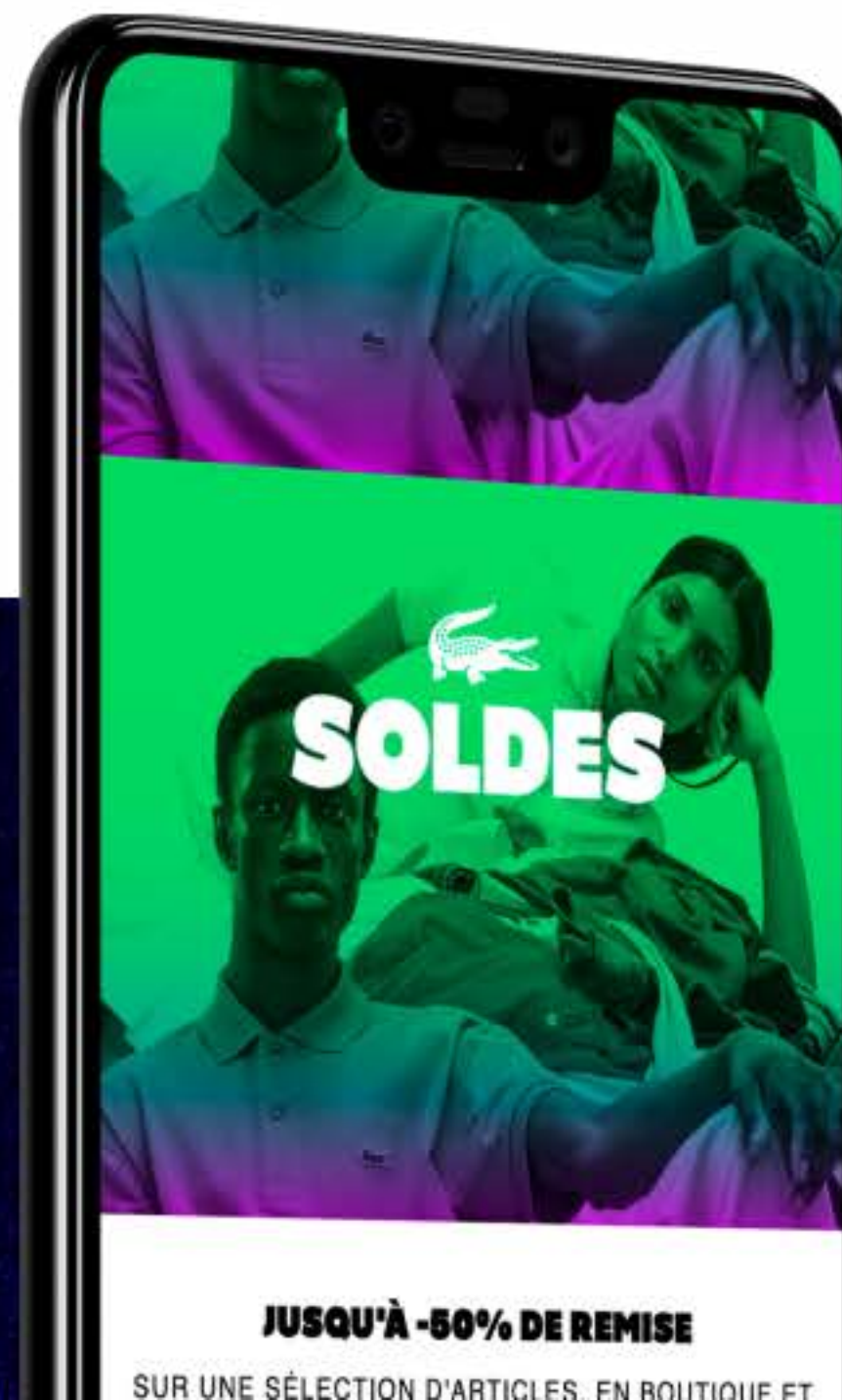


Surf the pop-culture news

Stay on top of pop-culture news. It's **THE** right idea to give your campaigns even more resonance.

Here, Printemps has hit the nail on the head by playing on the release of the Netflix Beckham series with :

- 1 A lookbook based on the iconic Beckham fashion style
- 2 A hidden reference for film buffs
- 3 Clipping that stands out from the crowd



Create a dedicated charter

Help your customers identify your major marketing events of the year!

In event emails, headers or isolated modules, deploy a dedicated charter to highlight your most important offers.

Your company <email@domain.com> [Unsubscribe](#)
to me ▾

Wed, Sep 15, 8:07 AM (2 days ago) ☆ ↶ ⋮



Jeudi 26 octobre à 16 h
Participez à notre conférence en ligne

Îles du Pacifique
et Asie du Sud-Est
à bord du *Paul Gauguin*

JE M'INSCRIS EN 1 CLIC

Make every moment an event

Create meetings with your audience by organising unique events around your offer.

2

Integrate your product catalogue into your campaigns

More than ever, the trend is to bring the email experience closer to the web experience.

To shorten your customers' buying journey and guarantee maximum direct sales, integrate your product catalogue directly into the email.

How can you do this? By following the example of our customers!

Lookbook mode

Lookbooks are **THE trend of the moment** for showcasing your brand, especially in the fashion sector. Choose inspiring models, showcase your products and get your audience on board!

How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 Immersive hero
- 2 Text block
- 3 CTA
- 4 The look in pictures
- 5 Showcasing products
- 6 CTA
- 7 Repeating this structure with another look



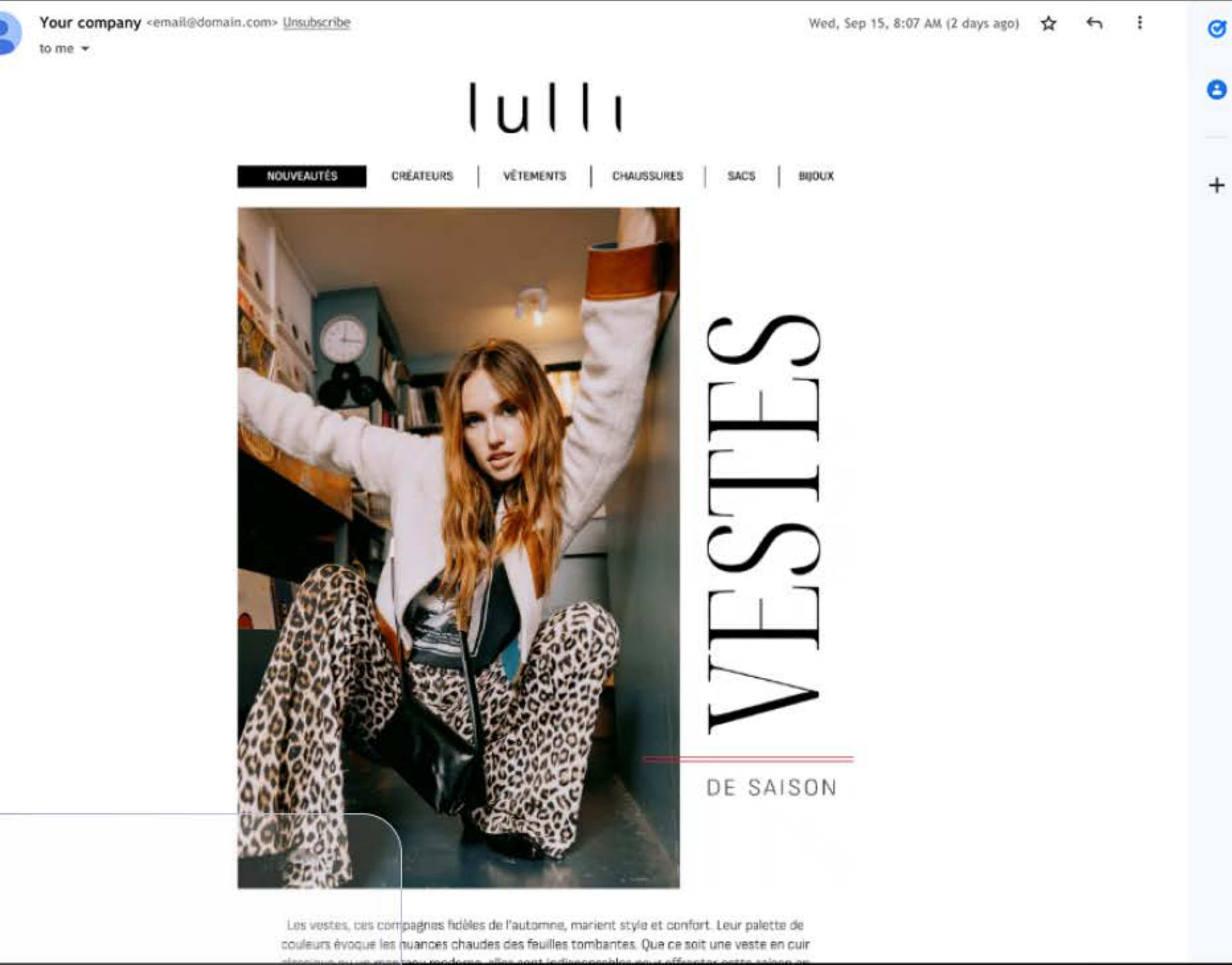
To make your product grid more dynamic, don't be afraid to break it up: full-length photo, worn outfits or product zoom. Alternate single and double columns - Dartagnan can handle any configuration!

This graphic composition is a great way to vary the way you present your products and show them from every angle!



DANIL MEDVEDEV



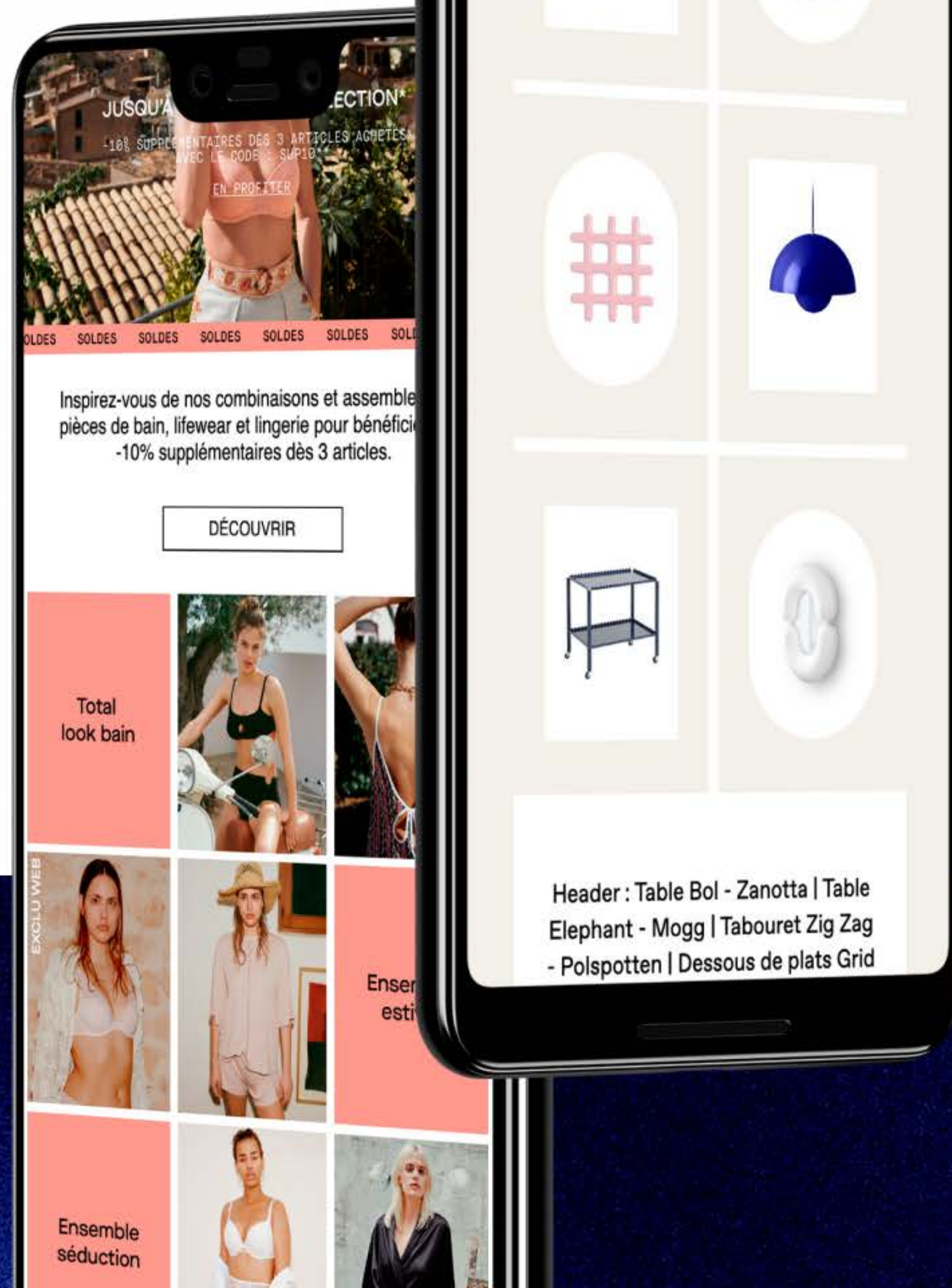


Copy the web experience

Immerse your customers in your website by recreating your menu in the header.



Use blocks to recreate your tabs, insert your links and you're done!



Focus on the grid

In 2 or 3 columns, or by playing with the background colours, have fun with your grid to display the full extent of your catalogue in your emails.



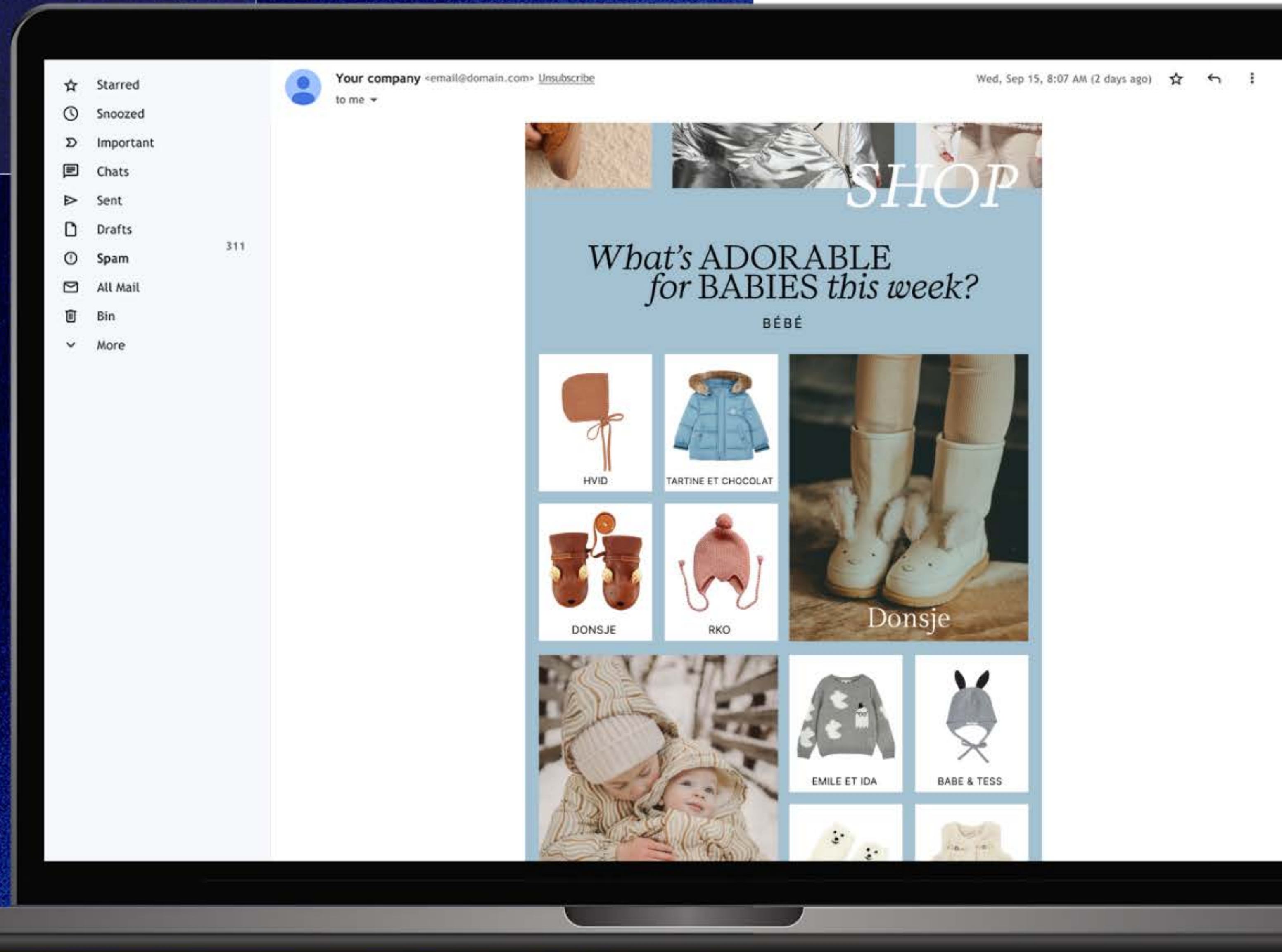
With Dartagnan, you can even include GIFs in your columns!

Header : Table Bol - Zanotta | Table Elephant - Mogg | Tabouret Zig Zag - Polspotten | Dessous de plats Grid

Stagger your blocks

Add dynamism to your columns by playing with a staggered structure.

This structure can also be used on cell phones, especially with their larger screen sizes. Think of it as an alternative to the standard 1-column mobile.



3

Highlight your promotions

The most effective way of boosting your sales?

Promotions, of course!
But how do you design your promotional emails so that you stand out from your competitors?

Play with FOMO

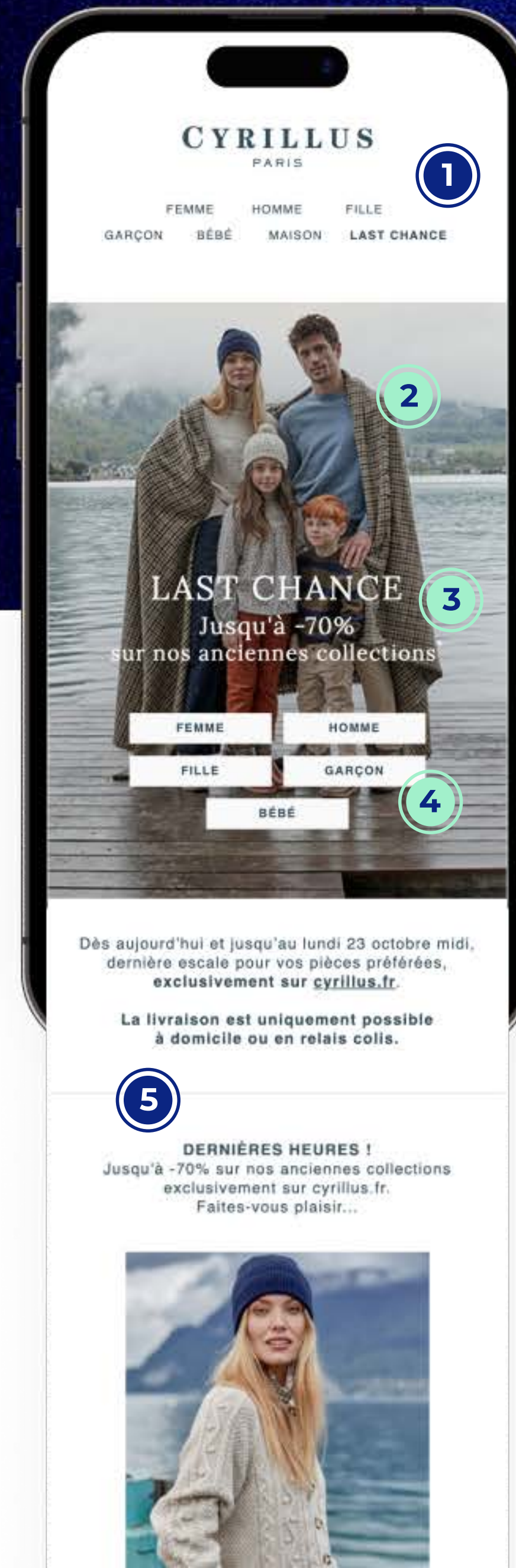
The Fear of missing Out continues to prove its worth. Create a sense of urgency and scarcity around your promotional offers to make them irresistible! It's your "Last Chance" to engage your customers.

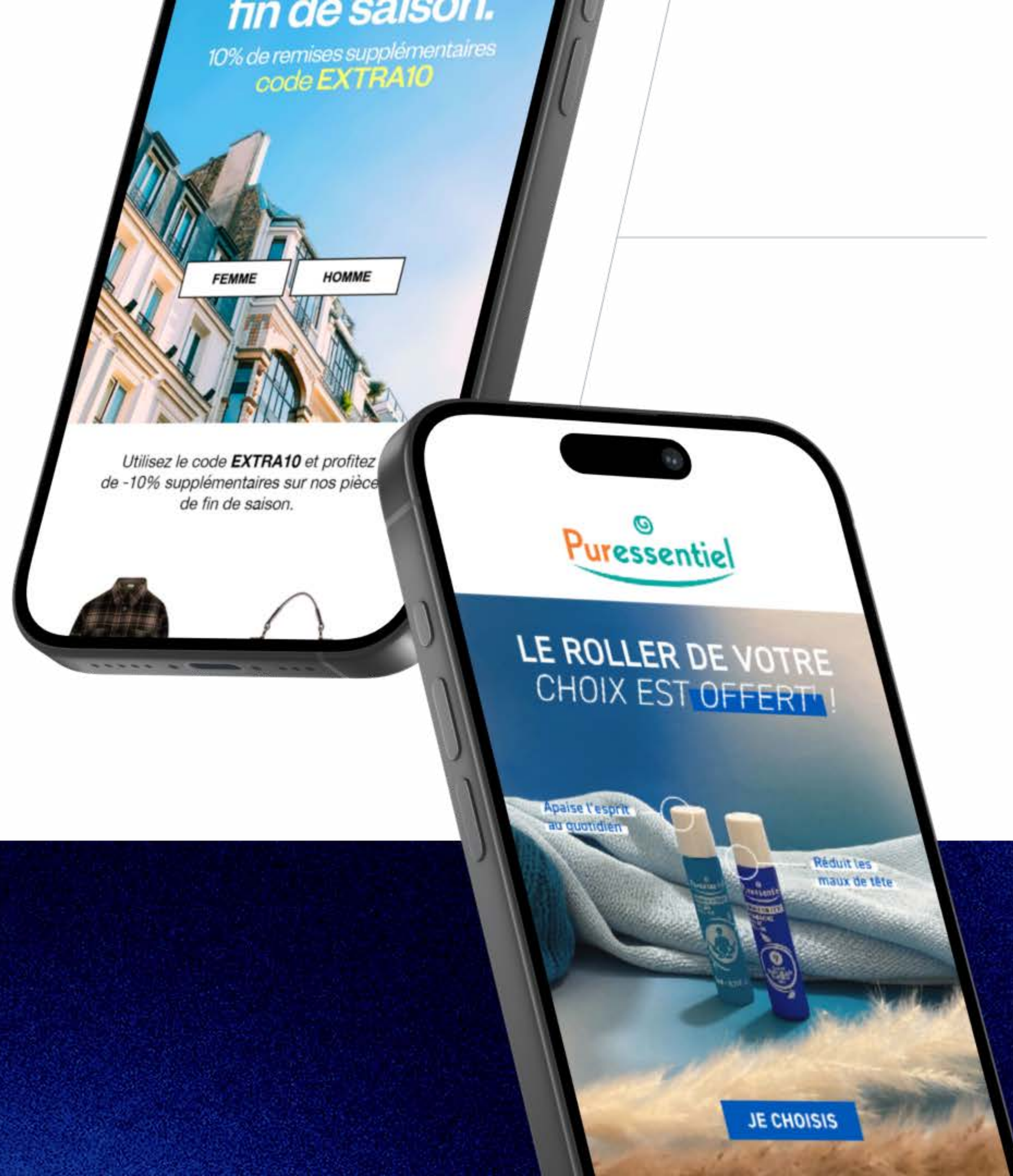
How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 Web menu
- 2 Background block
- 3 Text on background
- 4 CTA on background
- 5 Separator
- 6 Declination of background blocks
- 7 Pictograms
- 8 Social networks

If you want to customise your campaigns easily, think of the background block. No need to rework all your visuals in your external graphic software. With our native Backgrounds feature, superimpose text and CTAs on your images and update them directly from Dartagnan.





Be generous

Don't be satisfied with your promotions!

Proposing additional offers and gifts is an opportunity to :

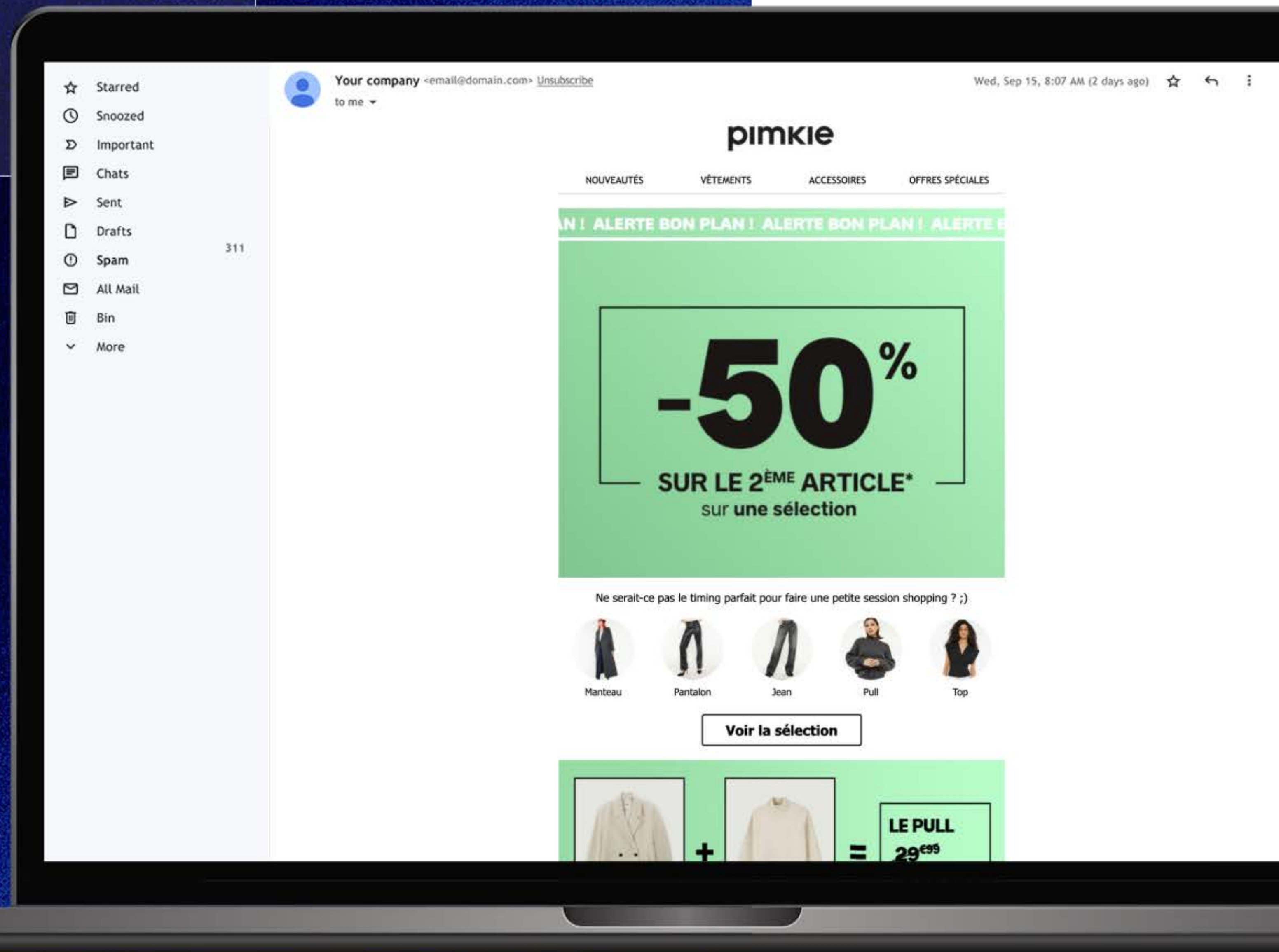
- stand out from the competition
- strengthen customer relations
- enhance your brand
- increase Life Time Value

There's no doubt about it: giving a gift is a worthwhile investment!

Bring your promotions out of the shadows

Promotional offers directly in the header, XXL fonts, gifs and scrolling banners: nothing is ever too big to highlight your promotions.

It can also be interesting to give visibility to your legal notices. In this case, choose a minimum size of 14 for your fonts so that they remain clearly legible.



4

Look after your CTAs

Your CTAs are your most powerful engagement and conversion levers.

A very small space, yes, but one with big business stakes.

So take the time to design your CTAs properly to create emails that click!

Hover over your CTAs

By creating a Hover state on your CTAs, you can liven up the user experience and, above all, draw attention to clickable areas. When properly managed, **the Hover state is a real click magnet and a performance booster!**

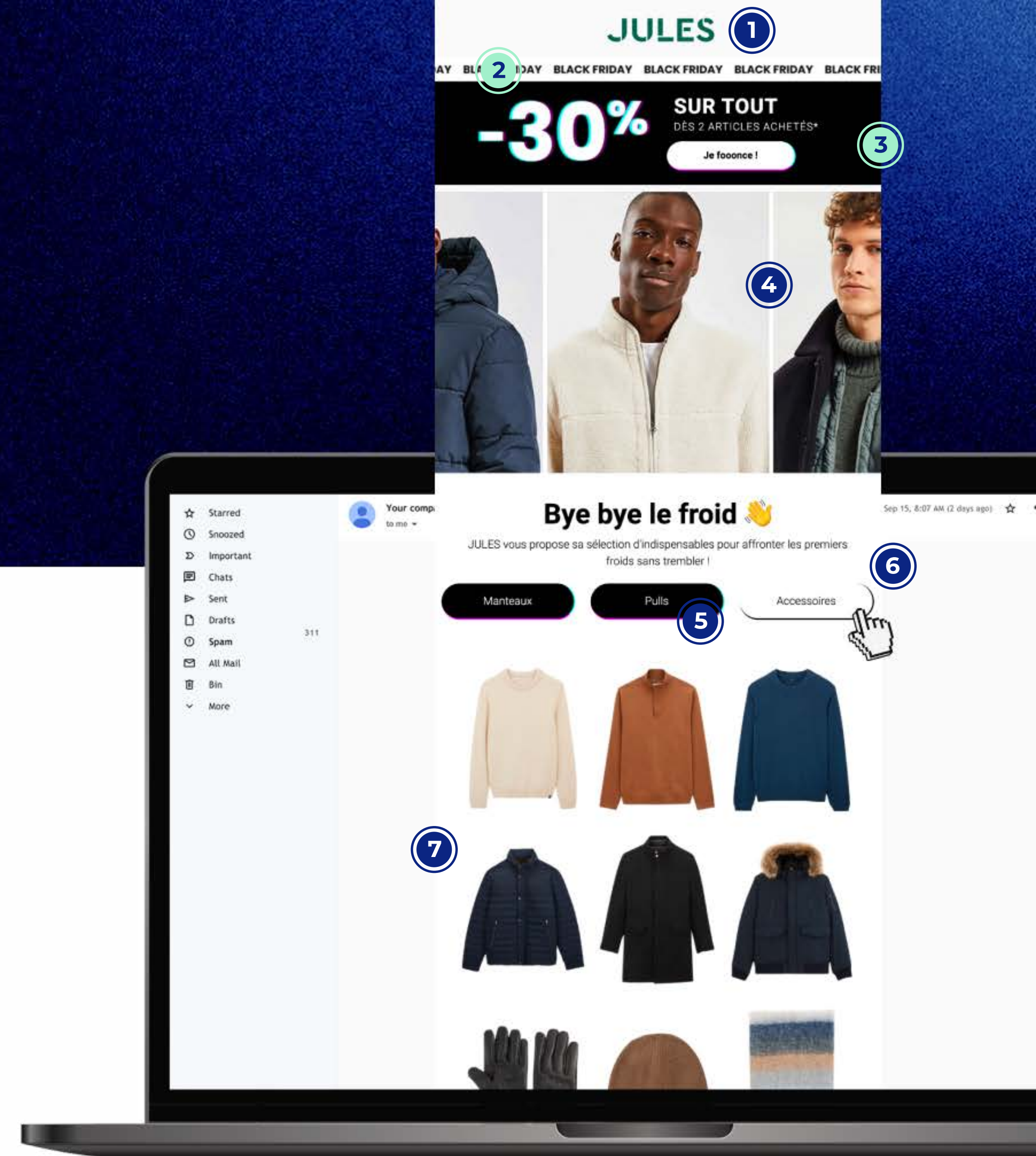
How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 Logo
- 2 Banner gif
- 3 Promotional banner
- 4 Main image
- 5 CTA inactive
- 6 CTA active on hover
- 7 Product mosaic in 3 columns

In Dartagnan, the hover state is a native feature.

With just a few clicks, you can create a hover state for a background color, borders or button opacity. In fact, don't hesitate to reproduce Hover states already present on your website to align the emailing experience with the web experience.





Balades hivernales

Préparez-vous à la saison du froid avec les accessoires d'hiver de BABYZEN ! La chancelière, les moufles, les skis, et la housse de pluie facilitent le quotidien des parents lorsque la saison froide est là !

DÉCOUVRIR !



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DÉCOUVRIR !



Perfect measurements for your CTAs

The size of your CTAs is a key factor in optimizing your click-through rate.

As a reminder: on the desktop, we recommend a height of between 40 and 50 px.

By using percentages rather than px to size your CTAs, you'll be able to adapt them to all types of device.



Think about Copywriting

The copywriting of your CTAs can be an excellent lever for differentiation. Why not be creative, original and even amusing?



Did you know?
The more specific or even inciting your text is, the higher your click-through rate will be.



Nos accessoires essentiels

Il est temps de passer au niveau supérieur. **Du 20 novembre au 4 décembre**, pour tout achat de Devialet Phantom I, Devialet Phantom II, Devialet Dione ou Devialet Mania, recevez un accessoire Devialet assorti. Trouvez l'accord parfait avec Cocoon, Remote, Treepod ou Tree, et sublmez votre expérience d'écoute.

TROUVEZ L'ACCORD PARFAIT

Choose the right place for your CTAs

Position your CTAs so that they are quickly visible. On principle, the higher the better...

Also avoid multiplying the types of CTA. Choose 1 main action, 1 business objective, 1 redirect link and concentrate your efforts on them.

GUERLAIN
PARIS



AQUA ALLEGORIA FORTE LA NOUVELLE COLLECTION INTENSE

Aqua Allegoria Forte est un voyage chaleureux et enveloppant au cœur des merveilles du monde : des Eaux de Parfum célébrant l'intense beauté de la nature au soleil couchant.

DÉCOUVRIR



5

Create immersive emails

The WAOUH effect of a campaign should never be overlooked.

Immerse your customers in the world of your brand by designing immersive emails.

Check out our tips!

Use your brand colours wisely

When it comes to colours, it's always important to dare to exploit their full potential. Black, in particular, has an extremely immersive power. But you can use this scheme with all your charter colours.

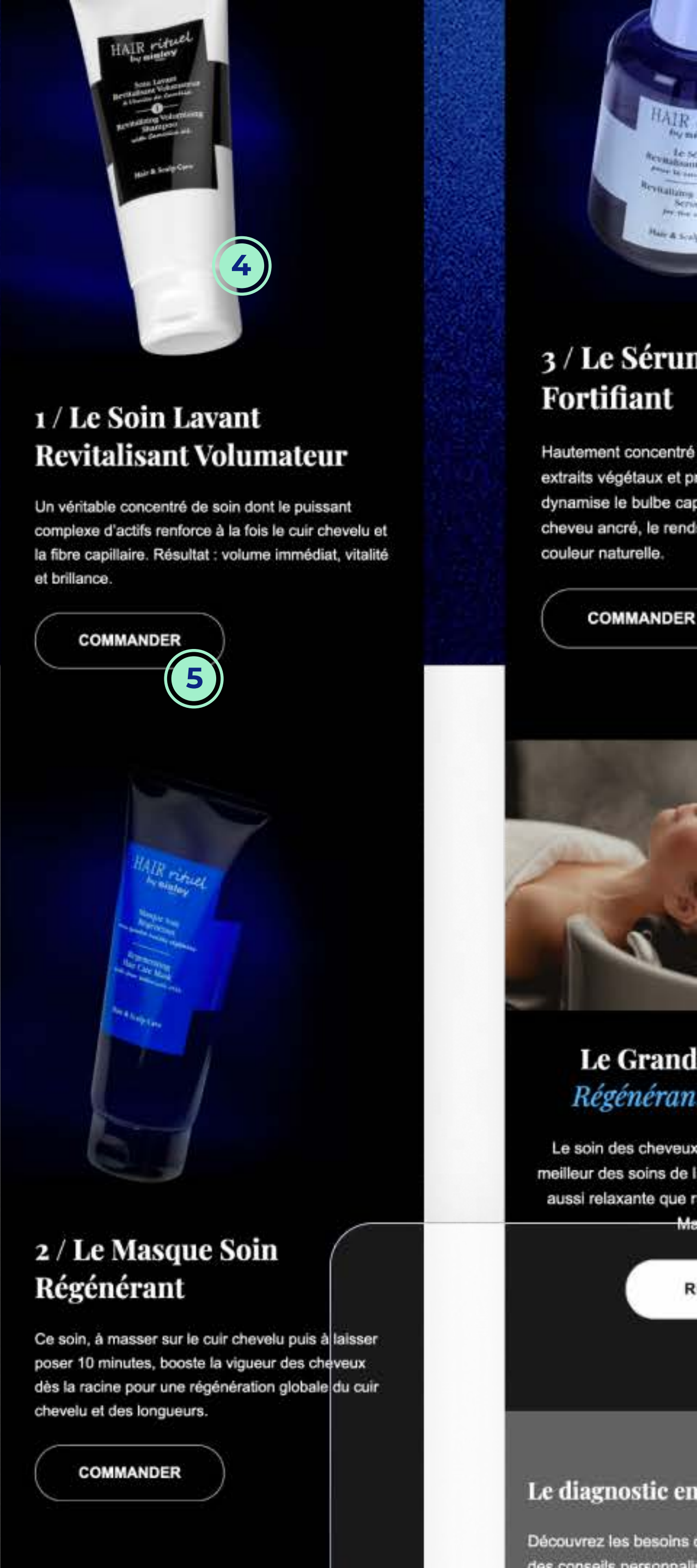
How do you create this trompe-l'oeil email?

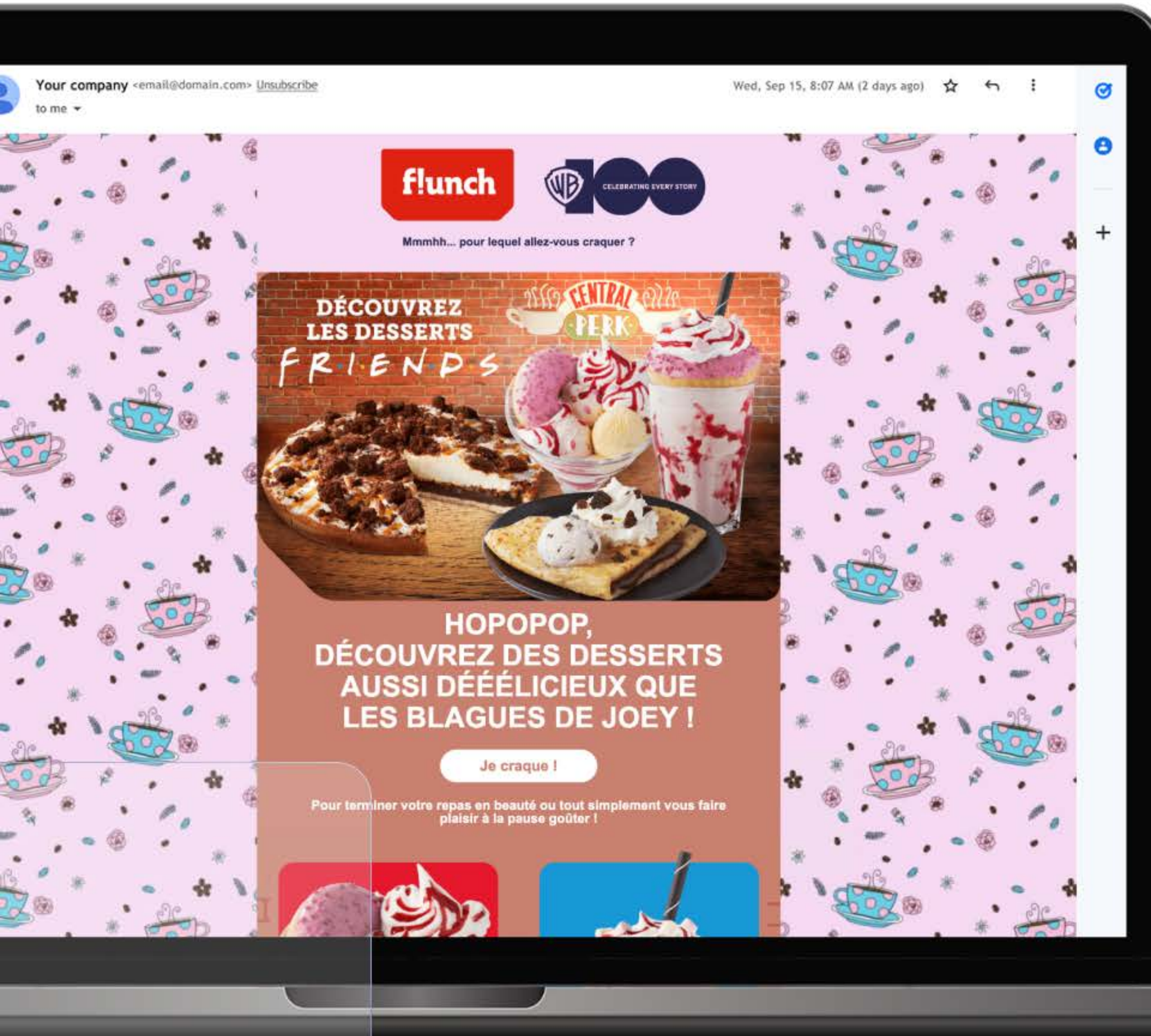
Here are the different elements you need to combine to achieve this:

- 1 Full width image
- 2 Gradient transition
- 3 Unify your background colours to eliminate demarcations between your sections
- 4 Cropped images for a floating effect
- 5 CTA with contours only

With Dartagnan, you can incorporate your own customised fonts, as well as all Google Fonts, to match your graphic style and express your creativity! If some fonts are still incompatible with certain online messaging services, our tool lets you configure substitute fonts to remedy the situation.

The trick is to choose these fonts as closely as possible to your original fonts. This will ensure a consistent visual experience for all your readers.





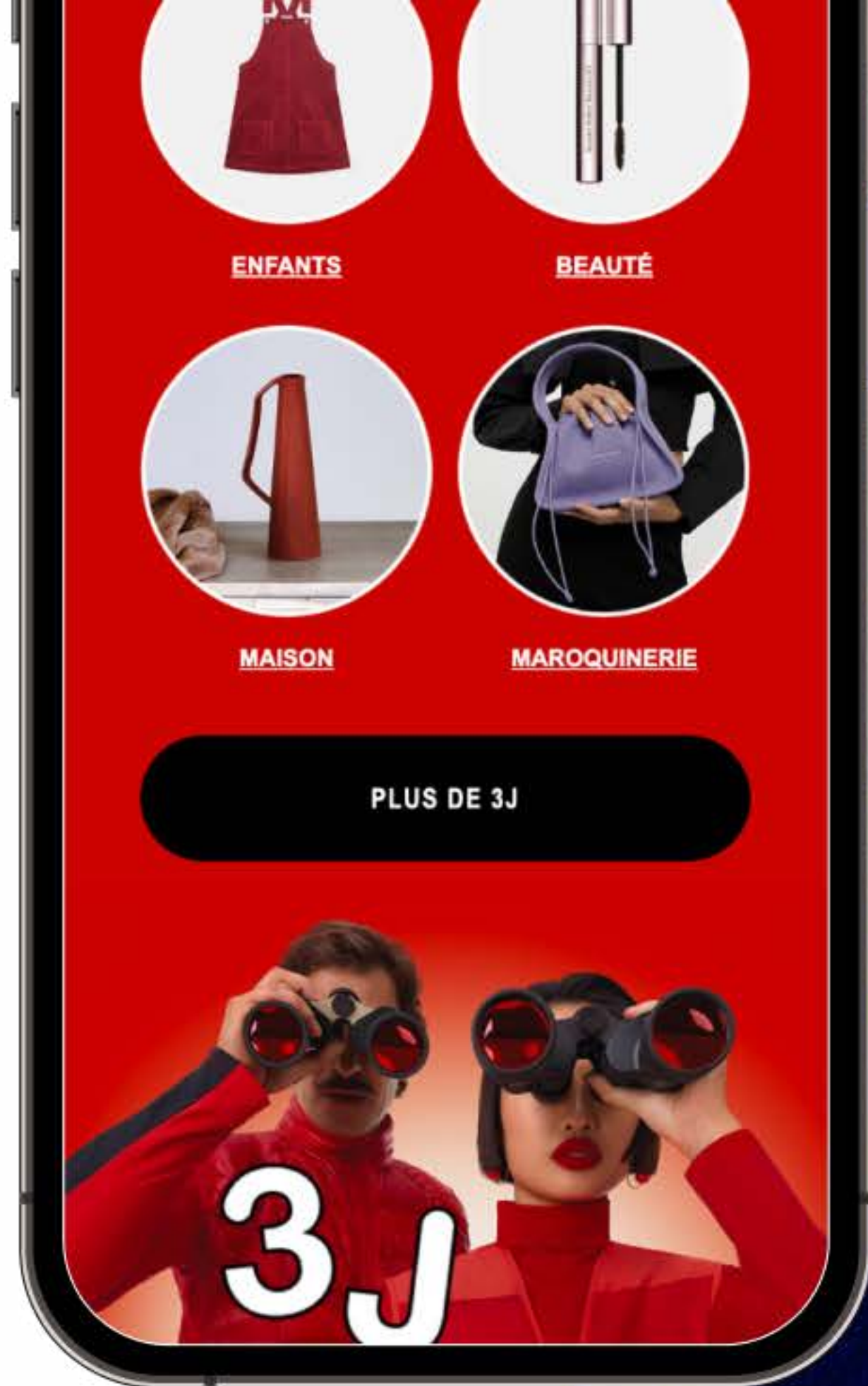
Design background textures

With a background texture, immersion is immediate. Above all, it increases the space occupied by your email and immerses your subscribers in the world of your brand or offers.

In this example, Flunch has created a motif specific to the world of Friends as part of a partnership around the series.

Dartagnan makes it easy to create this effect, using a visual that is automatically repeated to create a wallpaper effect.





Play with background colors

The use of background colors unifies the body of your email.

With Dartagnan, you can not only apply solid colors, but also integrate background images.

Match your buttons, text and even images with your background colors to create even more immersive emails.





Stand out with GIFs

The GIF is the most commonly used animation effect in emails. It's fun, impressive and dynamic: it catches the eye and grabs attention.

Its big advantage? It's compatible with almost all reading environments, and that's no mean feat!

So how do you use them to maximum effect?

When the GIF replaces the Hover

The GIF is a great classic for giving a boost to your header visuals or headlines. But using GIFs can go far beyond a simple design effect. It can also be used for strategic purposes or to overcome technical constraints.

How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 "Online version" link
- 2 Full width image
- 3 Product grid
- 4 GIF in the Product grid to integrate a second view
- 5 CTA
- 6 Separator
- 7 Sharing a playlist

In Dartagnan, you can work on the display of your emails independently for desktop and mobile thanks to our responsive tool.

This is extremely useful for fine-tuning your design and brand image down to the smallest detail. On mobile, for example, integrate a GIF image into your product grid to enrich product views. The Hover has the same purpose, but is only available on desktop.



PLAYLIST EXC
THE CHILL EDITION



Pour célébrer cette collabor
composé la playlist Chill idé
nonchalance du 'The Blues
vous et appuyez sur play : c
accompagne pour un momen
temps

Spotify Apple Musi

SUIVEZ-NOUS @MAIS
#ADERERRORXMAIS

STORE LOCAT

SERVICE CLIE
+33 (0)1 42 62

PAIEMENT SÉCU

SUIVRE KITSUNÉ



Vous avez reçu cette communication su
Newsletter Kitsu
Cette newsletter a été envoyée par Kitsu
Paris, France.
Pour être sûr(e) de recevoir les dernièr
Kitsuné par em
ajoutez info@mail.kitsune.fr

Turn your videos into GIFs

Convert your short videos into GIFs and place them in your header to make an impact at first glance!

Here, for example, a simple product demo placed in a background element. It's unobtrusive but still speaks volumes and will take your e-mails to a whole new level.



Bring your images to life

Or almost... by creating a GIF with fixed text but different images.

Sezane does it very well in this email, playing with the different planes of their visuals to give an impressive sense of depth!

A well-established brand universe and a dynamic, attention-grabbing effect: a good technique for killing two birds with one stone.



RENDEZ-VOUS CE DIMANCHE DÈS 9H30

L'Hiver continue avec notre invitée **Laura Brown**, qui signe une ligne d'inspiration Vintage venue accompagner notre grande **Collection**.
Rendez-vous dès aujourd'hui sur [Sezane.com](https://www.sezane.com) pour découvrir le **Lookbook**.

PS : La livraison est offerte dès 200€ et les retours sont à notre charge.

LOOKBOOK



7

Enhance your brand image

Email is a communication channel that combines all the best marketing practices:

- Communication throughout the customer journey
- Message personalisation
- Reactivity, automation and productivity
- Internationalisation of customer communications

In short, **email is the perfect channel for promoting and disseminating your brand image** to as many people as possible. But how do you go about it?

Make your brand image shine

Find out how Dartagnan helped the Center Parcs CRM team deploy its new brand image in over 300 triggers - and all in record time!

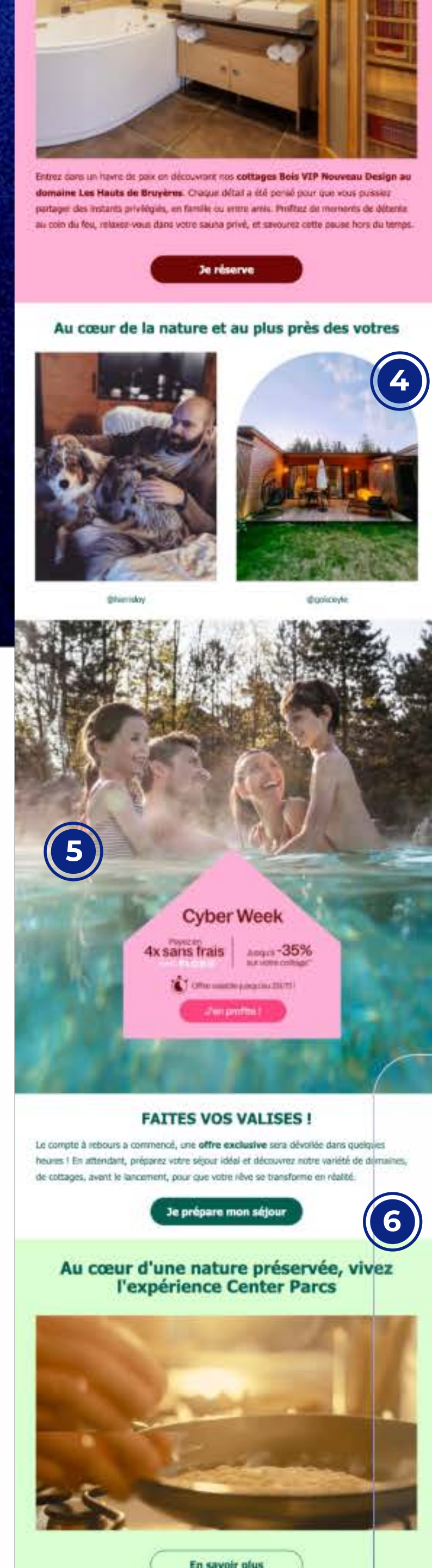
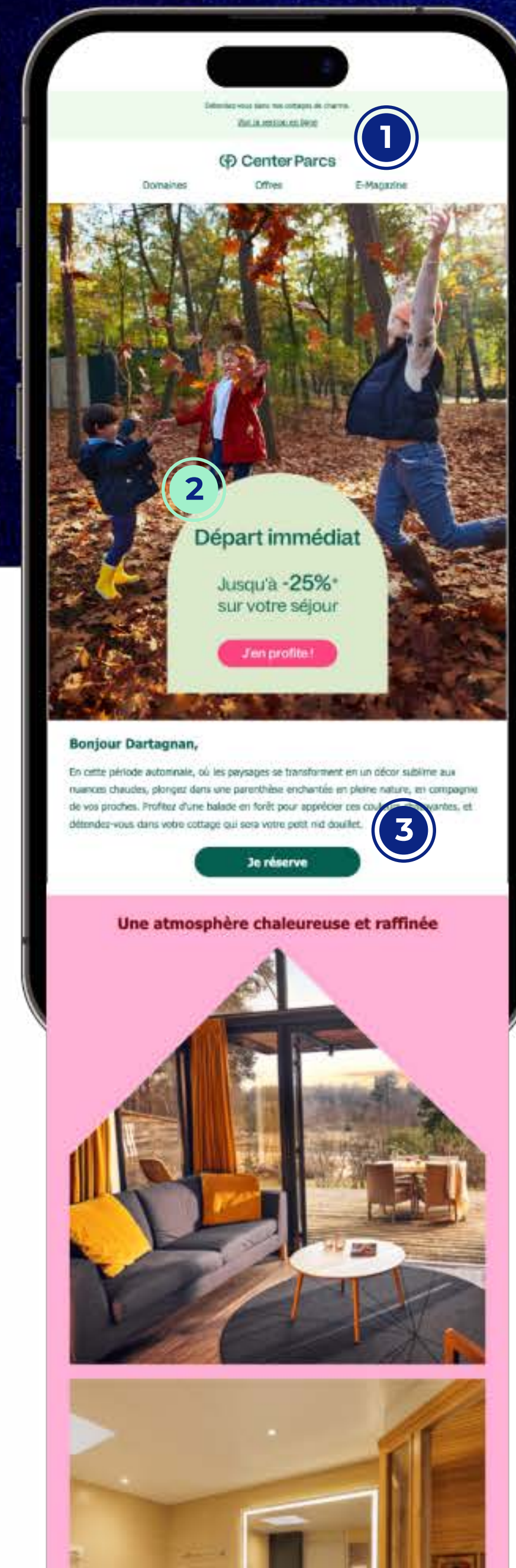
How can you put your brand image into your emails?

Here are the different elements you need to combine to achieve this:

- 1 Logo
- 2 Special fonts
- 3 Custom CTA to your colors
- 4 PNG-format cut-out images to reproduce the shapes of your chart
- 5 Palette de couleurs de marque
- 6 Branded color palette

To optimize the creation of your campaigns, Dartagnan provides you with a **modules library** for pre-registering your recurring blocks, such as a header, two-column or footer, for example. Moreover, thanks to the **media library**, you can store your visuals with no weight limit.

Using these two dedicated spaces, you can **import your branded blocks and visuals quickly and easily into any campaign.**





Deploy your **graphic assets** in your campaigns

Logos, colours, assets, fonts, graphic style, user experience: your emails are a beautiful showcase for your brand image. Make the most of it!



Did you know? Dartagnan can take charge of your **entire graphic charter** and guarantee its consistency thanks to its innovative and dynamic features:

- Modular Design System
- Support for special fonts
- Borders management
- Independent, personalized management of all your modules for responsive campaigns

ny <email@domain.com> [Unsubscribe](#)

Wed, Sep 15, 8:07 AM (2 days ago) ☆ ↶ ⋮

Découvrez le savoir-faire de la Maison

DIOR



NOTRE SÉLECTION DE SNEAKERS

Réimaginées chaque saison par notre directeur artistique Kim Jones, les sneakers sont l'un des emblèmes de la créativité de la Maison. Trouvez la paire pour vous ou à offrir en cette fin d'année.

CADEAUX POUR ELLE

CADEAUX POUR LUI

DIOR



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CADEAUX POUR ELLE

Give your brand image a showcase

640px wide: that's more than enough space to unleash your creativity!

But as well as incorporating attractive product images, don't forget to highlight them in the design of your emails. Here's our advice:

- Use margins and empty spaces to let your visuals breathe
- Play with your colours and reinforce contrasts
- Take care of the hierarchy of your elements by working on their size, weight and alignment.

In short, turn emailing constraints into a real playground. And make your emails a real showcase for your brand.

8

Deploy your loyalty programmes

Email is recognised as THE loyalty lever
par excellence.

Here's our advice on how to nurture your
customer relationships through your email
campaigns.

Present your programme step by step

This KFC email is an example of good Fid practice. Highlight Fid special offers and be educational about the user experience. Also take the opportunity to develop your communities, push your digital loyalty cards and your site inside the email.

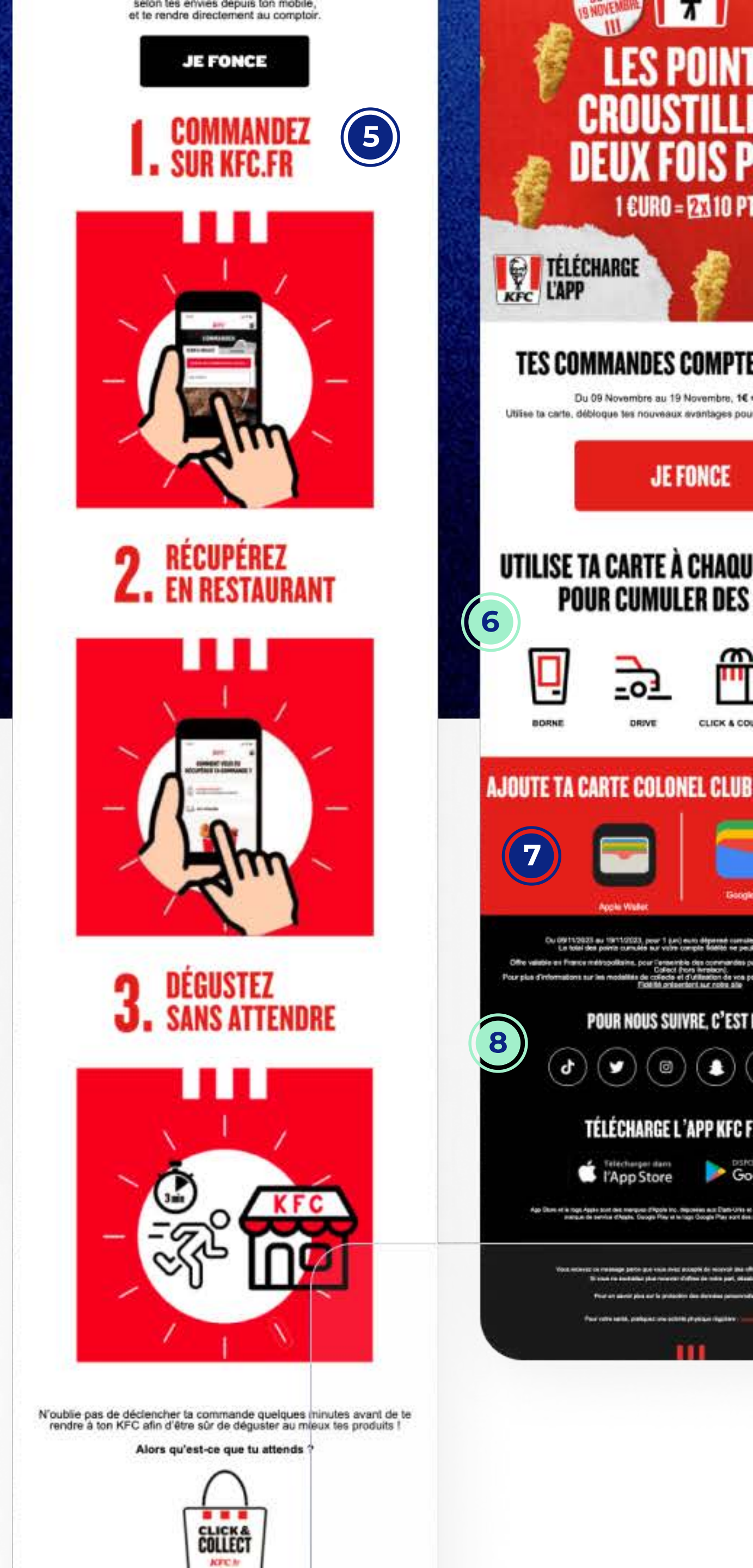
How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 Image background
- 2 XXL fonts
- 3 CTA & Offer combo
- 4 GIF loyalty offers
- 5 Step by Step simplified and illustrated
- 6 Pictograms
- 7 Digital loyalty card
- 8 Social networks

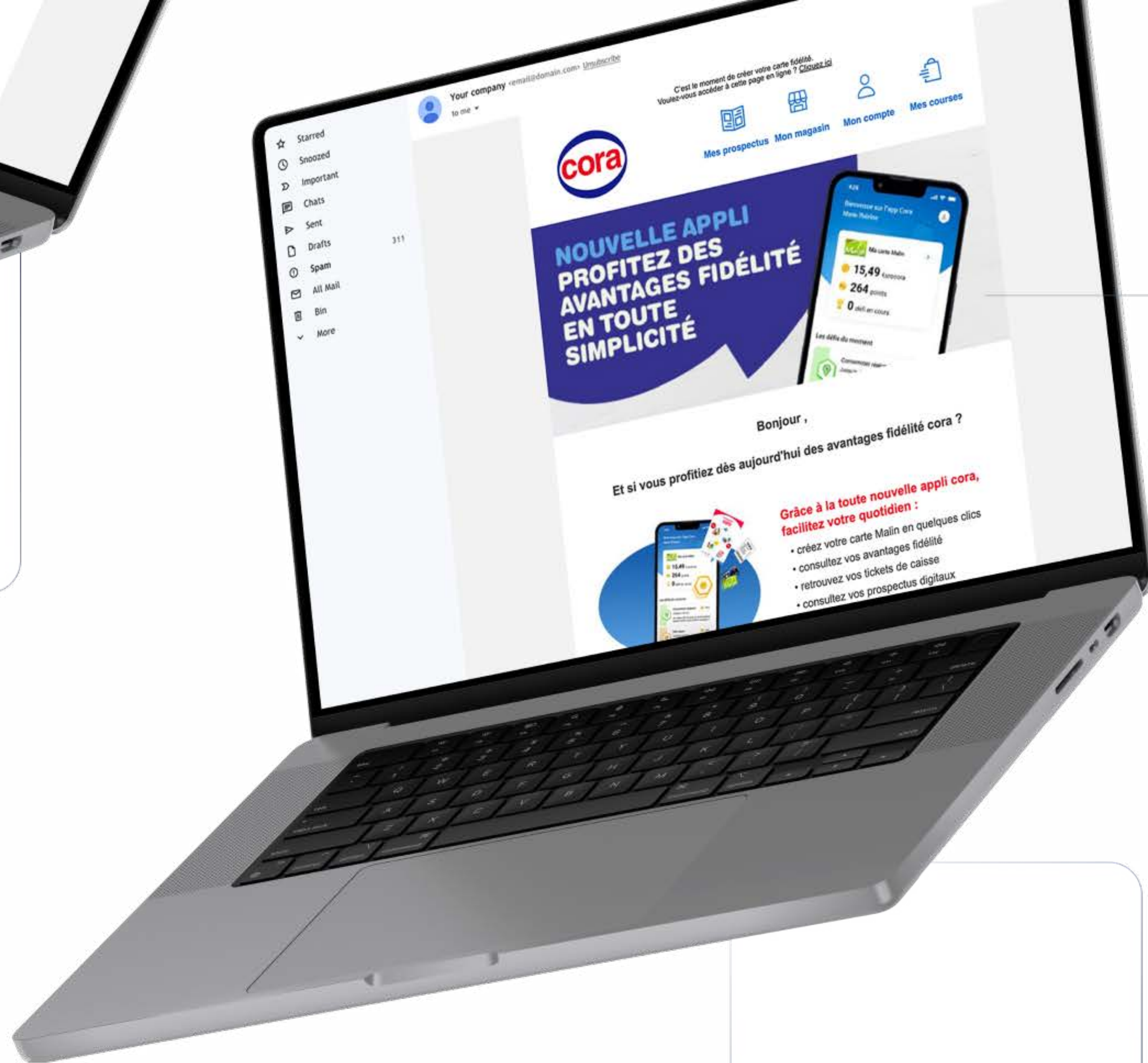
To make your loyalty emails even more attractive, Dartagnan provides you with a **text variable** (to show a number of points, for example) as well as a **variable to be applied to your images** to display your customers' favourite products.

The feasibility of these variables needs to be checked with your router beforehand, but **we can help you set them up.**



la toute nouvelle appli cora,
votre quotidien :

• créez votre carte Malin en quelques clics
• consultez vos avantages fidélité
• retrouvez vos tickets de caisse
• consultez vos prospectus digitaux



Educate people about your loyalty programmes

Your loyalty programmes will be all the more valuable if your customers know how to take advantage of them.

Use your emailing strategy to highlight the benefits.

Be educational, present each of these advantages point by point and guide your customers step by step to make it easier for them to sign up.



PRINTEMPS

FEMME HOMME BEAUTÉ CADEAUX

BEAUTY DAYS

-25%

DE REMISE IMMÉDIATE
SUR LA BEAUTÉ⁽¹⁾

J'EN PROFITE

JUSQU'AU 3 DÉCEMBRE 2023

Grâce au programme de fidélité Le Club
Printemps,
profitez de -25% de remise immédiate sur la
beauté
sur l'e-shop et en magasin.

Keep your customers up to date with your online and instore news

Your emails are also a superb
showcase for communicating the
latest news about your offers.

Promotions, shop openings, stock
levels, loyalty points... give your
customers 360° visibility.

L'Atelier d'
Amaya
BIJOUX

Nos boutiques sont ouvertes
ce mardi 15 août

Bordeaux



♥ Boutiques ouvertes le 15 août ♠ Boutiques fermées le 15 août : Strasbourg et Metz

TOUTES LES ADRESSES

Venez nous rendre visite en boutique ! Elles sont toutes ouvertes ce mardi 15 août à l'exception de
Strasbourg et Metz. Si vous avez des questions, n'hésitez pas à contacter notre Service client par
téléphone au 0556815771, par mail à contact@latelierdamaya.com ou par [WhatsApp](#) 📞

Faites-vous livrer
même en vacances

Vous partez en vacances ? La livraison de
vos bijoux est possible gratuitement en
boutique ou sur votre lieu de vacances !

Retrouvez toutes nos adresses





Highlight your events and VIP offers

They are often the main pillar of your loyalty programmes.

Create dedicated emails or simply specific sections within your campaigns.

Don't hesitate to include a time frame in the wording to create a feeling of exclusivity.

A large, bold, white letter 'Q' is positioned on the left side of the image, partially overlapping the dark blue background. The 'Q' is stylized with a thick stroke and a white circular cutout in the center.

Defend **your values**

In a world where CSR is having an ever-increasing impact on your brand image, don't hesitate to use your emails to highlight your convictions and defend your values.

Here are a few good ideas on how to do just that!

Make space for your commitments

When it comes to CSR commitments and policies, Nature & Découvertes is one of the brands that has built up a model of its kind. But CSR and commitments don't have to be boring, far from it! Take the opportunity to be creative, as they have done with this email with a unique editorial style!

How do you build this email?

Here are the different elements you need to combine to achieve this:

- 1 Declination of their brand colours
- 2 Serif typefaces
- 3 Separators
- 4 Key figures
- 5 Text highlight
- 6 Commitment marker
- 7 Didactic approach



Don't be afraid of emails with editorial content. They allow you to establish a **real dialogue with your audience** and highlight the heart of your commitments. Here are a few tips to make them more dynamic: play with colors, font sizes, margins and separators to prioritize the body of your email.



d'accord.

En 2015, nous avons été la première société de distribution spécialisée certifiée B Corp en France. Ainsi, nous avons rejoint un mouvement de 6 700 entreprises qui ne cherchent pas à être les meilleures AU monde mais POUR le monde...et ça change tout!

On vous explique : 7

QUÉZAKO
B...Quoi ? B Corp...pour Benefit Corporation ! Une certification internationale exigeante qui balise nos actions et notre impact positif sur l'environnement et la société.

CERTIFICATION
86,5 : c'est le score que nous avons obtenu en 2021. Facile ? Loin de là ! Le questionnaire ultra exigeant se compose de 360 questions. Et un minimum de 80 points est nécessaire pour obtenir la certification. Curieux.se ? Il est consultable en ligne gratuitement.
> [CONSULTER LE QUESTIONNAIRE B CORP](#)

NEXT STEP
Pour continuer à être labellisés, nous sommes réévalués tous les 3 ans. Et la barre est placée toujours plus haut. Prochaine évaluation en 2024 !

ENGAGEMENT
L'évaluation évalue le respect de critères stricts dans 5 domaines : environnement, collaborateurs, gouvernance, clients et communauté. Concilier intérêt de l'entreprise et intérêt collectif, tout en ayant un impact positif, c'est ça l'esprit B Corp!

Rendez-vous en juillet pour découvrir d'autres actions engagées !

EN SAVOIR PLUS SUR B CORP



- LE CLUB
- LES MAGASINS
- LA FONDATION
- RETOURS GRATUITS
Sous conditions
- BESOIN D'AIDE ?
Contactez-nous
- LIVRAISON OFFERTE
À partir de 49 € d'achat

En 2015, nous avons été la première société de distribution spécialisée certifiée B Corp en France. Ainsi, nous avons rejoint un mouvement de 6 700 entreprises qui ne cherchent pas à être les meilleures AU monde mais POUR le monde...et ça change tout!

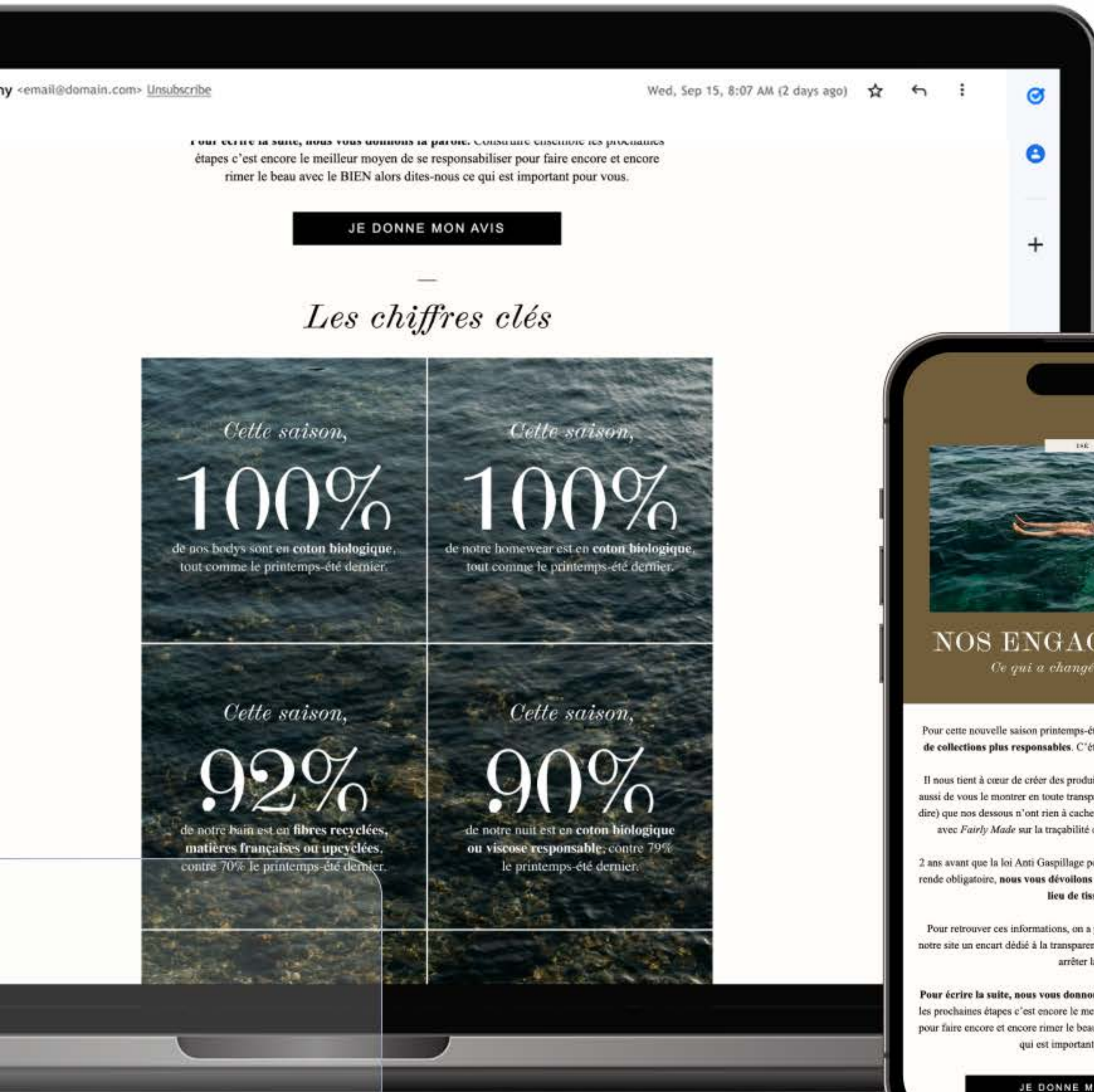


Deploy responsible marketing actions

Zodio gives us a good example of the type of action you can take:

- A second-hand campaign: collect products that your customers are prepared to give up in exchange for a promotional offer.
- Promote and present an association of your choice
- Create visual feedback on your solidarity actions





Present the results of your actions in figures

Here, over and above Ysé's concept of a summary figures, we really like :

- The 2-column layout with very fine margins
- The mosaic-effect cut-out of the same background photo for the visuals
- The XXL font for the numbers and the design treatment of the fonts
- The "This season" leitmotif to emphasise the consistency of the visuals

10

Have fun with your copywriting

Good copywriting is the key to
establishing a lasting and sincere
customer relationship.

A bit of humour, some storytelling, a few
good phrases, some education and presto!
And that's it!

Tell your audience a story

Have fun with storytelling and draw your readers into the world of your brand! This is the approach taken by Van Cleef & Arpels, which has chosen a poetic and enchanting tone of voice in keeping with its jewellery collection.

How do you build this email?

Here are the different elements you need to combine to achieve this:

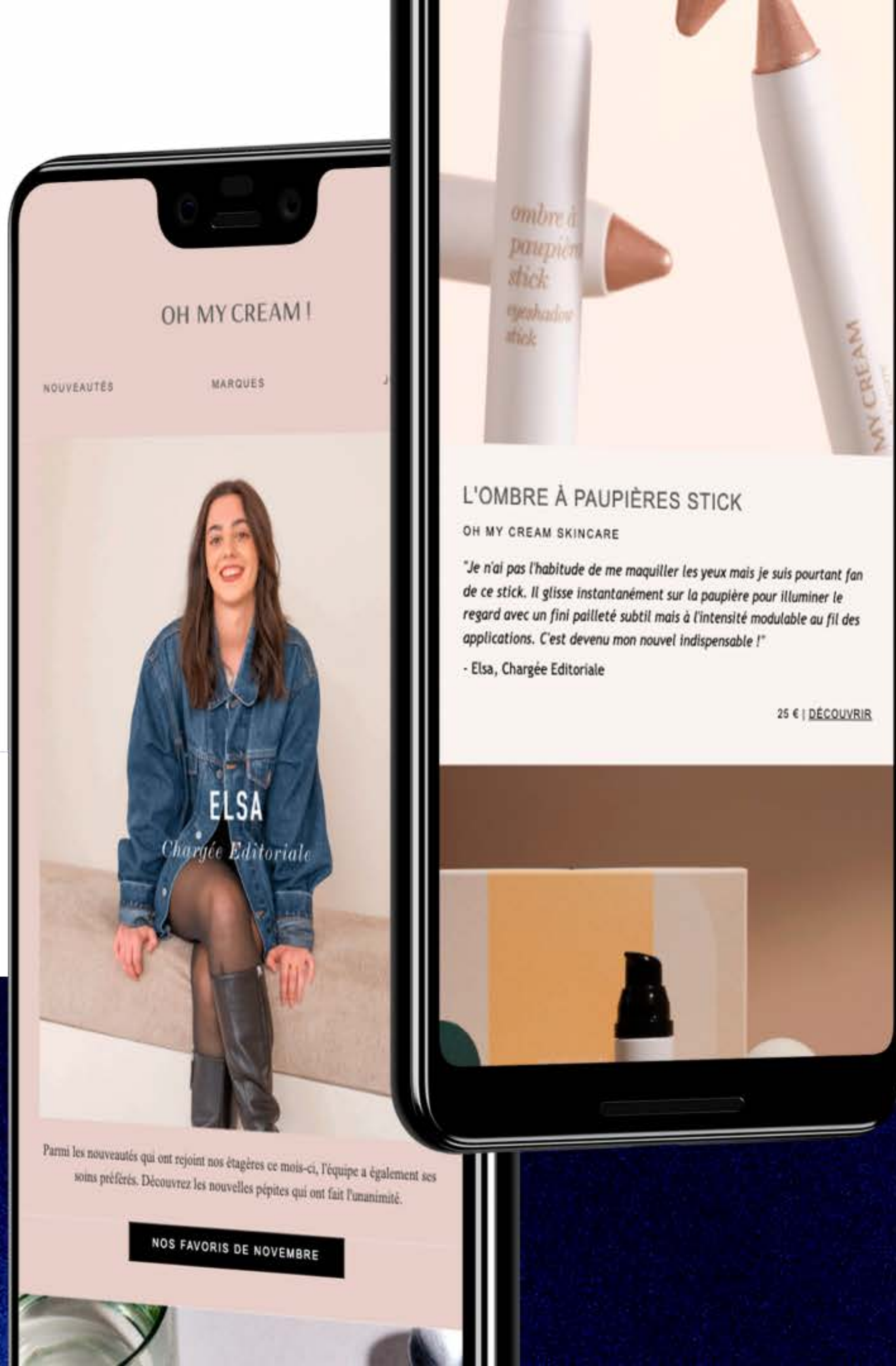
- 1 Logo integrated into visual header
- 2 Storytelling marker
- 3 Copywritten CTA
- 4 Imperceptible transition
- 5 Gross transition
- 6 Depth effect thanks to png format
- 7 Harmonious overall colour palette around blue



Few characters but a guaranteed effect!

Never neglect the copywriting of your CTAs. They are an extension of your product texts and visuals. "Let yourself be enchanted", "Pick them", "Watch them blossom", "Join in their dance": special mention for the particularly original copywriting of the CTAs, which perfectly reflect the natural, floral world of the jewellery!





Give your teams a voice to humanise your products

Your customers are your best ambassadors. By including their testimonials in your emails, you demonstrate the added value of your products and build the authenticity of your brand.

If you can't get feedback from your customers, at a launch for example, get your teams involved. After all, they're also your first ambassadors!

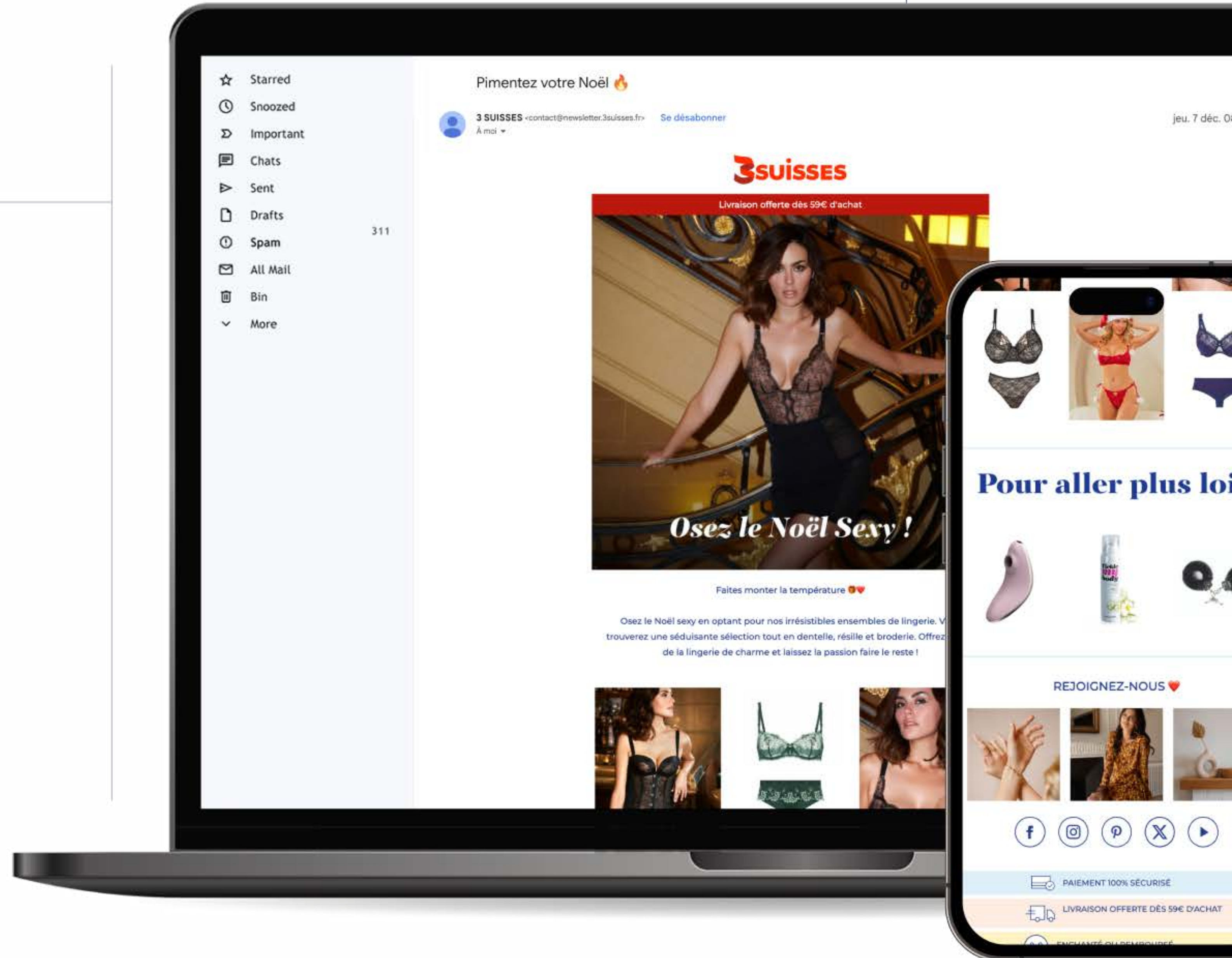


Did you know that UGC (User Generated Content) increases the conversion rate of your email campaigns by 4.6%?

Don't hesitate, dare!

Promoting naughty products while remaining elegant is a real tour de force that 3 Suisses manages very well in this campaign.

"Spice up your Christmas 🔥", "Dare the Sexy Christmas!" "Turn up the heat 🎁❤️": from the object to the text content, by way of the titles, 3 Suisses don't hesitate to spin the metaphor. And it works!





UNLOCK THE SECRET SAFE AT THE TAG HEUER BOUTIQUE HAMBURG!



We sincerely invite you to celebrate the Christmas season with us and take part in the exclusive competition of the TAG Heuer Boutique Hamburg. You have the chance to try your luck and open the secret safe in the boutique, which contains the brand's unforgettable gift. Take part - TAG Heuer keeps its fingers crossed for you!

Just follow these 3 steps to participate:

1. register for the competition via the following link and have your personal safe code reserved at the boutique.
2. visit the TAG Heuer Boutique Hamburg at Neuer Wall 18 until November 22 and pick up your code, which will hopefully open the safe for you.
3. On Saturdays December 9 and 16, the time has finally come: the safe will be ready and waiting in the boutique for you and for you to open it.

[PARTICIPATE NOW](#)

Establish a dialogue with your audience

Dialogue is the key to your customer relations, and the more personal and authentic it is, the more effective it will be.

Email is the ideal medium for this, **so don't miss out on this opportunity to forge a bond with your customers.**

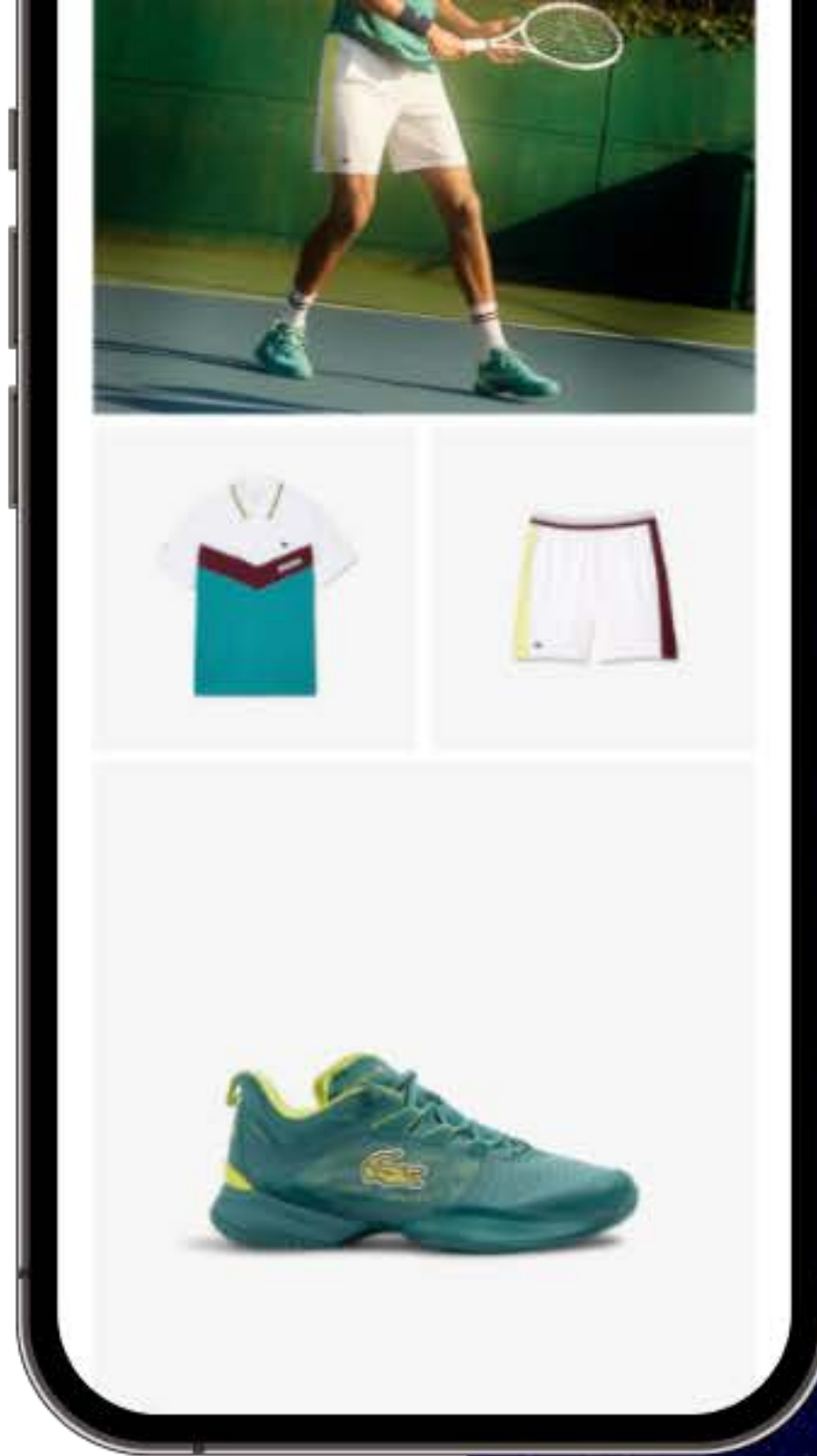
Here are two examples to illustrate this approach:

- Talk to your audience in an intimate and privileged way, creating a feeling of confidentiality, as Tag Heuer does.
- Tell them a story, as the children's brand Bonpoint is doing here.

LA FORÊT AUX MILLES MERVEILLES



Dans une jolie clairière gardée secrète, sous les grands arbres et le blanc immaculé de la neige, des amis de toujours préparent gaiement la grande fête de la Forêt Merveilleuse.



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