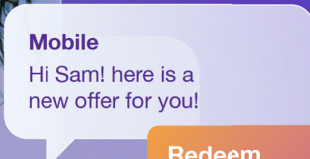




2026 Digital Marketing Lookbook



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2026 Lookbook

Welcome to Zeta Global's third annual Lookbook, where we chronicle the latest design trends and spotlight 20 standout campaigns from among the tens of thousands our Creative Services team reads each year.

For each featured campaign, we point out all the ways they're innovating and worth emulating, whether it's in terms of design, development, copywriting, strategy, or omnichannel orchestration. And because great marketing is never finished, we also highlight opportunities for each campaign from both our Creative Services team and [Athena, Zeta's superintelligent agent](#).

Along the way, you'll see clear trends emerge, such as the power of:

- **Clear messaging** and easy-to-follow layouts
- **Visually led storytelling**, where imagery takes the lead driving clarity and engagement
- **Engaging content**, including polls and non-promotional content
- **Organic, human-centered visual design** that builds authenticity
- **Social proof** that validates the brand's community
- **Cross-channel coordination** of messaging
- **Real-time automation** aligned to subscriber behavior

We invite you to explore these campaigns on your own or, even better, with your digital marketing team. As you do, consider not just what inspires you, but what you can test, scale, and operationalize to elevate your own customer experience in 2026.



Lauren Gannon

SVP Creative,
Zeta Global



Keurig

I like how this email keeps things simple and focused, using a warm, inviting color palette and clean typography to let the product stand out. The photography does most of the storytelling, supported by minimal, easy-to-scan copy and iconography.

Subtle curves and circular framing reinforce Keurig's branding while helping organize the layout. Overall, the structure feels intuitive and approachable, making it easy to quickly understand the product and its key benefits at a glance.

Opportunities

- Consider moving the lifestyle photos higher in the layout to create better balance and help subscribers see the product in action sooner.
- More descriptive alt text in place of "Icon 1, 2, 3" and "Product image" could improve clarity and accessibility.
- CTA colors in dark mode seem a bit hard to distinguish. Testing a higher-contrast option could boost visibility.



Steph Fung

Digital Production Designer,
Zeta Global

Athena by Zeta™ Says...

- Those playful colorways beg for interaction—testing a tappable color picker or “See it in your space” lifestyle carousel could turn browsing into a more immersive moment.
- Consider a clearer, benefit-first hero line, a more specific primary CTA, slightly shorter benefit copy, and consolidating the three repetitive product blocks.

Subject Line:

Meet the K-Mini Mate: tiny coffee maker, big on taste.

Free shipping on orders over \$55*

KEURIG

NEW

K-Mini Mate™

The tiny coffee maker that's big on taste.

Shop Now

Petite never packed so much punch

- Small space saver**
Compact at 4" wide for brewing the perfect cup.
- 12 oz cup**
Features a One Cup reservoir for a freshly brewed cup.
- Travel mug friendly**
Fits up to a 7.25" to-go coffee cup so you can brew and go!

Find your mini match.

K-Mini Mate™
Red Rocks
\$89.99
Shop

K-Mini Mate™
Glamping Green
\$89.99
Shop

K-Mini Mate™
Matte Black
\$89.99
Shop

K-Mini Mate™
Glamping Green
\$89.99
Shop

K-Mini Mate™
Matte Black
\$89.99
Shop

Take your coffee break anywhere.

KEURIG

[View Online](#) [Privacy Policy](#)
[Manage Preferences](#) [Terms of Use](#)
[Unsubscribe](#) [Customer Care](#)

Download on the **App Store** **GET IT ON Google Play**

Continue receiving our emails, please add info@em.keurig.ca to your list by Keurig Canada to hello@SmilesDavis.yeah

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7260 Saint-Urbain Street, Suite 400, Montréal, QC H2R 2Y6

Offers on all orders above \$55. A maximum of 9 boxes per product. Offer does not apply towards previously purchased merchandise. Offer valid without prior notice. Shipping surcharges may be applied for international orders. Cannot be combined with any other offer, coupon, or promotion. See other websites that sell Keurig® products.



Verizon

Verizon uses RCS to bring a more dynamic, interactive feel to a traditionally static SMS experience. The side-scrolling carousel is an effective way to showcase multiple offers without overwhelming the user, and the subtle peek of the second pane invites engagement.

Each module is clear and action-oriented, with strong CTAs and click-to-call functionality. Overall, it feels like a smart evolution of text messaging—more engaging, more visual, and better suited for highlighting multiple offers.

Opportunities

- Increase the hero text size, especially in the second module, to improve readability and overall impact.
- Explore shifting from the red alert-style banner to a more product-focused hero with headline to create a more cohesive, less urgent-driven feel.

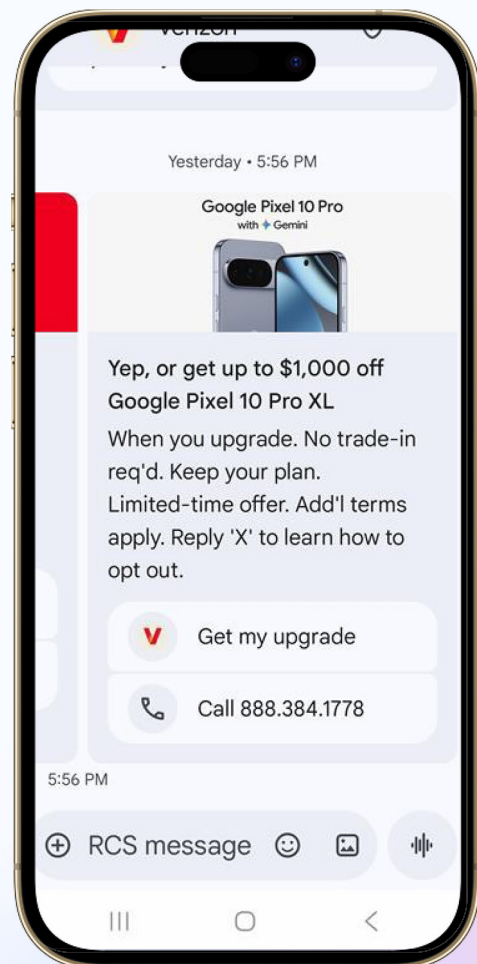
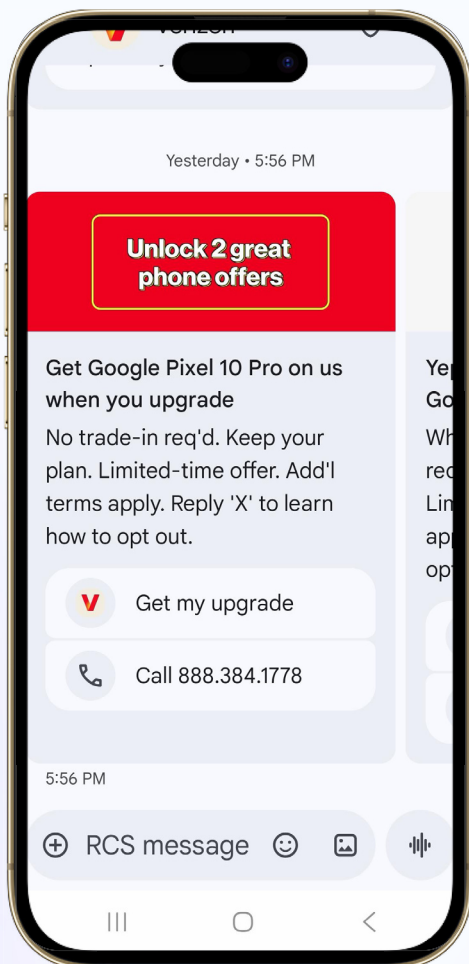


Christine Cucuzza

Global Creative Director,
Zeta Global

Subject Line:

Get Google Pixel 10 Pro on us when you upgrade





Dyson

How can you add more heart to a product replacement message? Take a page from Dyson and promote your latest model while offering care tips to help customers get more from what they already own.

Offering a discount toward a new model is also a great way to reward and encourage brand loyalty. This email kept the content simple with a strong hero image...and bonus points for a great dark mode experience on arrival!

Opportunities

- Consider testing a version that defaults to light mode while still being dark mode-friendly.
- In the subject line, explore infusing the customer benefit, perhaps by highlighting the upgrade discount.



Kieran Grant

Art Director,
Zeta Global

Athena by Zeta™ Says...

- The lifecycle framing is lovely—layering in subtle behavioral cues (like tenure-based messaging or filter-replacement timing) could make the support feel even more “just-for-me.”
- The dark canvas feels premium; pairing it with bolder button contrast, larger tap targets, and super-clear focus states would really lock in accessibility best practices.
- This split-path design is smart—using post-click behavior to adapt the next send (support-first vs. upgrade-first cadence) would deepen the relationship with very little extra friction.

Subject Line:

Support for your current machine



Support for your current machine.
Savings for your next.

Hi K,
We know you've had your Dyson Pure Cool Link for a while. For tips on maintaining its performance, visit our support page.

[Visit support page](#)

Prefer to upgrade? As a registered owner, you're eligible for an upgrade benefit on the latest Dyson technology.

Use the code below to enjoy 20% off.

OW25-3BPF-DPEH-FBTE-33DK

[Explore Dyson technology](#)

[Terms and conditions](#)

Expert advice. For the lifetime of your machine.

For useful information such as how-to guides and troubleshooting, visit your machine's support area. See below to find out more.



Tips and guides

Your machine's support page has tips on how to use and maintain it.



Troubleshooting

A step-by-step tool to help you quickly diagnose and solve a problem.



How-to videos

Our YouTube channel has how-to support videos for your machine.

dyson

[Privacy policy](#) [Contact us](#)



AMCN

This campaign turned wanderlust into measurable engagement and revenue by pairing a \$25,000 Ireland getaway with membership incentives like sign-ups, renewals, and upgrades. Urgency, curiosity, and stunning imagery drove action, while a multichannel approach—email, paid social, programmatic display, and optimized landing pages—delivered the right message at the right time. The result? 50,000+ entries, strong engagement rates, and paid media performance that exceeded benchmarks.

BEST PRACTICES IN USE

- Audience segmentation with personalized messaging
- Multichannel integration
- Simple user experience
- Compelling giveaway
- Incentive-driven creative

AWARDS WON TO DATE



33%
Open Rate

200k
Unique Clicks

50k+
Giveaway Entries

CREATED BY



Subject Line:
[Firstname], enter to win Ireland Your Way Giveaway

AirMedCare NETWORK | **Fly-U-Home**
A Global Medical Response Solution

The land of legends, castles and cliffs awaits ...

WIN \$25k
for *Ireland Your Way*
GIVEAWAY
EXPERIENCE THE WONDER OF IRELAND

One Grand Prize winner will create the trip of their dreams

Enter AirMedCare Network's Ireland Your Way Giveaway.
Wander along emerald hillsides, explore ancient sites and let Ireland's lively music scene set your spirit dancing. Savor a culinary adventure and enjoy a little Irish *craic* (fun!) along the way.

ENTER TODAY

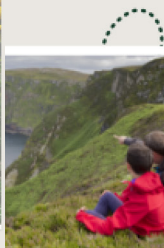
Try your luck daily through 3.31.25!

Memory #28
Horn Head | Donegal

Memory #28
Horn Head | Donegal

ng. Savor a cu
enjoy a little Iris
ay.

ENTER
your luck daily



Memory #28
Horn Head | Donegal



're eligible
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you've entered
edCare Networ
-Home** or Fly
national** mem
onus entries.

JOIN NOW



For member





J.Crew

Instead of telling subscribers that their Palermo dress is popular around the world, the apparel brand shows them. In this email, J.Crew includes 10 photos from social media accounts from people in Spain, Portugal, Mexico, and elsewhere.

It demonstrates that user-generated content is a powerful form of social proof. It also shows subscribers that there are many ways to style the Palermo dress using different accessories.

Opportunities

- Test to see if 10 is the optimal number of social posts to highlight.
- Personalize which social posts are shown based on geolocation or travel tendencies, if known.



Chad S. White
GVP of CRM Strategy,
Zeta Global

Athena by Zeta™ Says...

- The scrolling gallery feels delightfully immersive—layer in a “style quiz” or micro-poll plus progress dots to encourage deeper scrolling and richer click data.
- The dress story is compelling already; testing geo-aware captions, price callouts, and low-friction secondary CTAs like “See similar looks in your size” could lift conversion.
- Love the UGC and social feel—consider tighter, tappable image grids for mobile, a persistent “Shop the dress” sticky-style CTA, and alt text on every image.

Subject Line:
The dress you're seeing all over your feed...



Meet Palermo, the dress that's popping up all over your feed—and all around the world.

[Shop the Palermo dress](#)



P.S. Our Palermo dress also comes in petite and tall sizes!

[Shop the Palermo dress](#)

FOR ALL OF SUMMER'S SPECIAL OCCASIONS...
TO 50% OFF DRESSED-UP STYLES*
Prices as marked
[Shop now](#)



Wealthfront

For a banking email, Wealthfront succeeds at creating visual intrigue. The animated GIF in the hero spot is eye-catching, and it's immediately followed by personalized content that tells me how much interest I earned off my savings in 2025. That's a strong combo.

Overall, the content modules are clearly defined, with nice readable text, and they do a good job of highlighting numbers and percentages, which are important for building and managing your wealth.

Opportunities

- Explore increasing the contrast ratio of the white text on blue background or make the font size larger to boost readability.
- Include a CTA to the “New Features” section to drive action.
- Incorporate a “Refer a Friend” CTA to spur evangelism.



Holland Cutrell
Junior Copywriter,
Zeta Global

Athena by Zeta™ Says...

- The clean, modular layout feels very “Wealthfront.” Repeating a single, high-contrast CTA after each major section would catch scanners and gently nudge more clicks.
- The personalized earnings module is gold—literally what people open for. Layer in one “next best action” per person (e.g., tailored goal or product) to deepen relevance.
- Love the clean, modular layout—layering in a progress bar or goal tracker could make the financial story feel even more personal and motivating.

Subject Line:

2026: Your year ahead 🎯

20
Your year ahead
26

5% APY boost for 3 months when you refer a friend.
a \$150k balance. See additional terms below.

Right now you might be feeling the pinch after the holiday season, but remember, you're **earning over 8x the national average interest rate***—and along with a couple of other tools at your disposal, you're well-equipped to pursue your 2026 goals.

YOUR TOTAL INTEREST EARNED IN 2025!

\$995.38

APY (annual percentage yield) provided by program banks

Take advantage of these new features in 2026

↑ 0.75%

Get a **0.75% APY boost** for 3 months when you refer a friend.
On up to a \$150k balance. See additional terms below.

\$111,376.07
Combined net worth

Do more together with a Joint Cash Account. Pay bills, direct deposit, or view your combined net worth.

ATM withdrawal completed 9:43 AM

Save and spend confidently with **debit card notifications and increased daily withdrawal limits** for qualified clients.

Make this year and your portfolio exactly what you want it to be

Markets saw record highs in 2025, driven largely by a small number of companies (like The Magnificent Seven). For investors who wanted to be more selective and play an active role in the construction of their portfolio, the Stock Investing Account gave them the power to do just that.

Stock Investing Account

Start with just \$1 and sell with zero commissions. Fees; fund right from your Cash Account.

EXPLORE INVESTING

works better

lthfront



Xumo

To drive engagement with its streaming service, Xumo promotes a new free Stellar Sci-Fi collection on Xumo Play. While highlighting select films in the lineup, the email goes beyond simple promotion with playful copy, dynamic animation, a trivia question, and a showcase of the mobile app. The on-theme background ties all the content blocks together, creating a unified and visually engaging experience.

Opportunities

- Vary which selections from the Stellar Sci-Fi collection are shown based on viewing behaviors, actor affinities, and other factors.
- Explore sending a follow-up campaign to engagers, capitalizing on existing intent.
- Consider adding a recovery module for non-sci-fi fans.





Nick Cantu

Associate Creative Director,
Zeta Global

Athena by Zeta™ Says...

- This nails the streaming vibe—testing an interactive carousel plus a quick “favorite sci-fi” poll would invite subscribers to play, not just browse.

Subject Line:

 Free streaming just landed 

TRIVIA

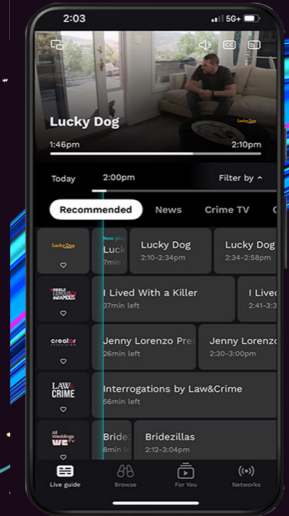
Which movie was the film debut of a future stormtrooper and rebel?

Reveal the answer

Free streaming wherever you go

The Xumo Play app allows you to stream for free from mobile devices. No credit cards, subscriptions, or logins are needed to enjoy so you can start watching immediately.

Stay in the know with push notifications alerting you to new and exclusive movies every month, breaking news, and more.



What do you want to watch tonight?

- Sci-Fi & Fantasy
- Paranormal & Conspiracy
- Adventure
- Suspense





Nothing Bundt Cakes

This Welcome Series turned new loyalty members into active, engaged advocates through a multi-touch email journey. By clearly communicating program benefits upfront, it built immediate value and strengthened early relationships.

Personalized messaging and on-brand creative made the experience feel relevant and rewarding, while conversion-focused design and incentives encouraged participation. The result was increased engagement and long-term customer value, showing how thoughtful onboarding can accelerate loyalty from day one.

BEST PRACTICES IN USE

- Audience-centric personalization
- A clear value proposition
- Progressive data collection
- Nurturing customer relationships
- Cohesive design experience

AWARDS WON TO DATE



24%
True Open Rate

6.4%
Click Rate

5.4%
Conversion Rate

CREATED BY



Subject Lines (A/B Testing):

Touch 1:

1. Welcome to Bundtastic Rewards!
2. Bundtastic Rewards Membership Means ALL the Perks

bundtastic REWARDS™

We're Glad You're Here!

More Joy. More Rewards.
Enjoy **10 points** as a Sweet Treat. And stay tuned, your welcome gift arrives soon!

[LEARN MORE](#)

Getting to Know YOU

Is there a day you hold close to your heart? From cherished milestones to your favorite flavors, [update your profile](#) so we can make all your celebrations even sweeter.

[COMPLETE YOUR PROFILE](#)

Your Bundtastic Rewards™
Bundt More, Get More

SWEET CELEBRATIONS FREE Bundtlet on your birthday	EXCLUSIVE PERKS Member-exclusive offers and events	SWEETER REWARDS Get points for every purchase
-------------------------------------------------------------	--------------------------------------------------------------	---------------------------------------------------------

Don't forget to complete your profile (easy info like your birthday & zip code!) AND, your sweet surprise is coming soon—our way of saying WELCOME.

[TAKE A LOOK](#)

FLAVORS
REWARDS
ORDER ONLINE

Nothing bundtCAKES

No longer want to receive these emails? [Unsubscribe.](#)



Starbucks

The subtle movement of the cinemagraph in the hero image caught my attention and highlighted the seasonal flavor. The secondary module extends the primary message, educating me on how I can customize any drink in the app with this particular flavor. Hand-drawn squiggles draw attention to customization options while weaving in the cherry color with a playful nod to barista doodles.

Opportunities

- Play up urgency by indicating when cherry flavoring season will end.
- Consider leveraging bulletproof buttons to ensure calls-to-action are always visible.
- Incorporate alt text so all users have access to experience the creative.



Madison Merryman

Creative Director,
Zeta Global

Athena by Zeta™ Says...

- Love how the hero visuals instantly sell the drink—consider a subtle countdown or “season ending soon” strip to turn that craveability into faster clicks.
- The customization module is wonderfully clear; adding pre-filled “popular combos” buttons could reduce decision friction and give undecided readers an easy, high-converting path.
- The footer nav is a nice cross-channel bridge—testing a persistent, high-contrast “Order in the app” CTA there could lift taps from habitual scrollers and mobile skimmers.

Subject Line:

Say “hi” to Iced Cherry Chai



Sea to Summit

On the day my sleeping bag liner was scheduled for delivery, I received this handy product care email with simple tips for use. I love that Sea to Summit extends the transactional experience with thoughtful post-purchase support.

The email closes out with a gear trade-in nudge, trying to prevent an old sleeping bag liner from potentially ending up in a landfill. Overall, it's a well-timed touch that adds value beyond the purchase itself.

Opportunities

- Explore a slightly shorter hero image to bring the CTA into view sooner.
- Consider testing an animated element or in-email video preview.
- Incorporate UGC from #TESTEDBYAUSTRALIA customer reviews.

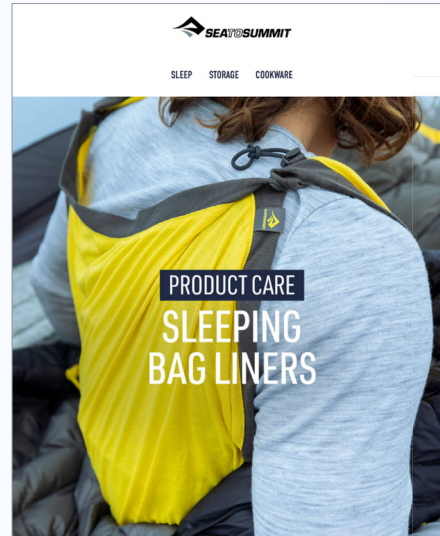


Kathryn Alva
Senior Director of Creative,
Zeta Global

Athena by Zeta™ Says...

- Segmenting post-purchase tips by experience level—"first-time camper" vs. "seasoned trekker"—could make the care advice feel even more relevant and confidence-boosting.
- Since this is a care-focused send, testing a more conversational sender name (like "Sea to Summit Gear Team") might increase opens and reinforce that service-first tone.
- Adding a quick, one-click satisfaction pulse at the bottom—"Did these tips help?"—would capture feedback, fuel future content tests, and keep the two-way conversation going.

Subject Line:
Sleeping Bag Liner Gear Care Tips



Thank you for your recent Sleeping Bag Liner purchase. We hope you're able to get outside and use it often!

Here's how you can keep your liner fresh and clean:

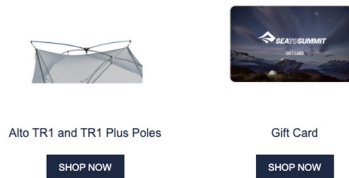
[READ MORE](#)

Curious about how your liner can work together with an ultralight sleep system? Watch an explainer video here:



[WATCH NOW](#)

YOU MIGHT ALSO LIKE...



Alto TR1 and TR1 Plus Poles

Gift Card

[SHOP NOW](#)

[SHOP NOW](#)

LIFETIME WARRANTY

Have an issue with your liner? Contact us immediately.

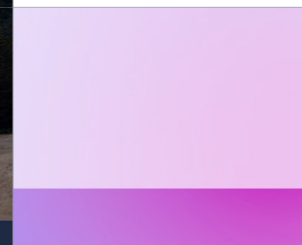
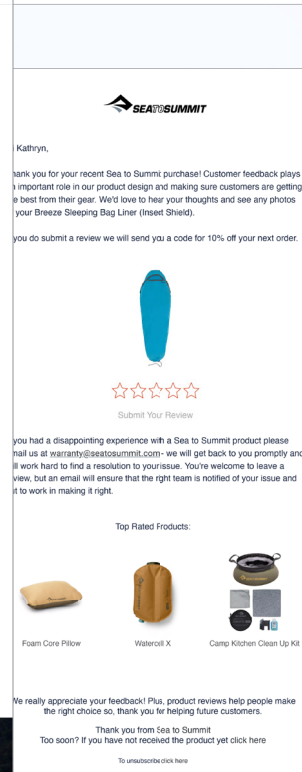
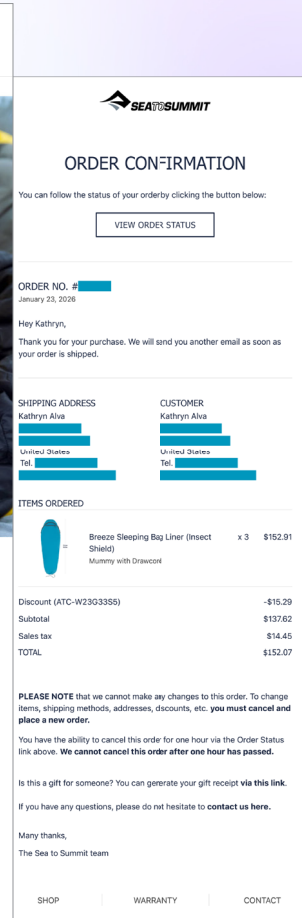
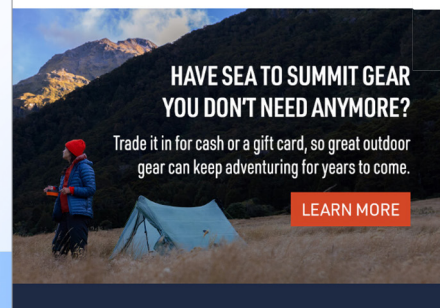
[CONTACT US](#)

PRODUCT QUESTION

Get your questions answered by one of our product experts.

[ASK US](#)

Need something else? Email us at help@seatosummit.com





goodr sunglasses

This welcome series not only grabbed my attention, it made me laugh. No surprise, given goodr's consistently humorous, playful, and lighthearted brand voice, with sunglasses named things like Purple's Midlife Crisis and Jellyfishing For Compliments.

Beyond that, the series delivered immediate value with a compelling \$5-off welcome offer and clearly reinforced why I opted in to receive texts.

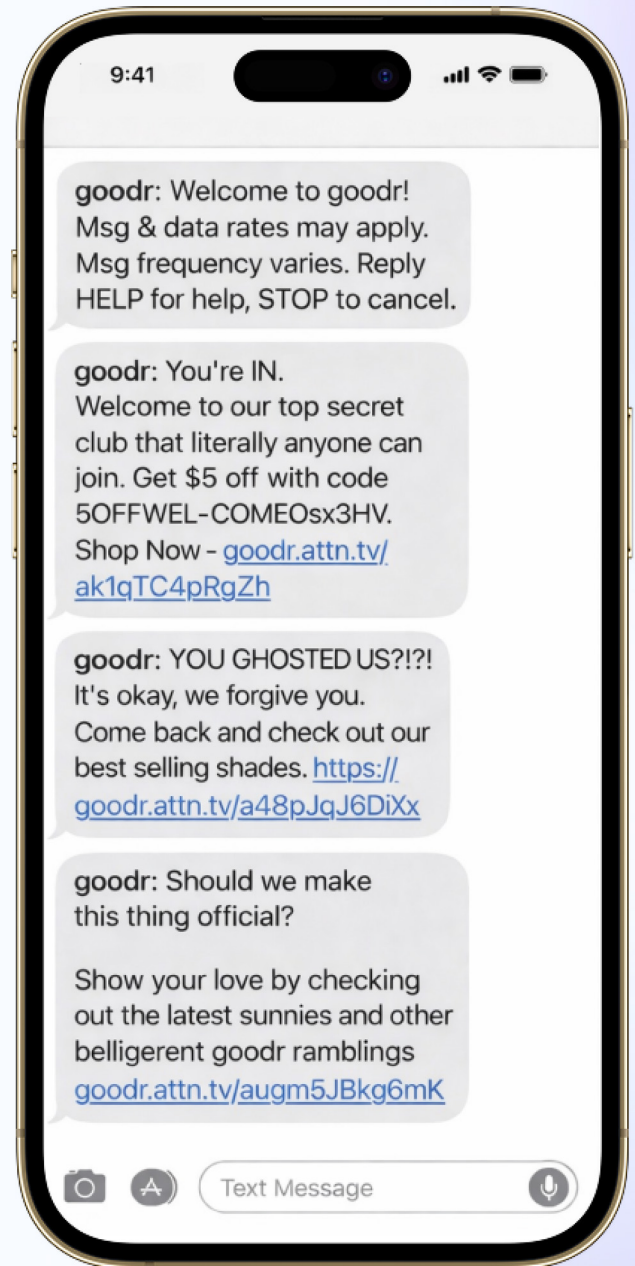
Opportunities

- Explore ways to strengthen product appeal in later messages, such as incorporating a product image via MMS or a carousel using RCS.
- Gain insights into customer preferences through a poll or quiz and use that information to personalize future campaigns.



Melissa Avanzato

Senior Copywriter,
Zeta Global





Burger King

To build anticipation for their latest crowdsourced Whopper by You release, Burger King features a live poll in this email, asking subscribers to guess among the three choices.

It's a simple, yet engaging promotion for a new product release. While the campaign includes an obligatory "Order Now" call-to-action, it's more about increasing interest and intrigue around the release.

Opportunities

- Majority of users are mobile, so improve experience for responsiveness and increase font sizes for readability.
- Incentivize the poll by offering participants a coupon. And maybe for those that don't interact, announce a reward and simply deliver it the next day as a surprise.



Nick Cantu

Associate Creative Director,
Zeta Global

Athena by Zeta™ Says...

- The live poll builds great suspense—adding a quick progress bar or “votes so far” moment could amp up the game-show feel.
- Tomorrow's reveal is a strong hook—consider a follow-up email or push that echoes the poll's winning choice to close the curiosity loop.

Subject Line:

Drops tomorrow! What will the next Whopper by You be?




BURGER KING ROYAL PERKS Offers | Order Now

Join Royal Perks | Earn Crowns to redeem for FREE BK!

WHOPPER^{BY YOU}

DROPS TOMORROW!

Which Whopper[®] by You do you think drops tomorrow? Cast your guess below!

	22%	The Fried Pickle Ranch Whopper[®]	VOTE
	65%	The Ultimate Steakhouse Whopper[®]	VOTE
	13%	The Pepperoni Pizza Whopper[®]	VOTE


Check in tomorrow and experience the all-new, bold, craveable flavor for a limited time.*

Hungry for some BK[®] today?

Order Now

BK[®] App **Rewards** **Locations**

You Rule.



*Available for a limited time at participating U.S. Burger King[®] restaurants, while supplies last.
You've received this message because you signed up to receive promotional emails from Burger King[®].
If you no longer wish to receive these emails, please click [unsubscribe](#).
Visit our [Privacy Policy and Terms & Conditions](#).
Remember to add promos-coming@your-way.bk.com to your address book.
Please do not reply to this email, contact us [here](#).

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Burger King Company LLC | 5707 Blue Lagoon Drive, Miami, FL 33126



Ashley

This data-driven program focuses on driving follow-up purchases by targeting customers who recently invested in key home furniture pieces. By leveraging purchase and behavioral data, the journey delivers personalized inspiration that encourages customers to “complete the room” with complementary items.

Dynamic content—like tailored recommendations and curated wish lists—highlights relevant décor and accessories at the right moment. By pairing intelligent data with aspirational creative, the program increases relevance, reduces friction, and drives incremental revenue through timely, personalized engagement.

BEST PRACTICES IN USE

- Personalization at scale
- Dynamic creative optimization
- Automated journeys tailored to customer intent
- Seamless integration of data into messaging to drive incremental revenue

AWARDS WON TO DATE



4%

Incremental uplift in conversion rate

12%

Average open rate

5%

Incremental uplift in orders per customer

5%

Average click rate

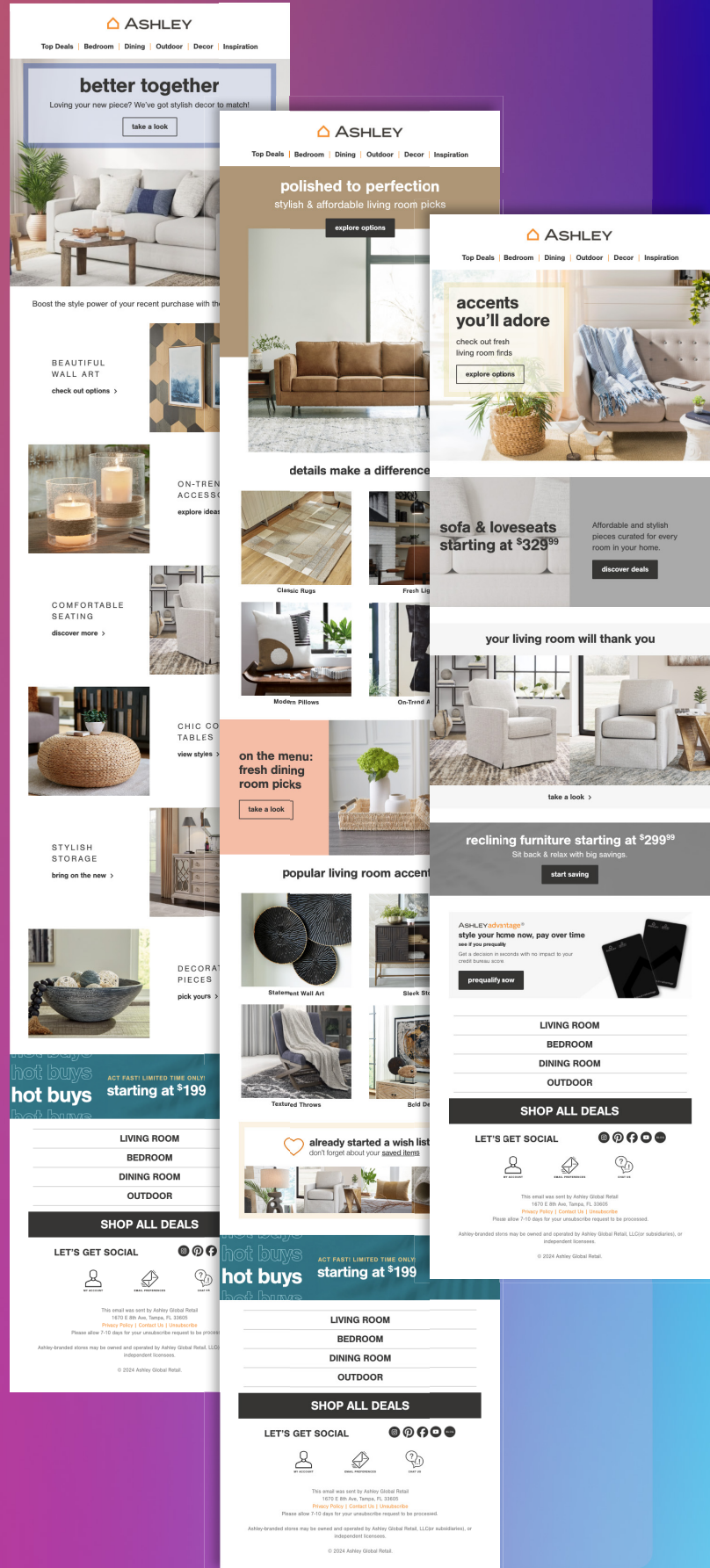


Subject Lines:

Email 1: Want to complement your new purchase? Look here

Email 2: It's all about the accents

Email 3: Meet your next favorite home accent





Marriott Bonvoy

Appealing to subscribers who made New Year’s resolutions to take better care of themselves, this Bonvoy member email drew me in as a traveler/explorer with its elevated editorial feel and strong use of travel and wellness imagery.

Unlike many travel promotions, it focuses more on activities and vibes rather than destinations. With its “Wellness Travel Style” quiz featured prominently, it’s also about inspiration rather than discounts. All of it drew me in.

Opportunities

- To improve accessibility and searchability, explore using HTML text where possible instead of text embedded in images.
- Ensure strong dark-mode support so imagery and text overlays maintain contrast.
- Consider using animation in the hero image for more prominent placement.



Marie Schultz
Senior Copywriter,
Zeta Global

Athena by Zeta™ Says...

- Gorgeous editorial feel—layering in a personalization token (points balance or home airport) could make the inspiration feel even more “for me.”
- The wellness quiz is a standout; a dynamic module that swaps trip ideas based on quiz type or past stays would deepen that guidance.
- Thoughtful content hierarchy already; a small, personalized “Welcome back, [First Name]” intro could humanize the journey from the very first scroll.

Subject Line:
Wellness Journeys Worth
Planning in 2026



Vego Garden

Rarely does a transactional email feel this considered and visually engaging. While its primary purpose is a shipping notification, it follows that messaging up with layers of helpful resources and educational content, reinforcing trust by demonstrating that Vego Garden cares about customer satisfaction and not just the purchase.

Opportunities

- Enhance the customer experience by sharing the estimated delivery date.
- To improve clarity and scannability, consider adding an “Order Details” subhead to the second content block that includes that information.
- Keep an eye on contrast ratios when using a lot of green, as it can lose saturation in dark mode and may create accessibility challenges, particularly for those with red-green color blindness.



Tylor Loposser

Associate Creative Director,
Zeta Global



Athena by Zeta™ Says...

- Such a friendly shipping update—layering in a “Your garden is on its way to...” personalization token could make it feel even more special.
- Love the educational add-ons; a dynamic “Recommended for your raised bed” strip based on items shipped would turn this into a quiet cross-sell engine.
- The all-green palette is on-brand; introducing a neutral or earthy accent color for key CTAs could boost contrast and click clarity without losing vibe.

Subject Line:

Delivered: Your Vego Garden Order #VG5570327****



heap raised garden beds ?

seed trays make it easy to water the right amount of water, promoting healthy root development by providing consistent moisture from below, making them ideal for starting strong plants.

used for all types of plants

for a wide range of plants, including flowers, shrubs, and trees. However, it's always good to consider specific plant needs.

have questions?

Reach out to us anytime at marketing@vegogarden.com for assistance.

connector sets fit with any hose?

Yes, our Quick Connector set is built with standard 3/4\"/>



Benefits From Companion Planting

Companion planting

well-known gardening technique that involves planting different types of plants together, strategically leveraging the complementary productivity of your vegetable garden.



Authorized Sellers | Get a Gift Card

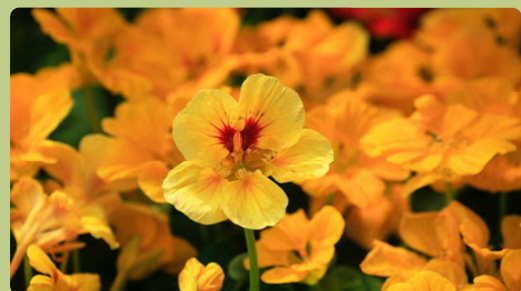
Vego Garden
1521 Greens Rd #100
Houston, TX 77032



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How Your Garden Benefits From Companion Planting

#author-Arietza #Green pen project

Companion planting is a well-known gardening technique that has been used for centuries. It involves planting different types of plants in



Cards Against Humanity

“99% off.” Yes, you read that right. While other brands tout 25% (or more) off on Black Friday, Cards Against Humanity goes to the extreme and makes a mockery of holiday discounting. Very on-brand! It is a masterclass in simplicity—focus on the core message, include powerful teasers, and ensure subscribers know where to click.

On the landing page, the irreverence and cringe kick into overdrive with bizarre, limited-quantity products, tongue-in-cheek copywriting, and fun videos.

Opportunities

- Despite the letter format, a logo header is advised for brand recognition.
- To enhance accessibility and rendering, converting the image-based button to an HTML button could be beneficial.



Chad S. White
GVP of CRM Strategy,
Zeta Global

Athena by Zeta™ Says...

- Add a sticky, text-based CTA near the top and midpoint to reduce scroll drop-off and guide skimmers straight to purchase.
- Introduce live inventory or countdown timers on hero deals to create urgency and highlight scarcity without cluttering the layout.
- Layer in basic behavioral personalization—like surfacing categories previously browsed—to make the long deal list feel tailored instead of purely broadcast.

Subject Line:
The 99% Off Sale is Back





Tourism Ireland

Tourism Ireland transformed an outdated email program into a dynamic, engagement-driven journey. By reimagining the lifecycle with refreshed creative and messaging, the campaign welcomed subscribers into the “Ireland family” through warm, immersive storytelling.

Paired with a more strategic journey structure, this approach brought Ireland’s culture and landscapes to life—boosting open and click-through rates and turning a basic welcome series into a high-performing engagement engine.

BEST PRACTICES IN USE

- Audience segmentation
- Modular creative for flexibility and scalability
- Narrative-driven messaging to nurture subscribers
- Modern design enhancements
- Strong subject lines encourage email opens

AWARDS WON TO DATE



+33%

Increase in engaged sessions

+26%

Increase in click rate for select campaigns

Welcome Series OR:

64%

(+24% uplift)

Welcome Series CR:

17%

(+60% uplift)

Nurture Series OR:

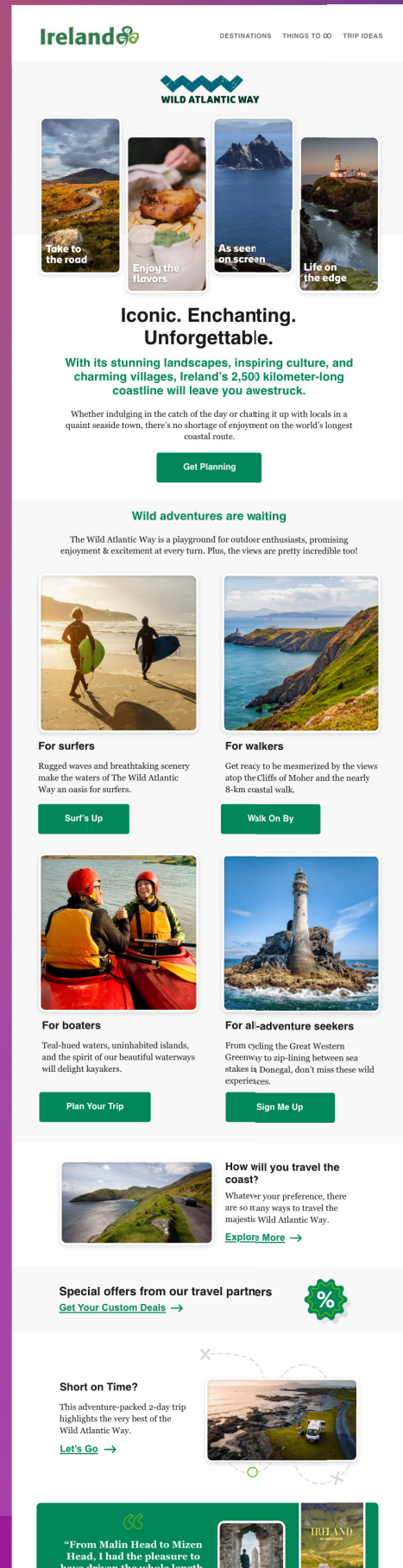
48%



Subject Lines:

Touch 1 (Welcome):
Thank you for joining us. 🌿

Touch 1 (Welcome/Nurture):
Welcome to the magic of Ireland, [Firstname]!





Harry Potter

This is indeed a magical year-in-review email. It's packed full of fun year-end highlights, includes animation and a quiz, and features a cross-promotion with HBO, which will be home to the upcoming Harry Potter TV series.

All of the engaging content farther down in the campaign is set up by the social proof up top. The message is clear: You're among millions of Harry Potter fans.

Opportunities

- Left-justifying the opening text block may improve readability and accessibility.
- A few elements also appear to have lower contrast and may not meet accessibility standards.
- Large animated image and overall image weight of the email could result in slower load times for some customers.



Nick Cantu

Associate Creative Director,
Zeta Global

Athena by Zeta™ Says...

- Already feels curated—layering in dynamic recs or “because you loved...” moments would make it feel truly one-of-a-kind.
- Love the organized browsing journey; consider sprinkling in personalized callouts or a “for your next adventure” strip to keep it feeling uniquely tailored.
- Lean into interactivity—make the quiz or “2025 Wrapped” stats clickable, driving deeper journeys and boosting time-on-email.

Subject Line:

Magical highlights of 2025, and a sneak peek at what's ahead...



Harry Potter

2025 Wrapped

As the run-up to a milestone year, 2025 brought new faces and magical traditions that made a mark. Here's a look back at what you loved most, big moments you might have missed... and a glimpse at what's to come.

Highlights of 2025

9.6m
Fans sorted into their Hogwarts house

5.9m
Fans found their Patronus

3.7m
Fans created their Wizarding Portrait

Most popular quiz:

Can you guess the Harry Potter character from these emojis?

You were all reading:



HBO max

CATCH UP

WIZARDING WORLD OF HARRY POTTER

MINISTRY OF MAGIC

TICKETS

CAST AUDIO EDITIONS



Subject Line:
Opaque is here

Jeni's Ice Creams

Known for bright, colorful packaging, Jeni's Ice Creams made a striking pivot with its CJ Hendry collaboration, featuring black ice cream, black waffle cones, and matching merchandise.

Likewise, the launch campaign went dark, delivering an all black-and-white experience. Despite underdoing the contrast ratio in the first email in the campaign, which hurt readability, the overall execution is a compelling and unexpected way to design a series of emails where color—or the absence of it—becomes the flavor.

Opportunities

- To ensure strong visibility, keep an eye out on contrast ratios, particularly on the star ratings and other key areas.
- Suggest left-justifying text blocks more than three lines to boost readability.
- Consider including a countdown timer to emphasize the limited-time offering.

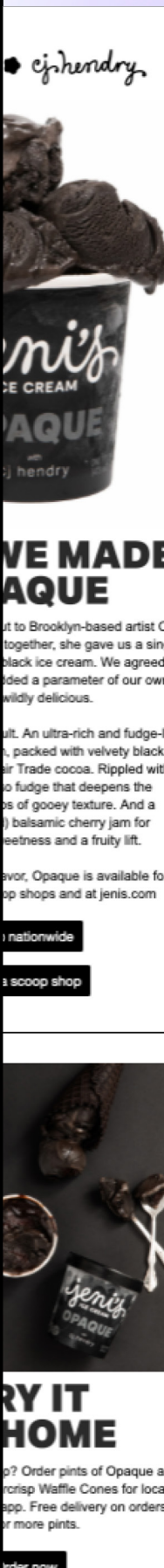
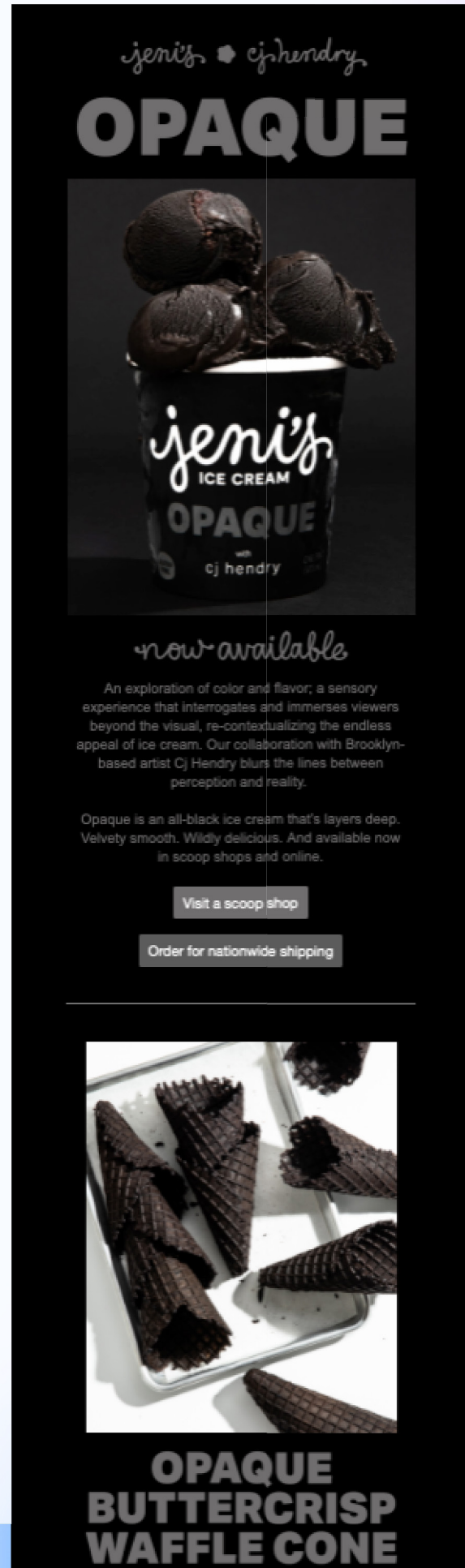


Lauren Gannon

SVP Creative,
Zeta Global

Athena by Zeta™ Says...

- Try a sticky, full-width CTA on mobile so “Visit a scoop shop” stays visible as people scroll through the rich storytelling.
- Lighten key text and buttons slightly to meet WCAG contrast, protecting readability without losing the moody, all-black vibe.
- Add a simple flavor- or location-based dynamic module (“closest scoop shop,” “flavors back in stock”) to nudge more personalized, high-intent clicks.



Zeta's Award-Winning Creative Studio



W3 Awards

2x Gold
3x Silver



The Communicator Awards

4x Award of Excellence
5x Award of Distinction



Vega Awards

3x Platinum
4x Gold



IAC Awards

Outstanding Email
4x Best of Category



AVA Digital Awards

2x Platinum
3x Gold



OMMA Awards

3x Finalist

Create Smarter Marketing

Standing out in today's crowded marketing landscape takes more than volume; it takes intention. As we've highlighted in this lookbook, the campaigns that captured our attention combine clear messaging, engaging and valuable content, scannable layouts, subscriber-friendly adaptations, striking design, personalized elements, thoughtful targeting, and smart orchestration across channels. They surprise and delight—and they never lose sight of relevance.

Discover the difference Zeta can make.

Our Creative Studio pairs **deep strategic experience** and **award-winning creative** with our **AI-powered marketing platform**. We help brands build engaging, timely, and highly-personalized experiences that feel authentic and connected across every touchpoint.

The result? Marketing that's cohesive, conversion-focused, and built for measurable growth.

Explore what's possible. Request a demo to see our platform in action or contact us to start building more thoughtful, impactful customer experiences today.

[REQUEST A DEMO](#)

[CONTACT US](#)

