

**PENNY BLACK
CAMPAIGNS &
RESULTS**



REPEAT PURCHASE

2-5%

Scan rate

2.5%

Conversion rate

£1.50

Revenue per Print

NEW CUSTOMER WELCOME OFFER

4-6X
ROI

Hello Marvin


Welcome to the family!

You have joined a select group of individuals who value elegance and precision - thank you for your impeccable taste. Your support is what fuels our passion and drives our commitment to crafting exceptional products.





To celebrate our journey together, we're offering you

15% OFF
ON YOUR NEXT FIND.

Simply scan the QR code to redeem the offer.
Use code:
MARVIN-WMXW



LET'S GET SOCIAL

@ ;    

Order#: RC98679

PAUL VALENTINE

Hello Ilenia,

Congrats on your first PAUL VALENTINE piece, may it be a life-long love affair!


By the way, it's official:
you're now part of our global PV community!

For you to expand your stack and design your layering, here's

15% OFF
your next purchase.





SCAN NOW
UNLOCK YOUR DISCOUNT

OR USE CODE: 15OFF



*Available for a limited time only.
*This discount code can only be applied to regular prices, it is not valid during other promotional periods.

GET SOCIAL @PAULVALENTINE

REPEAT PURCHASE

5-10%

Scan rate

3-4%

Conversion rate

£2.50

Revenue per Print

RETURN CUSTOMER OFFER



8-10X

ROI

Hi Sonu,

We absolutely love seeing you are a big fan of Yepoda!
It's the third time you bought from us.
As a special thank you, we are offering a small gift!

Scan now to get
15% DISCOUNT + The Lucky Socks
on your next order!



SCAN THE QR CODE TO REDEEM YOUR OFFER!

INCREASING CLTV

5-10%

Scan rate

2.5%

Conversion rate

£1.75

Revenue per Print

CROSS-SELL & UP-SELL



THE HEROES ARE LIVING UP *** TO THEIR NAME**
These products are really true heroes, since I use the serums in my routine, my skin is amazingly soft and has gotten a perfect glow so that I don't even need make up anymore.

The Repair Hero: replenishing and hydrating

The Purify Hero: purifying and exfoliating

The Glow Hero: slow aging and hydrating

Hi Farouk,
Are you looking for an all-around skincare solution? We've got you covered!

The Heroes: a trio of potent serums with effective ingredients for various skin concerns.

Complete your skincare routine now with a personal **15% DISCOUNT CODE!**



SCAN THE QR CODE TO GET 15% OFF!



5-7X
ROI

Hey Morwenna,
Thanks for ordering from our Biome One Range.

To show our appreciation, we're gifting you an exclusive **15% off** your next purchase from our Biome One Range.

Just scan the QR code below for the discount to be automatically applied at the checkout.

SCAN HERE



Cultured
— BIOME CARE —
Biome Calm Cream
Calms & Soothes
Anti-Redness • Fortify • Comfort
30ml (1.0 FL. OZ.)

@cultured.biomecare

INCREASING CLTV

2-4%

Scan rate

1.3%

Conversion rate

£0.75

Revenue per Print

NEWSLETTER SIGN-UP

3-5X
ROI

PAUL VALENTINE

Hey Hekla,

We hope you enjoy your PAUL VALENTINE jewellery and that it will become a cherished piece of your collection. As a thank you for your loyalty, we would like to offer you a

10% discount
on your next purchase.

To claim your discount, simply sign up for our **Whatsapp newsletter** by scanning the QR code below. Once you have subscribed to the newsletter, we will send you a code to use at checkout.

SCAN NOW
TO UNLOCK YOUR
DISCOUNT



GET SOCIAL @PAULVALENTINE



Bigvits[®]

Hi Ajay,

Thanks for placing your first order with **Bigvits**. We're delighted to welcome you and look forward to helping you achieve **your health goals**.

By signing up to our **Newsletter**, you'll get:

- Exclusive discounts
- Early access to sales
- Insights from our Nutritionists
- News & offers for products you're interested in

SCAN
TO START SAVING



*Offer valid for 30 days

INCREASING CLTV

8-12%

Scan rate

2.75%

Conversion rate

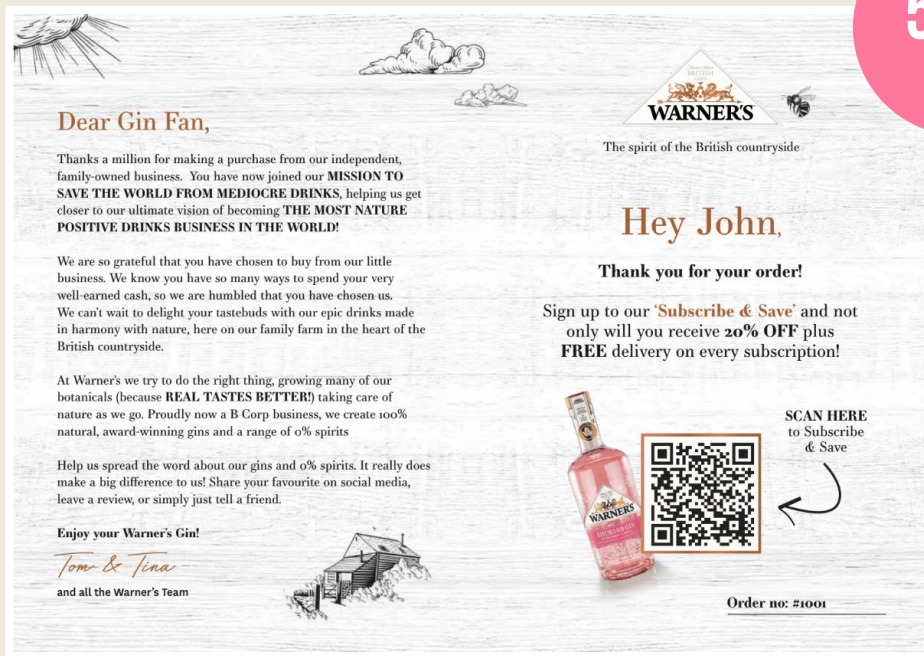
£1.75

Revenue per Print

SUBSCRIPTION SIGN-UP

5-7X

ROI



Dear Gin Fan,

Thanks a million for making a purchase from our independent, family-owned business. You have now joined our **MISSION TO SAVE THE WORLD FROM MEDIOCRE DRINKS**, helping us get closer to our ultimate vision of becoming **THE MOST NATURE POSITIVE DRINKS BUSINESS IN THE WORLD!**

We are so grateful that you have chosen to buy from our little business. We know you have so many ways to spend your very well-earned cash, so we are humbled that you have chosen us. We can't wait to delight your tastebuds with our epic drinks made in harmony with nature, here on our family farm in the heart of the British countryside.

At Warner's we try to do the right thing, growing many of our botanicals (because **REAL TASTES BETTER!**) taking care of nature as we go. Proudly now a B Corp business, we create 100% natural, award-winning gins and a range of 0% spirits

Help us spread the word about our gins and 0% spirits. It really does make a big difference to us! Share your favourite on social media, leave a review, or simply just tell a friend.

Enjoy your Warner's Gin!

Tom & Tina
and all the Warner's Team


WARNER'S
The spirit of the British countryside

Hey John,

Thank you for your order!

Sign up to our **'Subscribe & Save'** and not only will you receive **20% OFF** plus **FREE** delivery on every subscription!

SCAN HERE to Subscribe & Save



Order no: #1001

INCREASING CLTV

15-20%

Scan rate

4.5%

Conversion rate


£2

Revenue per Print

LOYALTY PROGRAM ENGAGEMENT

4-6X
ROI

#68121




Hi Paul

Thanks so much for purchasing with us,
we really appreciate your loyalty.

To say thank you, we're giving you
200 LOYALTY POINTS
when you sign up to our loyalty program.

You can trade these points in for a
discount off your next purchase!

SCAN HERE TO JOIN



FIND US AT DETECTIVAL - 07/08 SEPTEMBER 2024 - HERTFORDSHIRE
TICKETS NOW ON SALE AT - WWW.DETECTIVAL.COM


#UnstoppableYou

EARN POINTS,
UNLOCK
REWARDS!

Hi Nia,

Sign up to the Kollo Health Club and earn
loyalty points & exclusive rewards every time
you shop!

Scan now
to earn points



#298308

INCREASING ADVOCACY

3-5%

Scan rate

1.5%

Conversion rate

£0.75

Revenue per Print

USER GENERATED CONTENT

2-3X
ROI

Tell us about your experience

Hello Todd,

Thank you for your last order!

We hope you're happy with it. When you've got a minute to spare, would you consider writing us a review?

Your feedback helps us make our supplements and services even better. But it's not just Inessa you'll be helping. Your opinion lets other customers make an informed choice.

Your time is precious, so to show our appreciation, we'll give you:

10% OFF your next purchase

...valid for six months after your review!



Scan here
to leave a review and
redeem your discount

f /inessawellness
@ @inessa_wellness

Order no: IW118559

Hello,
Samuel

When it comes to Collagen Zooki, the best results come from a minimum of 6 to 8 weeks of consistent use. This gives time to allow for 2 skin cycles to pass and results to really set in. To track your progress, we always recommend taking photos of your skin at monthly intervals as a way of staying motivated and consistent, and would love it if you would share your progress with us.

Scan the QR code below and we'll email you a monthly reminder to take your progress picture - plus we'll give you £20 in reward points if you share your 3 months of progress with us!

We're always here to help so if you have any questions, thoughts or feedback, please don't hesitate to get in touch at hello@yourzooki.com or 01253 928393

Take your first
progress picture

Scan the QR code to track your progress, set monthly reminders and get £20 off



INCREASING ADVOCACY

3%

Scan rate

2.4%

Conversion rate

£1.50

Revenue per Print

REFER A FRIEND



SURI

A small token.

Hey Louise,
Thank you for your order!

Use the code below to get 15% off your next order, or share it with a lucky friend.*

Your discount code:
LOUISE-2B8Y

*Valid for 3 months, not applicable to products on sale or subscription plans.
1 use per customer



@discoversuri
#SustainableRituals

4-6X

ROI

ENHANCING CUSTOMER EXPERIENCE

5%

Scan rate

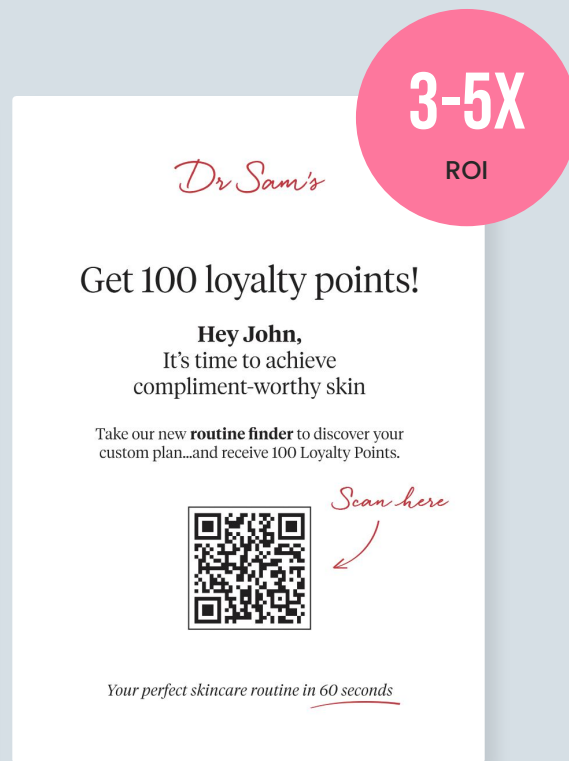
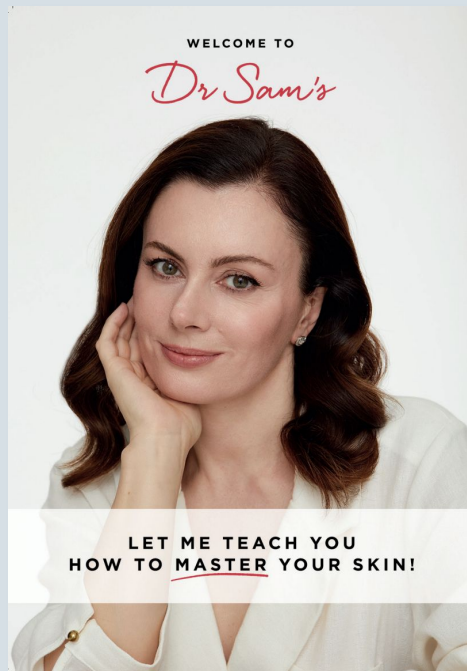
1.5%

Conversion rate

£1

Revenue per Print

FIRST PARTY DATA CAPTURE



3-5X
ROI

ENHANCING CUSTOMER EXPERIENCE

2-5%

Scan rate

0.5%

Conversion rate

£0.50

Revenue per Print

EDUCATIONAL CONTENT

Bigvits[®]

Hi Luc,

Thanks for choosing to shop with **Bigvits** again, we hope you found everything you were looking for.

Lion's Mane Mushroom is a popular, natural supplement that can support your mental wellbeing. Benefits can include mental clarity, focus and a feeling of calm, while supporting your brain and nerve cell health.

Take one capsule two times per day with water.

SCAN HERE

to find out more about Lion's Mane Mushroom.



Hello,

Samuel

Did you know all Zooki orders are certified carbon negative?

We're working to tread lightly as we grow as a business. In keeping with this, we've partnered with Carbonfund.org to offset our carbon footprint and bring Zooki carbon negative. We also provide a recycling reward scheme where you can earn rewards points in exchange for recycling your empty Zooki sachets with us. Simply follow the instructions on your recycling bag provided with all liquid sachet orders to get started.

We're always here to help so if you have any questions, thoughts or feedback, please don't hesitate to get in touch at hello@zooki.com or 01253928393

Scan the QR code to learn about all the different ways you can earn rewards



2X
ROI

ENHANCING CUSTOMER EXPERIENCE

GIFT NOTES



Welcome to the magical world of tea! We are the UK's expert Tea Mixologists on a mission: **Spreading Happiness. Reimagining Tea.**

We have over 100 tea blends to explore, including several Great Taste Award winners! We hope you're enjoy your new tea goodies that were gifted to you, and why not try our **Find My Tea Quiz** to find your new favourite tea blend?!



Find My Tea Quiz - let the magic begin & scan below:



Scan here



BIRD & BLENDTEA.CO

[f](#) [t](#) [i](#) [a](#)

@birdandblendtea



Emma

Happy Christmas

Love Mum and Dad xxxx



* *