

# Klaviyo Showcase Examples

[Full folder of 40 Showcase examples can be found here.](#)

**Listed below are 6 Showcase examples with a brief explanation of why this is a well designed campaign.**

Please note, some of these examples are using all images that were designed externally (in Photoshop, etc) and added to a Klaviyo template via the image drag and drop block. These examples can be used as layout inspiration. All image based emails are allowed, we suggest [using alt text](#) on all images to increase deliverability and accessibility.

## Cleaning is Not Tidying



One of the most common misconceptions about The KonMari Method™ is that “cleaning” and “tidying” are interchangeable. Not so! Only after you tidy your belongings can you clean the home the way it deserves. Here are six tips to support the process — and how to confirm you’re ready to start!

[GET TIPS](#)

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800 Concar Drive, San Mateo, CA 94402

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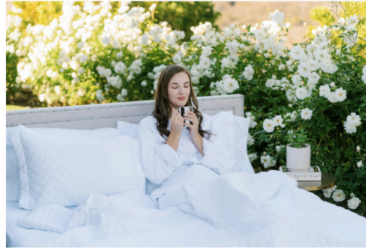
1. KonMari - this email utilizes an ‘above the fold’ CTA. Meaning the user does not have to scroll before they see the CTA. The email is short and to the point. Shorter emails have a higher click rate than longer emails.

Jennifer Adams®

Just in!  
**Ogee has Arrived**

Our latest pattern is here

SHOP NOW



**The Look**

A subtle decorative stitching in our softest signature Lux fabric

SHOP NOW



**Touch**

Snuggle into this lightweight layer draped as a coverlet or on its own as a blanket

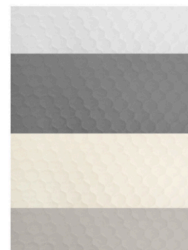
SHOP NOW



**Colors**

Available in our four best-selling colors white, graphite, ivory, and linen

SHOP NOW



FREE SHIPPING ON ORDERS OVER \$100. VALID ON ECONOMY SHIPPING ONLY. NOT VALID ON ORDERS TO ALASKA AND HAWAII. NOT VALID ON PREVIOUS PURCHASES.

You are subscribed as james.black@showcase.klaviyo.com. If you would like to be removed from our mailing list please click here: [Unsubscribe](#)

Jennifer Adams | 16416 N 92nd St Ste 110 Scottsdale, AZ 85260-3009  
Jennifer Adams Manufacturing, Inc. All Rights Reserved

2. Jennifer Adams - This email uses the 'zig zag' method. The CTAs are on alternating columns to advertise products in an eye-catching manner. [More info/directions on how to make alternating columns here.](#)

THE NEW SAVANT

Today is the Day!



join our  
IG live @  
6:30pm EST  
@thenewsavant

Mixed Feelings

YOUR EARLY SHOPPING PASSWORD:

**HBDINGRID**

\*REMINDER: early shopping is from 6:45 - 7pm EST\*

We make everything in limited quantities..  
so what are you waiting for?

**SHOP NOW**

GOOD SMELLS  
BY FOR BY  
GREAT TIMES

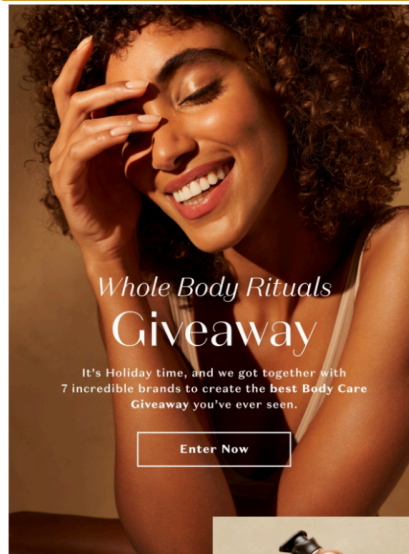
© 2021 All rights reserved.  Privacy Policy

No longer want to receive these emails? [unsubscribe](#).  
THE NEW SAVANT 320 7th Ave. #111 Brooklyn, New York 11215

3. The New Savant - This email uses a coupon code in a well designed way. The coupon code is clear and matches the rest of the branding. The email is short, to the point, and focuses only on the coupon rather than the coupon being an afterthought.

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nativaSPA



## Whole Body Rituals Giveaway

It's Holiday time, and we got together with  
7 incredible brands to create the best Body Care  
Giveaway you've ever seen.

[Enter Now](#)

Over \$1500 in  
prizes to care  
for yourself

We believe every detail  
of our body should be  
happy, so see below for  
the incredible prize  
list, and enter for a  
chance to win!



### List of Prizes:

\$200 Gift Card to Nativa SPA

\$500 Gift Card to DANIELLA SHEVEL

\$350 Visa Gift Card from YourTango

\$280 Prize Package from Onekind

A \$180 Y\*OUR Skin Care premium box of  
personalized skincare regimen (4 products:  
day cream, night cream, serum, cleanser)

\$150 Gift Card to tailaskincare.com

\$150 Visa Gift Card to Whole People

\$100 Going Beyond Shop Gift Card

nativaSPA



taila

onekind

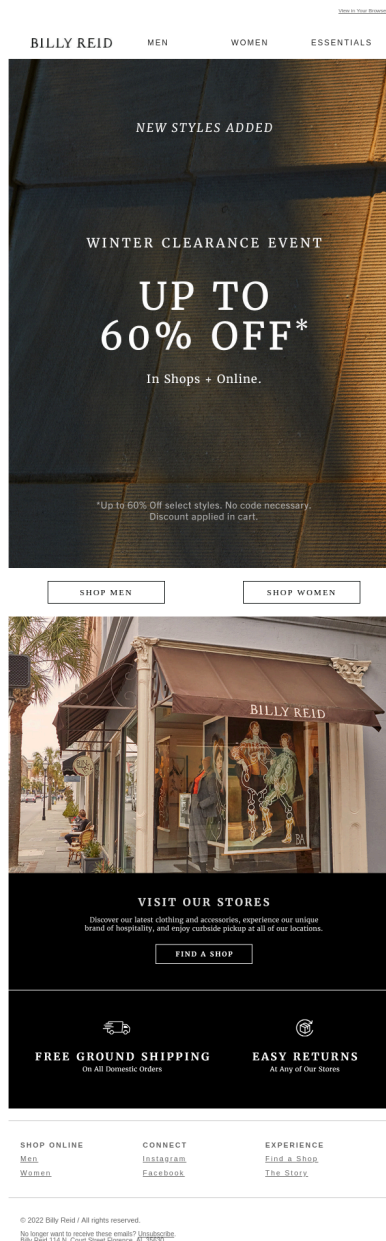


YourTango

DANIELLA  
SHEVEL

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4. Nativa Spa - This email is a great example of a giveaway without causing a spam filter trigger.  
[More info on spam words to avoid here.](#)



5. Billy Reid - This template uses two different CTAs. Sometimes using too many CTAs can cause confusion of what the main point of the email is, but this email utilizes more than one CTA well. By only advertising these two main CTAs with clear differences is a good tactic, rather than many different CTAs for similar products.



6. Archipelago - This is a great Black Friday Cyber Sale template.

Here we can see that the email is short, punchy, has a coupon/sale related to Cyber Weekend, strong photography/graphics, graphics reflect the coupon/code. Can design those externally, save them as images, upload into the email template through an image block. One or two large buttons. CTAs at the top/middle of email.

Most subject lines mention the Cyber Weekend deal. Ex: "SUBJECT LINE: Black Friday Sale: Up to 40% Off Fragrance Favorites. PREVIEW TEXT: You Don't Want to Miss This Sale".

Very fine to use all image based emails, just add alt text to all image blocks. Can only have one big graphic that's well designed, and just lead them to click to the website - less is more principle:

[More info/video on BFCM email practices here.](#)