

EMAIL 1

Subject line	Your tired neck called—it wants our dreamy pillow
Preview Text	Sleep better tonight or your money back
Header	Hey{{firstname}},
Subheader	Let's be honest—that pillow you're using right now? The one with the weird lump in the middle and the mysterious stain? It's seen better days. And your neck knows it.
CTA	RESCUE YOUR NECK NOW
Subheader	You spend a quarter of your life sleeping. Make them count with our favorites:
Body	{{best sellers block}}
CTA	TRANSFORM YOUR SLEEP

EMAIL 2

Subject line	Your clothes deserve better than this...
Preview Text	Did you forget something?
Header	Hey there,
Intro	We noticed you were vibing with some items but decided to leave them hanging. Your cart's feeling a little... abandoned. (Ouch.)

Body	<p>"Don't worry—we're not mad, just disappointed."</p> <p>But seriously, those sneakers? That outfit? They deserve a home. And by home, we mean your closet.</p> <p>You're this close 🔥 to upgrading your style game. Let's make it happen.</p>
CTA	[VIEW YOUR CART]
Closing Line	<p>P.S. If you need help deciding, reply to this email—we'll gladly play your personal shopper.</p> <p>P.P.S. We're 99% sure those clothes miss you.</p>

EMAIL 3

Subject line	Kicking off 15% off just for you
Preview Text	Come and get it
Header	Welcome {{firstname}},
Subheader	<p>You're a part of the CheB fam now 🦋 Step up your style with 15% Off!</p> <p>Use code WELCOME15 at checkout for 15% off your first order.</p>
CTA	SHOP 15% OFF
Subheader	Use code WELCOME15 on our top picks for you!
Body	{{best sellers block}}
CTA	SHOP 15% OFF