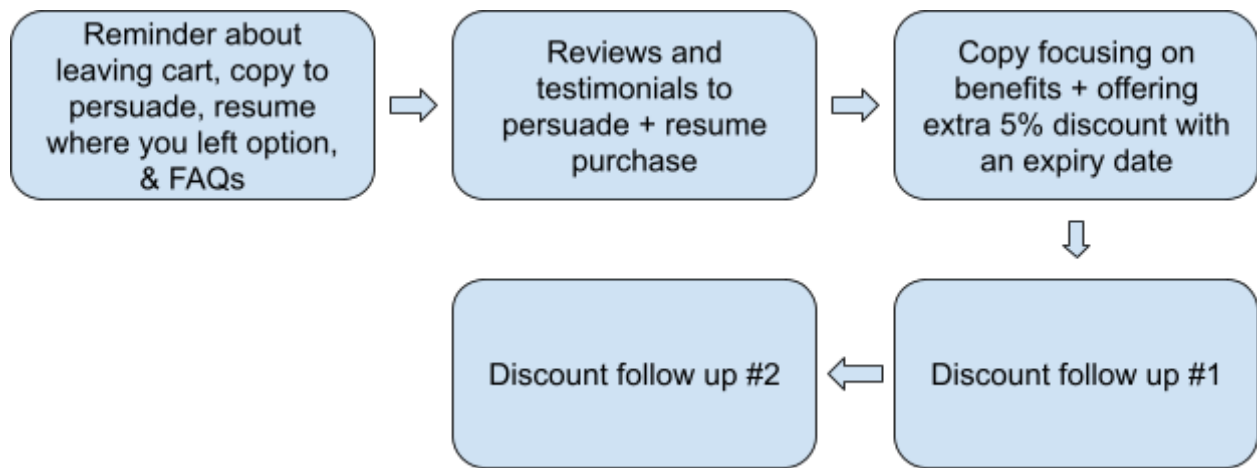


Abandoned Cart:



Elements:

- FAQ
- Reviews and Testimonials
- Discounts

Email #1

Subject Line: [Name], you sure about ending this?

Preheader Text: can't we just talk?

Copy:

Looks sexy?

[insert product image]

Even sexier when you use it!

Doubtful about your purchase?

Unlike situationships,
our toys actually give you clarity

[See FAQs](#)

Treat Yourself To Pleasure

[\[Resume Shopping\]](#)

Email #2

Subject Line: I am getting anxious about us

Preheader Text: you should see this

Copy:

[Design the below copy as a dialogue told by our product to our potential customer — make everything in the email look like the product talking, not the brand]

“You and I - Our relationship doesn’t really need a third person
But if it helps, This is what my exes say about me.”

[3 testimonials]

Make me yours, baby!

[\[Resume Shopping\]](#)

Email #3

Subject Line: I am watching you

Preheader Text: I know what you did last night

Copy:

[again in the product's tone - place the copy along with the image]

“Hey stalker,
I know you check me out every night,
Why don't you just proceed to *check out*?
...and I will be all yours.”

Let us make the First Move!!

[product name] drops by 5%. Expires in 72 hours.

[Timer]

[\[Get \[product name\] for ~~original price~~ discounted price\]](#)

Email #4

Subject Line: taking my chances till the last moment!

Preheader Text: still thinking about us?

Copy:

[again in the product's tone - place the copy along with the image]

“Extra pleasure guaranteed when I get into your room,
But for now, this *extra 5% off* is my way of peacocking.”

[Product Name] is now available at ~~original price~~ discounted price

Offer ends in [timer]

[\[Get Wild\]](#)

Email #5

Subject Line: One Last Dance

Preheader Text: 24 hours before we get on a 'break'

Copy:

We don't deliver toys. We deliver wildness.
The same wildness you imagine at night:
The touch, the Ahs-and-Ohs, the climax,
Dreaming you will get there one day.

Well, today is your chance—and it's your last chance to get it at an extra 5% off.

The price gets back to the original in [timer]

Continue from where you left with 5% discount automatically added to your checkout

[\[Get Wild\]](#)