

Context

Who Am I Writing To?

New subscribers(men ages 18-35) who are interested in timeless jewelry that compliments their style.

Where Are They Right Now?

Checking their email inbox because the avatar signed up for the newsletter in exchange for an exclusive deal.

Where Do I Want Them To Go?

I want them to make their first purchase, then I want build rapport between the brand and the reader so I can increase their LTV.

What Are The Steps I Need To Take Them Through To Get Them

Where I Want Them To Go?

1. Deliver Immediate Value
2. Build Engagement
3. Establish Trust
4. Guide toward Action
5. Prepare for Future Communication
6. Educate and Shape Perceptions

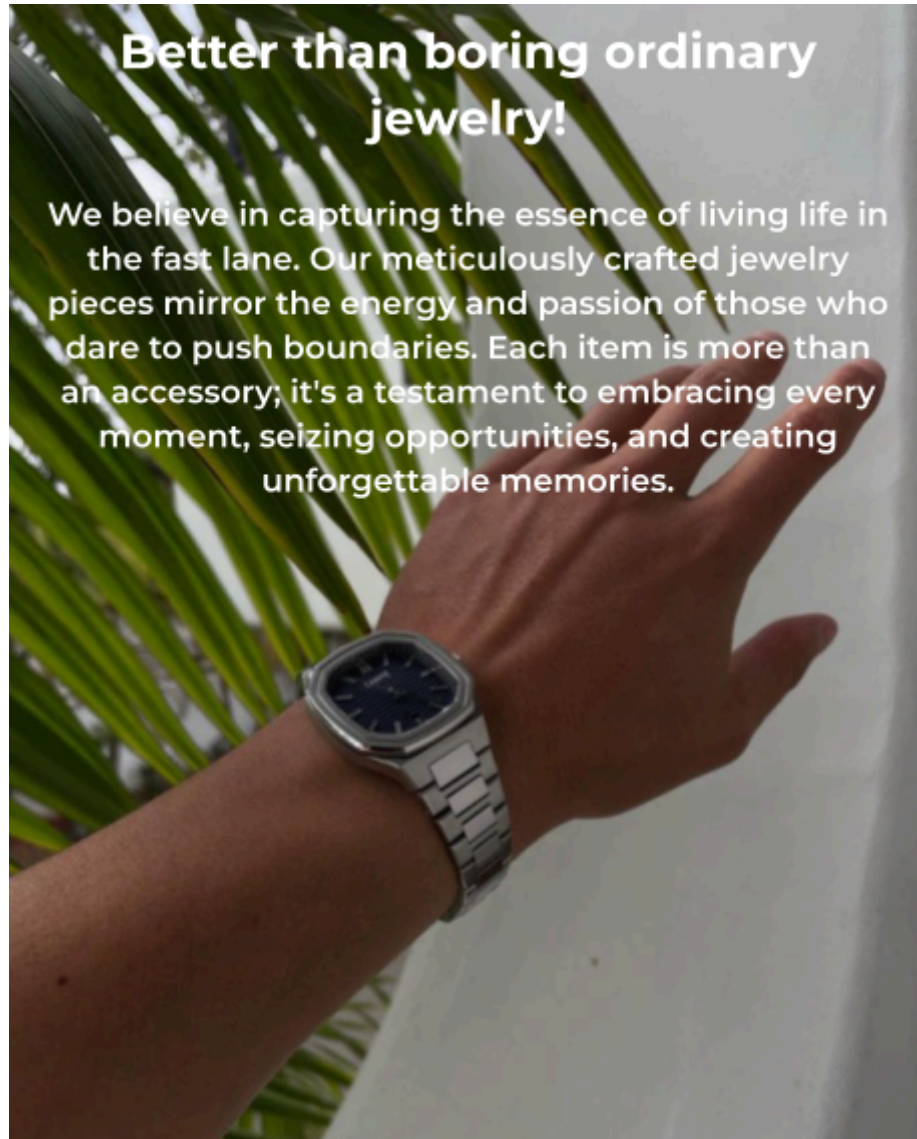
Welcome Email

SL: Welcome to CAINTE`

Pick out three items on your first order and one of them is on us
with **CODE #####.**

CAINTÈ

[Watches](#) [Rings](#) [Necklaces](#) [Shop All](#)



Better than boring ordinary jewelry!

We believe in capturing the essence of living life in the fast lane. Our meticulously crafted jewelry pieces mirror the energy and passion of those who dare to push boundaries. Each item is more than an accessory; it's a testament to embracing every moment, seizing opportunities, and creating unforgettable memories.

Pick 3 Pay for 2 for your first order.

CODE #####

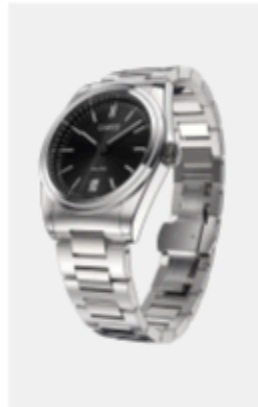
SHOP NOW

OUR PICKS FOR YOU



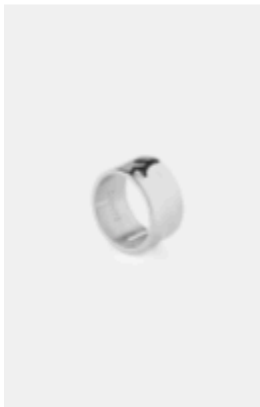
CLAUDE

The watch that started it all



LAURENT

Never go out of style



HAMMERED RING

Spice up your jewelry game



CUBAN CHAIN 3MM

No more green necks

800+ Five-Star Reviews





Noah W.

1 review DE



Aug 12, 2023

Great Watch with a really cool design

The Watch has a cool and modern Design with great materials. Looks perfekt on a summer outfit!

Noah Weide

Date of experience: August 12, 2023

Useful Share



Maxime

1 review FR



3 days ago

Perfection

I received my two jewels quite quickly and in perfect condition, in their box, with a tool to set the watch.

I recommend these products.

Date of experience: August 19, 2023

Useful Share



Joshua W.

1 review DE



Aug 11, 2023

First Order at Cainte

At first I received Ads about Cainte on Instagram and I wasn't quite sure if I should order something because they are a relatively new upcoming brand. But after reconsidering, I decided to order the claude watch and I received it very fast. The shipping is good, the packaging even better and I really like the watch and definitely recommend ordering at Cainte!

Many greetings from Germany

Joshua Wiedmann

Date of experience: August 02, 2023

Useful Share



To timeless elegance and thrilling
adventures...

CHOSE 3 PAY FOR 2
CODE #####

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www.cainte.com

Email #2

Subject Line: More than just a soulless marketing machine...



At CAINTE, we're dedicated to capturing the essence of embracing life in the fast lane.

Our meticulously crafted jewelry pieces mirror the energy and passion of those who dare to push boundaries.


Each piece stands as a living embodiment of fully embracing each moment, seizing every opportunity, and forging unforgettable memories.


The hidden recipe behind jewelry that defies wear and tear...

Our commitment to quality is unwavering.




With expert craftsmanship and the finest materials, we ensure that our jewelry stands the test of time, accompanying you on your journey of daring adventures and unforgettable experiences.


★ Over 800 Five-Star Reviews ★


**Noah W.**
1 review DE

Aug 12, 2023




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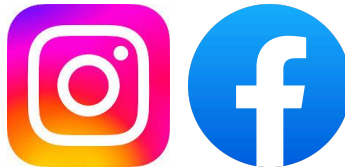
👍 Useful 🔗 Share



More than just a brand... 🥂

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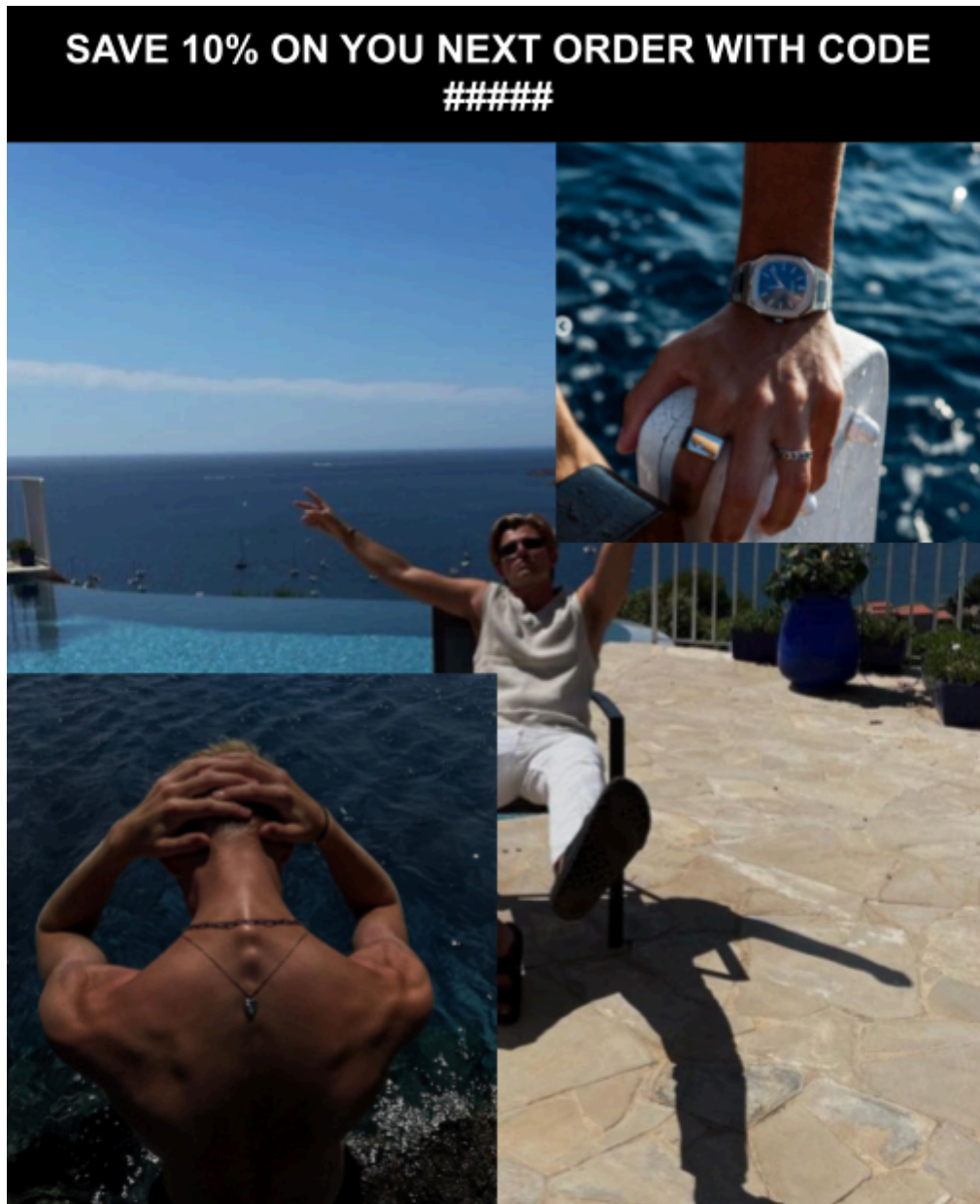


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www.cainte.com

Email #3

SL: We have something for you👁👁





Our commitment to quality is absolute, underpinned by our unwavering passion for craftsmanship and the use of the most exquisite materials. This guarantees that our jewelry not only endures the test of time but also becomes your fearless companion on daring adventures and unforgettable journeys.

See for yourself and save 10% with CODE #####.

**BUY ONCE, WEAR
FOREVER**




***Don't take our word for it,
take theirs:***


**Lucas Turmena**
1 review · DE


5 days ago

Good quality and beautiful pieces
Caintè has an incredible variety of pieces and they all look amazing. It was really difficult to chose among so many beautiful necklaces and watches. I was impressed with the care they put in the delivery and how quick it was.

Lucas Turmena
Date of experience: August 21, 2023




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**yuriana cruz**
1 review · PR

Aug 23, 2023

10/10 🌟
My boyfriend show me their page on Instagram because he fell in love w the jewelry so I immediately decided to give it the chance and buy a necklace for him. The quality is amazing, the sine of the piece and the delicacy. 🌟

Date of experience: August 22, 2023

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Elias

1 review · DE



Aug 22, 2023

Everything perfect!

The delivery came in the estimated time and wasn't damaged. The quality of the products is very good and I don't even take them off. Great website, easy to find the products you want and looks good. Would recommend and buy again. All in all great experience and company.

Elias Penner

Date of experience: August 11, 2023

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Martin Engelsen

2 reviews · SE



Aug 18, 2023

Great 10/10

Fast delivery, the items I bought looked great and you can feel the quality. Also the customer service team are great and answer very quickly. Couldn't be more happy!

Martin Engelsen

Date of experience: August 18, 2023

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Robine Jansseune

1 review · BE



Aug 9, 2023

Great experience!

I bought a ring for my boyfriends birthday, he absolutely loved it! The jewellery is beautiful and looks just like the pictures. The quality was great and the delivery went very fast as well! Overall a great experience with Cainté and will for sure shop there again!!

Robine Jansseune

Date of experience: July 23, 2023

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Beris Softic

1 review · DE



Jul 26, 2023

My Personal experience

I ordered a necklace hoping to find a necklace that really suits my style of clothing and can be combined with everything. I was also looking for a cheap but still high-quality chain that would be delivered quickly. I found all of this at Cainte, which made me decide to order here again and possibly test one of the aesthetic watches or rings or bracelets next time. All in all, I can more than recommend buying from Cainte and will order here again in the near future. A brand with a future that clearly differs from the many other brands in this area. My favorite number 1. Top!

Date of experience: July 09, 2023

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