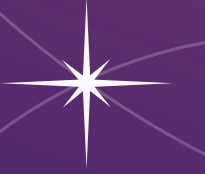


The **Really** **Good Emails** Awards



In partnership with Beefree

2024



In partnership with Beefree

Welcome to the first-ever **Really Good Emails Awards!**

In partnership with Beefree

At Really Good Emails, we've spent the past decade curating and celebrating the best in email design—those inbox gems that make you pause, admire, and maybe even say, *“Wow, I wish I'd thought of that.”* Meanwhile, Beefree's been busy helping you turn that inspiration into inbox gold. Now, for the first time, we're rolling out the red carpet to honor the standout campaigns of the year.

The RGE Awards spotlight emails that didn't just meet expectations—they crushed them. From jaw-dropping visuals to clever copy and strategic brilliance, these campaigns represent the pinnacle of what email marketing can achieve.

hip with Be

How we chose the winners

This resource is your exclusive guide to the emails that stole the show and the strategies behind their success. Whether you're looking for inspiration or tactical takeaways, this is your backstage pass to email excellence.

Here's to creating more emails that delight, surprise, and convert. Cheers!

—The RGE & Beefree Teams

Selecting the crème de la crème wasn't easy. Out of thousands of emails added to our collection in 2024, we leaned into three key factors:

Your favorites:

We looked at what resonated with our community—those emails you searched for, saved, and clicked on repeatedly.

Innovation & trends:

What stood out in a sea of sameness? These winners pushed the boundaries of creativity, leveraging design and strategy to stay ahead of the curve.

Best practices meet bold moves:

The perfect balance of foundational email marketing principles and risks that paid off beautifully.



Award-winning categories

Welcome

Product Launch

Re-engagement

Pet

Drinks

CTA

Seasonal

Quiz

+

Subject line

Outdoor/travel

Most Creative



Welcome Welcome Welcome



The "Welcome to the Club" Award goes to Miro. This welcome email made a great first impression with new users — let's talk about it:

Uniquely Miro:

The grid-style design, sticky-notes, and bright yet polished visuals echo Miro's brand and application.

Bite-sized clarity:

Easy-to-follow steps are broken into bite-sized sections with clear instructions and helpful visuals, making the process approachable.

Actions that drive:

CTAs like "Start creating" are bold and actionable, making it clear for users ready to jump right in.

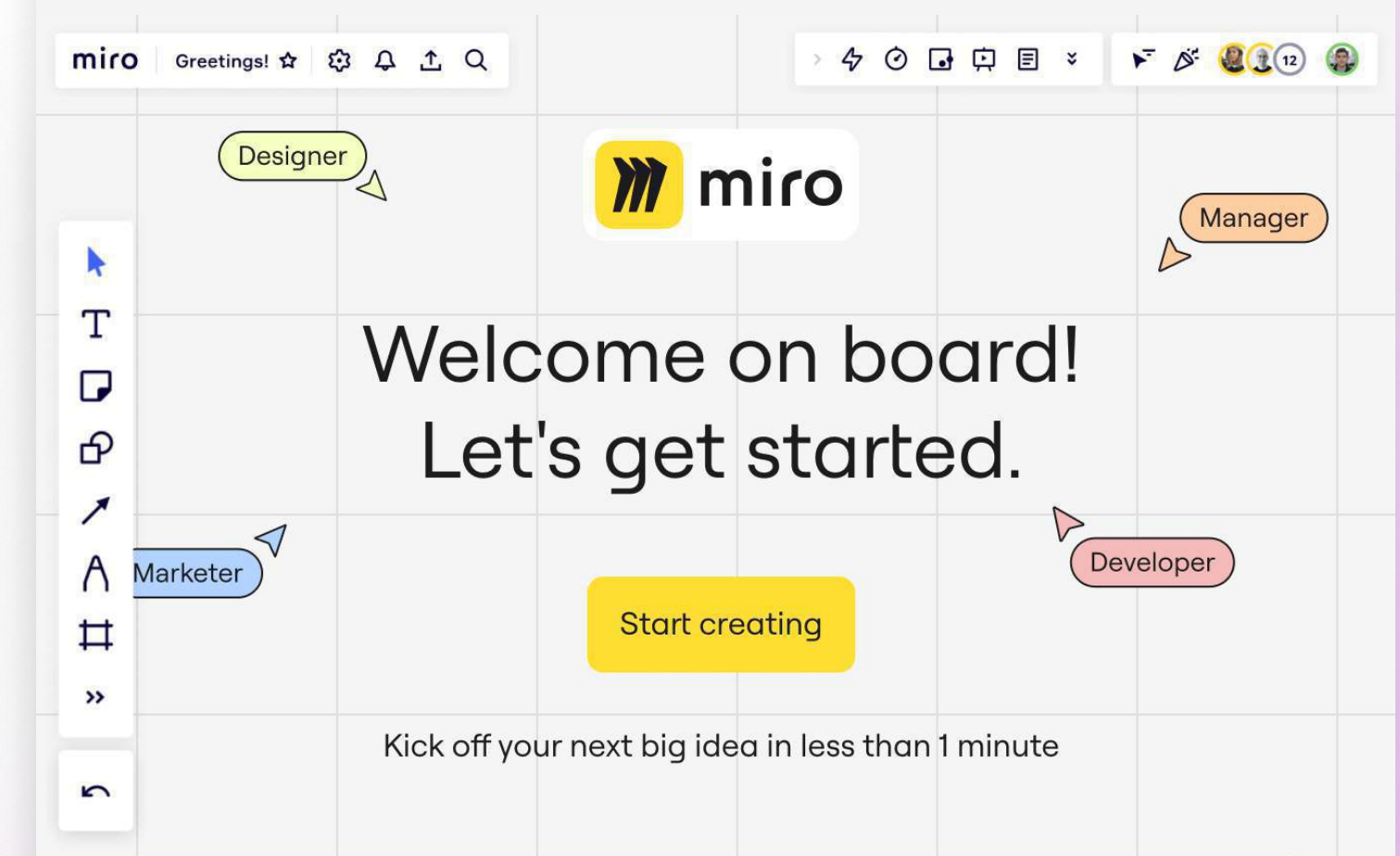
Build on trust:

By providing resources, support, and social proof, Miro inspires confidence in the brand and its application.

Copy this layout >

More welcome email inspo >

Miro Welcome to Miro: See Our Quickstart Resources



Build, iterate, and design faster with Miro — your visual workspace for innovation.

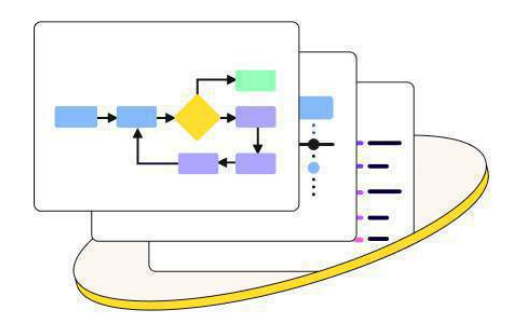
Get started in 3 easy steps

1

Create your first board

Start from scratch or save time with our [popular Miro templates](#).

[To your first board →](#)

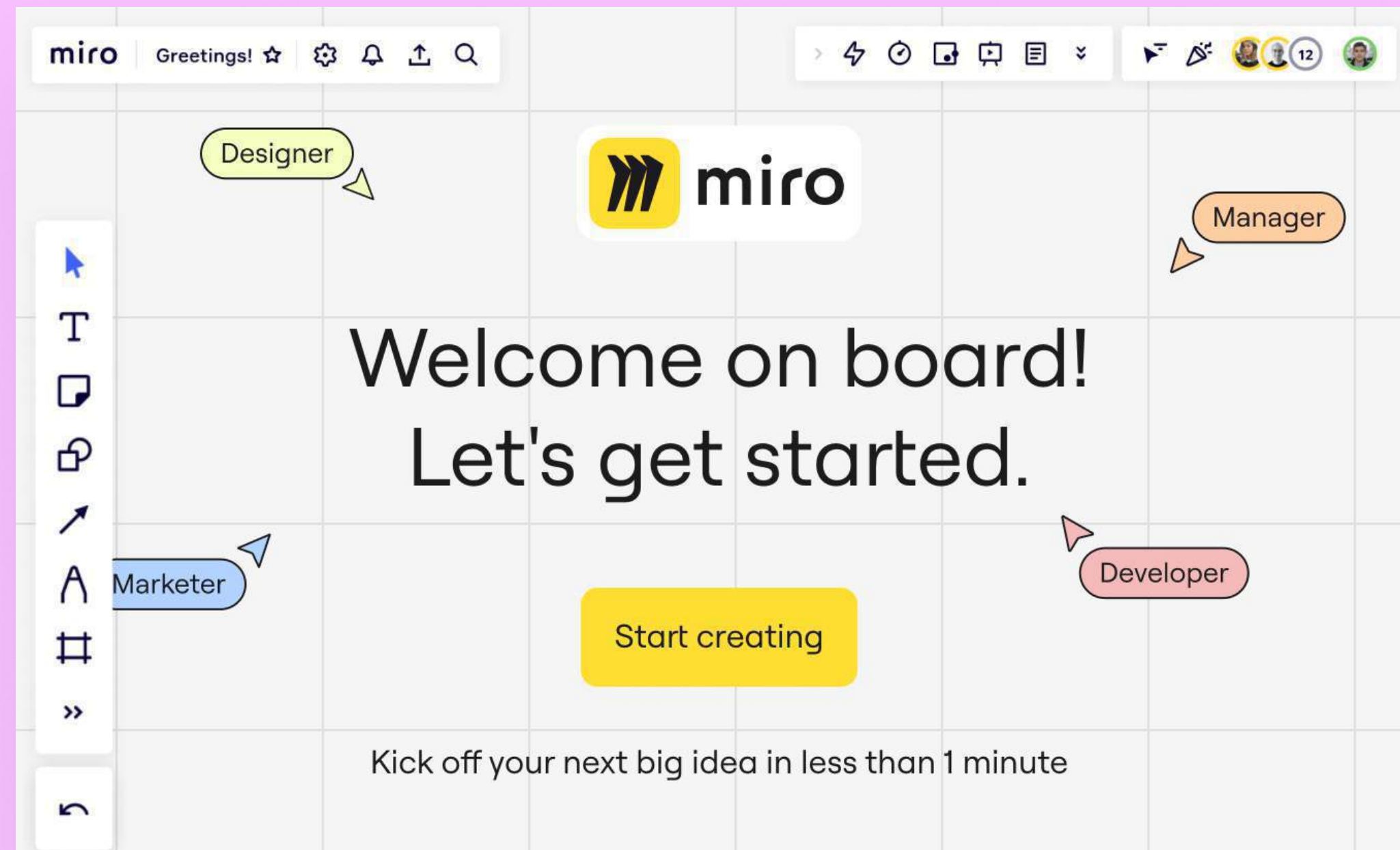


2

Start shaping your ideas



[Click here to view the full email in browser](#)



Build, iterate, and design faster with Miro — your visual workspace for innovation.

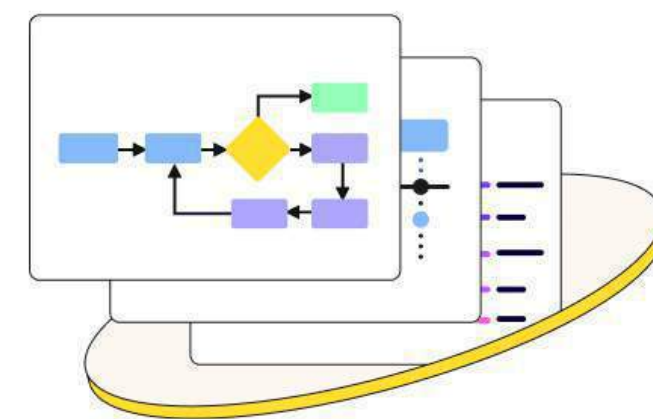
Get started in 3 easy steps

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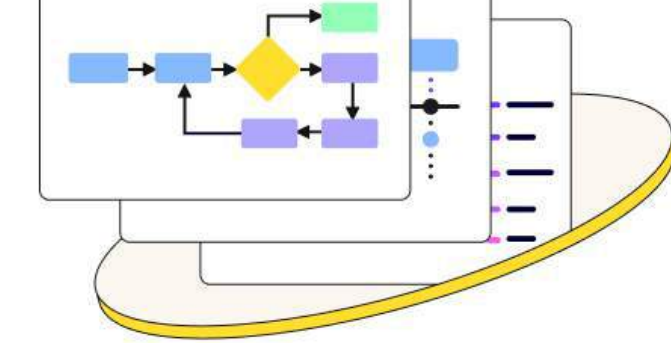
[To your first board →](#)



board

Start from scratch or save time with our [popular Miro templates](#).

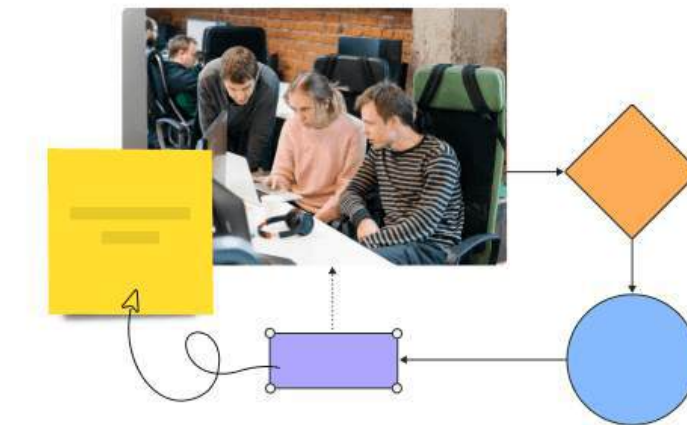
[To your first board →](#)



2

Start shaping your ideas

Kickoff your project by combining sticky notes, shapes, stickers and images.

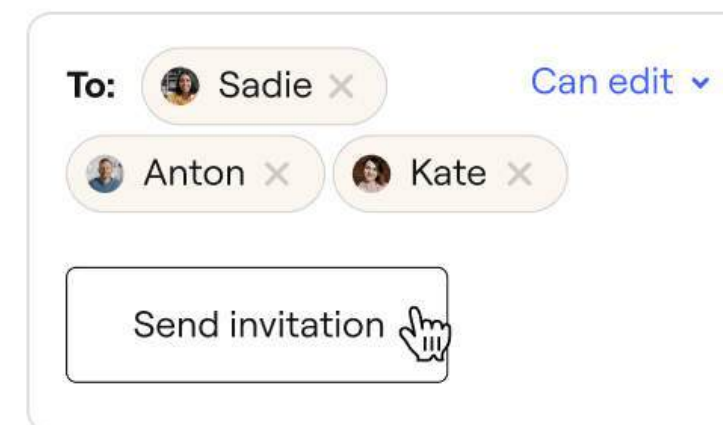


3

Bring your team on board

Sharing ideas and collaborating with your team in Miro is simple, fast and engaging.

[Invite your teammates →](#)



If you need some help...

Learn how to do anything with our free videos and courses available in Miro Academy

[Start learning →](#)

Welcome To Da Clurb

Honorable mentions

In da clurb, we all fam. These onboarding emails also made a warm first impression.

Going Hey, Premium Traveler

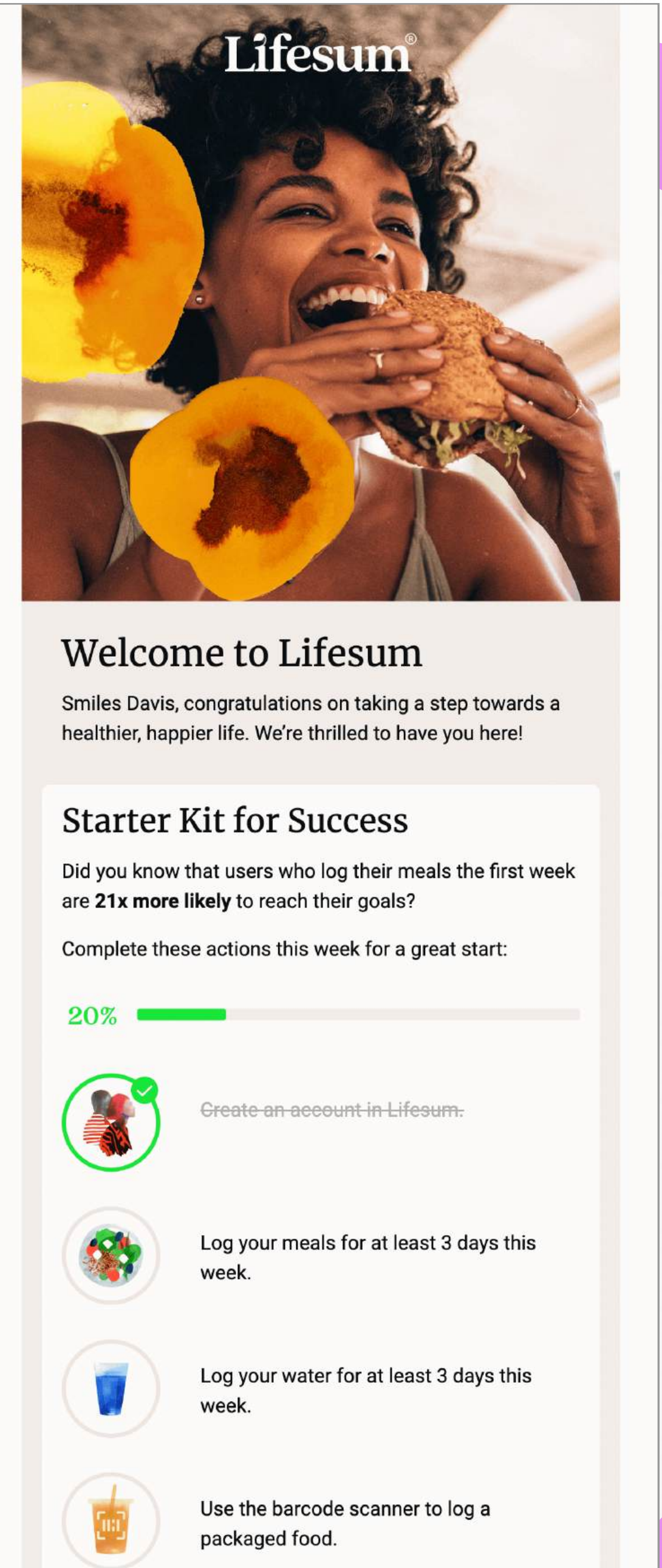
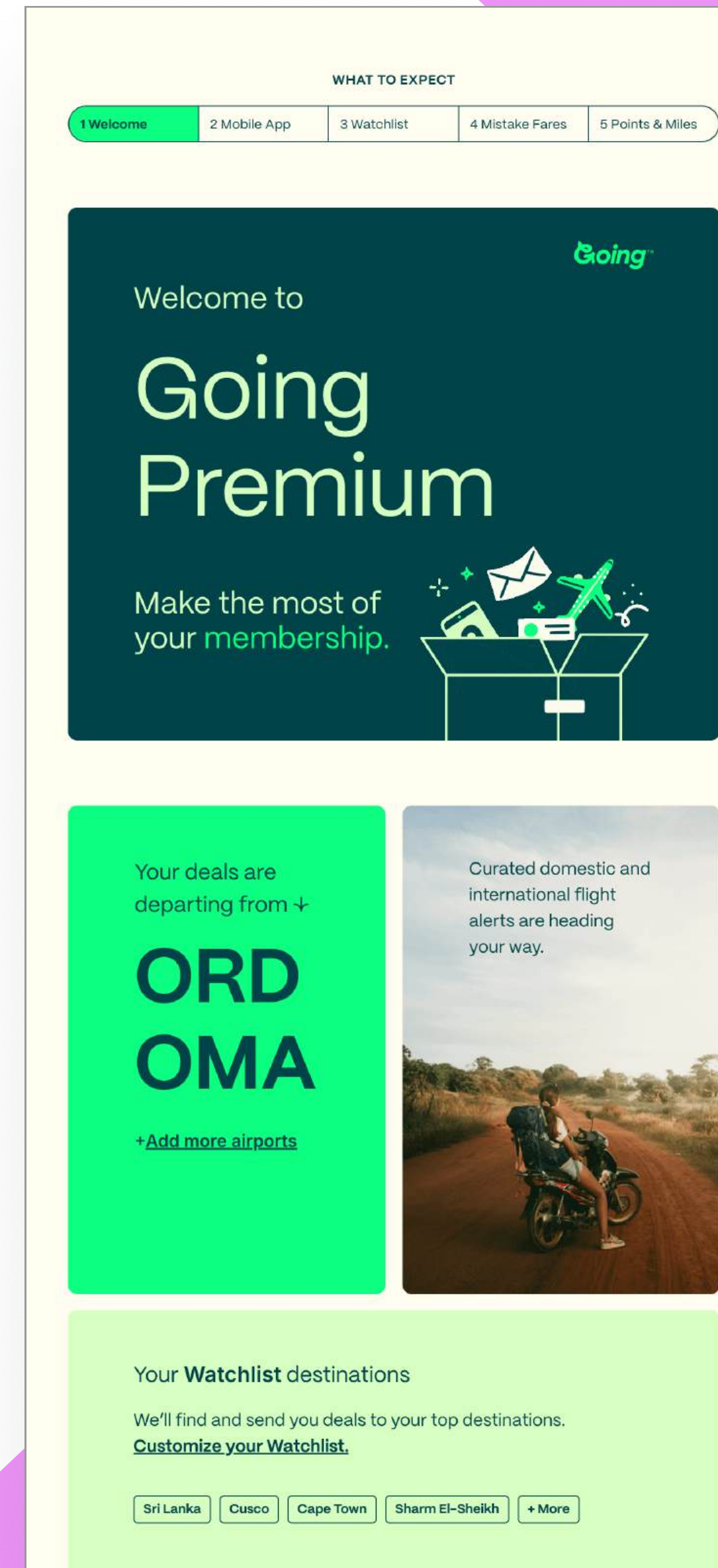
Lifesun Welcome to Lifesum Starter Kit

More welcome email templates >

Discover what makes a great welcome email >

[Click here to view the full email in browser](#)

[Click here to view the full email in browser](#)





Volkswagen

The “Big Reveal” goes to Volkswagen. This promo email for the new T-Cross doesn’t just drive clicks—it parks itself right in your inbox with style. Here’s what makes it memorable:

Bright and bold:

The T-Cross new “Grape Yellow” color is not just mentioned, it is utilized throughout the email celebrating its release.

Customizable experience:

This bespoke email lets users click through a color selector to preview the car in different shades, making the experience personal and fun—like a mini configurator right in your inbox.

CTAs tailored to you:

The CTAs are strategically placed, making them impossible to miss and easy for you to take action. Each CTA offers a different way to get started depending on where in your car-buying journey you are.

Clear, crisp, compelling:

Each section highlights a key selling point—design, practicality, and tech—paired with snappy copy and crisp images that make the message hit home.

Copy this layout >

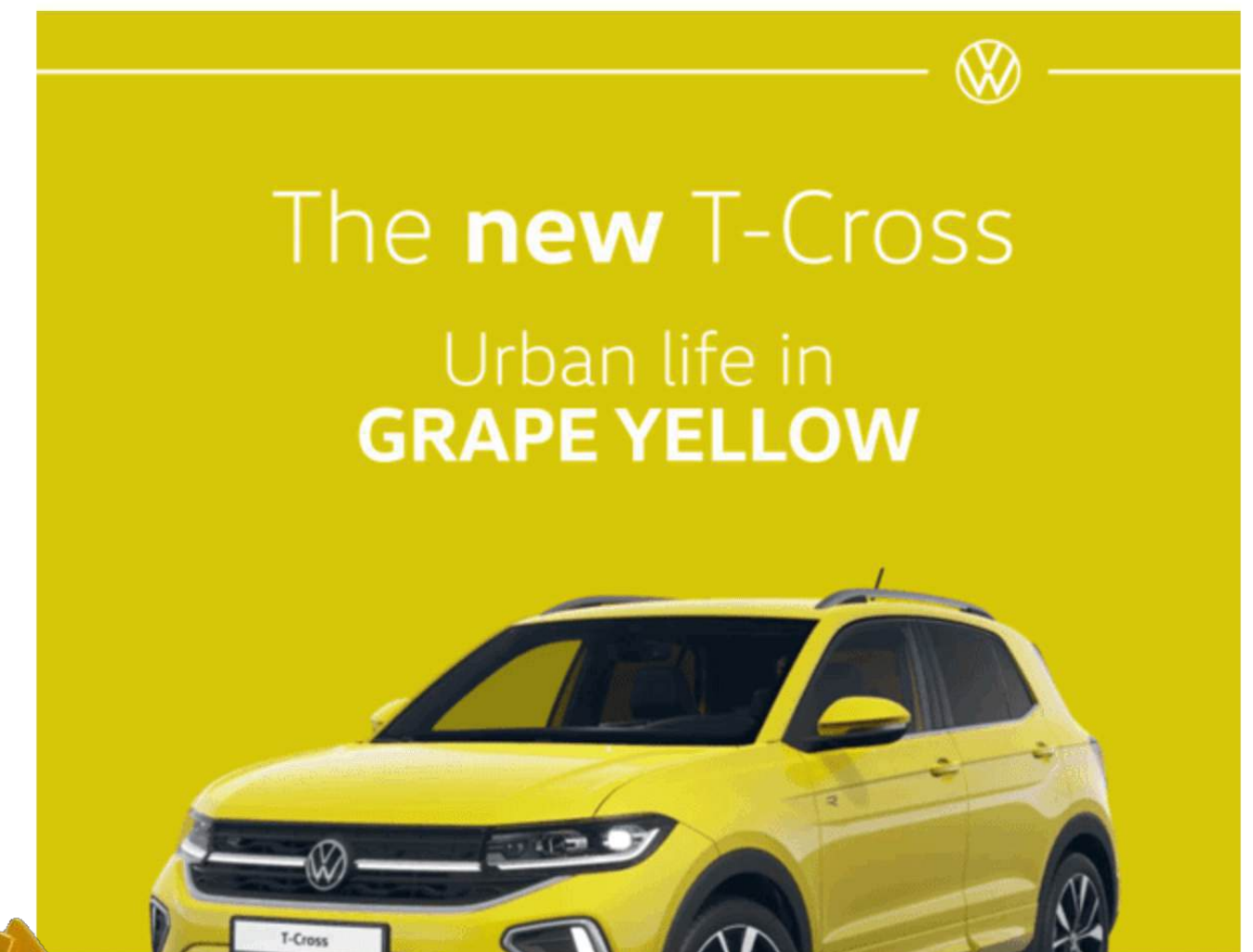
More inspo for your next launch >

Click here to view the full email in browser



2 of 11 < >

Volkswagen Spotto! It's the colourful new T-Cross



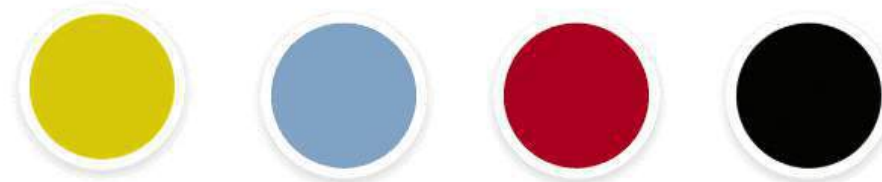
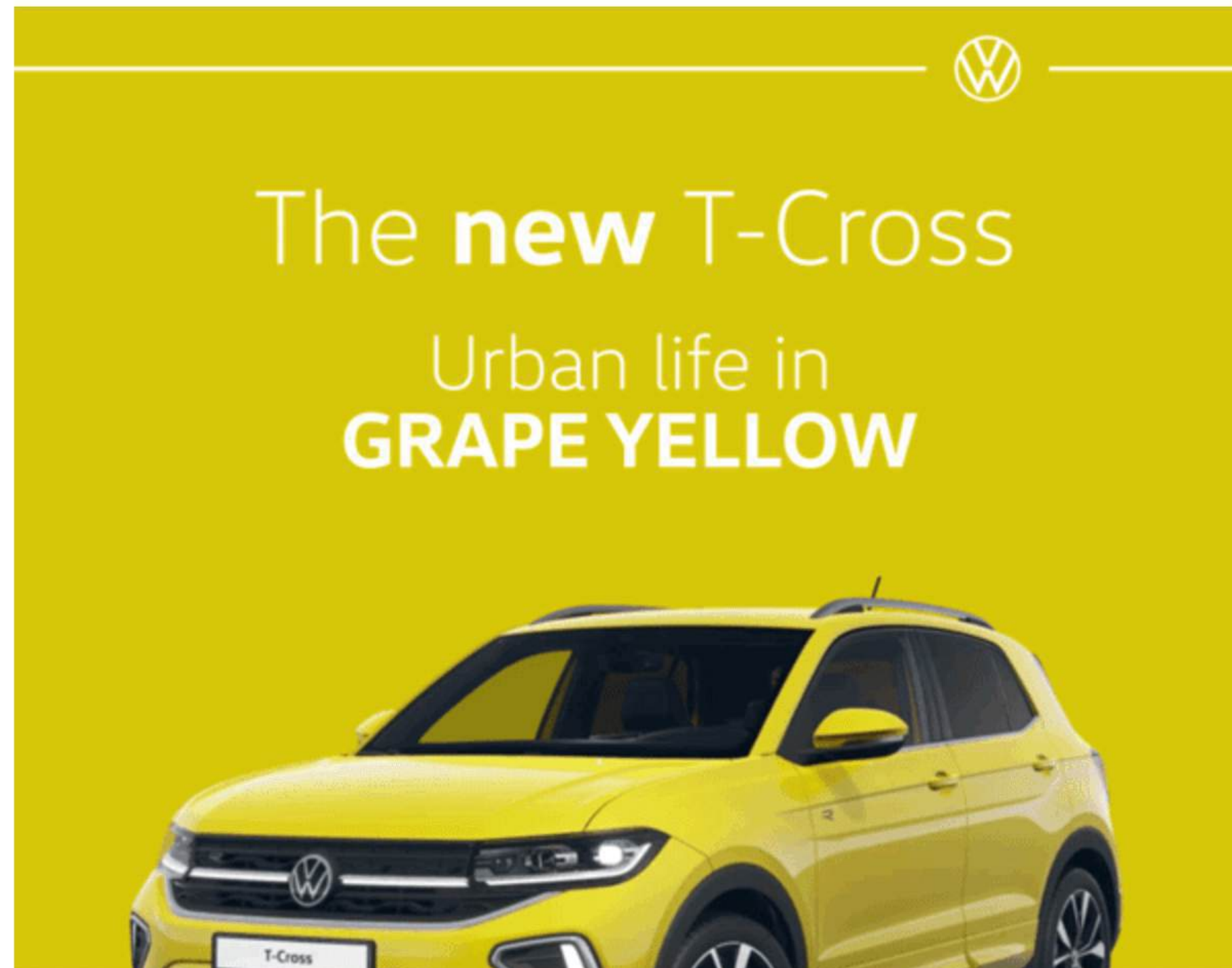
Try on some colours¹

It's time to bring some colour to your everyday drive in the new T-Cross. With a confident new design wrapped in a selection of vibrant colour choices, our compact SUV returns to the streets more stylish, sophisticated and street smart than ever.

Build & price

Book a test drive

[Click here to view the full email in browser](#) 



Try on some colours¹

It's time to bring some colour to your everyday drive in the new T-Cross. With a confident new design wrapped in a selection of vibrant colour choices, our compact SUV returns to the streets more stylish, sophisticated and street smart than ever



New street **smart** tech

The new T-Cross is all style **and** substance with a suite of exciting and intuitive new tech features including:

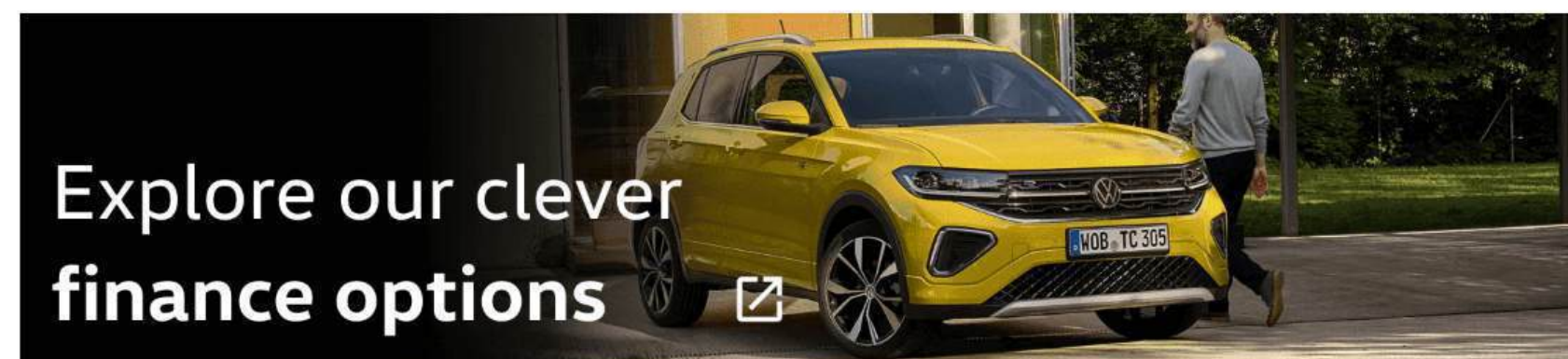
High resolution Digital Cockpit

LED Headlights with Light Assist

Intuitive Driver Assistance Systems³

[Explore features](#)

Get ready for the **new T-Cross**



Stay connected with us on



Big Reveal

Honorable mentions

More product launch emails that build excitement and anticipation like no other.

[Freaks of Nature](#) Freaks of Nature™ is now live.

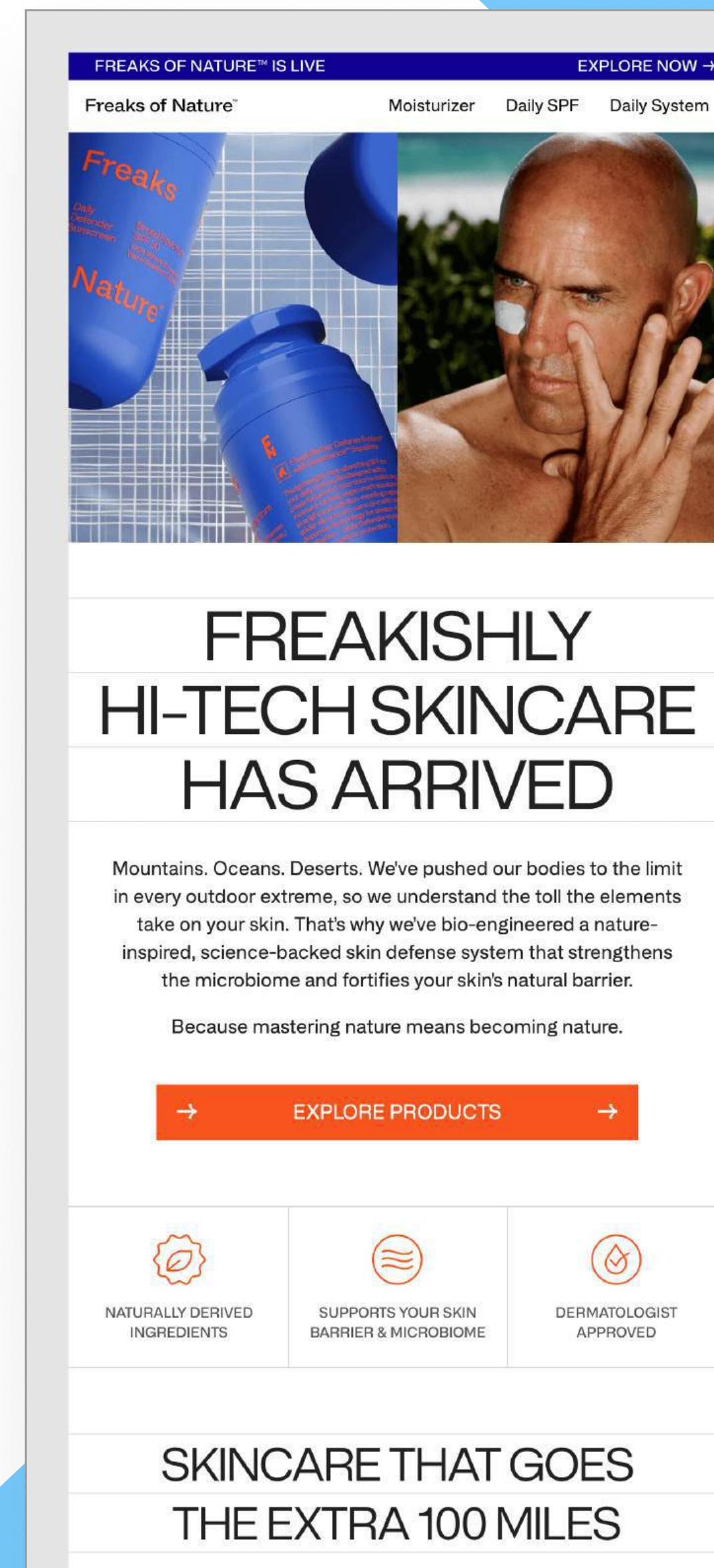
[Google](#) Introducing Fitbit Ace LTE

Templates to kickstart your launch >

5 strategies for an effective product launch >

[Click here to view the full email in browser](#)

[Click here to view the full email in browser](#)



Google Store

Meet the first-of-its-kind kids smartwatch.

Movement made fun for them. Peace of mind for you.¹

\$229.95 + Ace Pass data plan[†]

Pre-order now



Get 50% off an annual Fitbit Ace Pass data plan, plus an Ace Band on us.^{**} [Learn more.](#)

With LTE, they're within reach.²

[Learn more >](#)



Sometimes Always

The "Don't Leave Us" Award goes to Sometimes Always who nails the art of engaging design and thoughtful execution. Here why it sets a high standard for re-engagement campaigns:

✔ Like speaking to a friend:

The opening line, "You've Got Great Taste," sets a warm, personal tone, immediately drawing readers in and making them feel special.

✔ Personalization done right:

By referencing browsed products and creating urgency with "limited quantities," they personalize the experience and cleverly nudge customers to complete their purchase.

✔ Laser-focused:

Although bold, the layout of the email is clean, the messaging is clear, and the standout "Shop Now" button guides readers seamlessly toward action.

✔ Brand cohesion with flair:

From the warm color palette to the playful footer design (hello, wavy footer!), the email stays true to the brand's personality while keeping things visually interesting and exciting.

Copy this layout >

Inspo for your next check-in >

[Click here to view the full email in browser](#)



3 of 11 < >

Something Always We noticed you checking out...



NEW

TOP PICKS

THE CLUB

You've Got GREAT TASTE



THESE BOTTLES ARE GOING FAST

We noticed you checking out some **very nice bottles** and we must say: you've got great taste. *Call us impressed.* We wanted to give you a heads-up, that the bottles you've been browsing are available in **very limited quantities**. Which means, they're going to *disappear fast*. Shop them while you can.

SHOP NOW



[Click here to view the full email in browser](#) 

Sometimes Always

NEW

TOP PICKS

THE CLUB

You've Got GREAT TASTE

THESE BOTTLES ARE GOING FAST

We noticed you checking out some **very nice bottles** and we must say: you've got great taste. *Call us impressed.* We wanted to give you a heads-up, that the bottles you've been browsing are available in **very limited quantities**. Which means, they're going to *disappear fast*. Shop them while you can.

SHOP NOW

Alpha Box & Dice - ToZzo Sangiovese 2023

\$28.00

SHOP

Dievole - Chianti Classico Sangiovese 2019

\$53.00

SHOP



Heaps Good Wine Co - Slovenia Pinot Noir 2019

\$38.00

SHOP



Domaine Rolet - Arbois Savagnin Ouillé 2022

\$66.00

SHOP

SHOP NOW

INSTAGRAM

FACEBOOK

SHOP NOW

SHIPPING

ACCOUNT

CONTACT

No longer want to receive these emails? **Unsubscribe.**
Sometime Always 130 Gray St Adelaide, South Australia 5000

Don't Leave Us

Honorable mentions

Re-engagement emails that keep customers coming back for more.

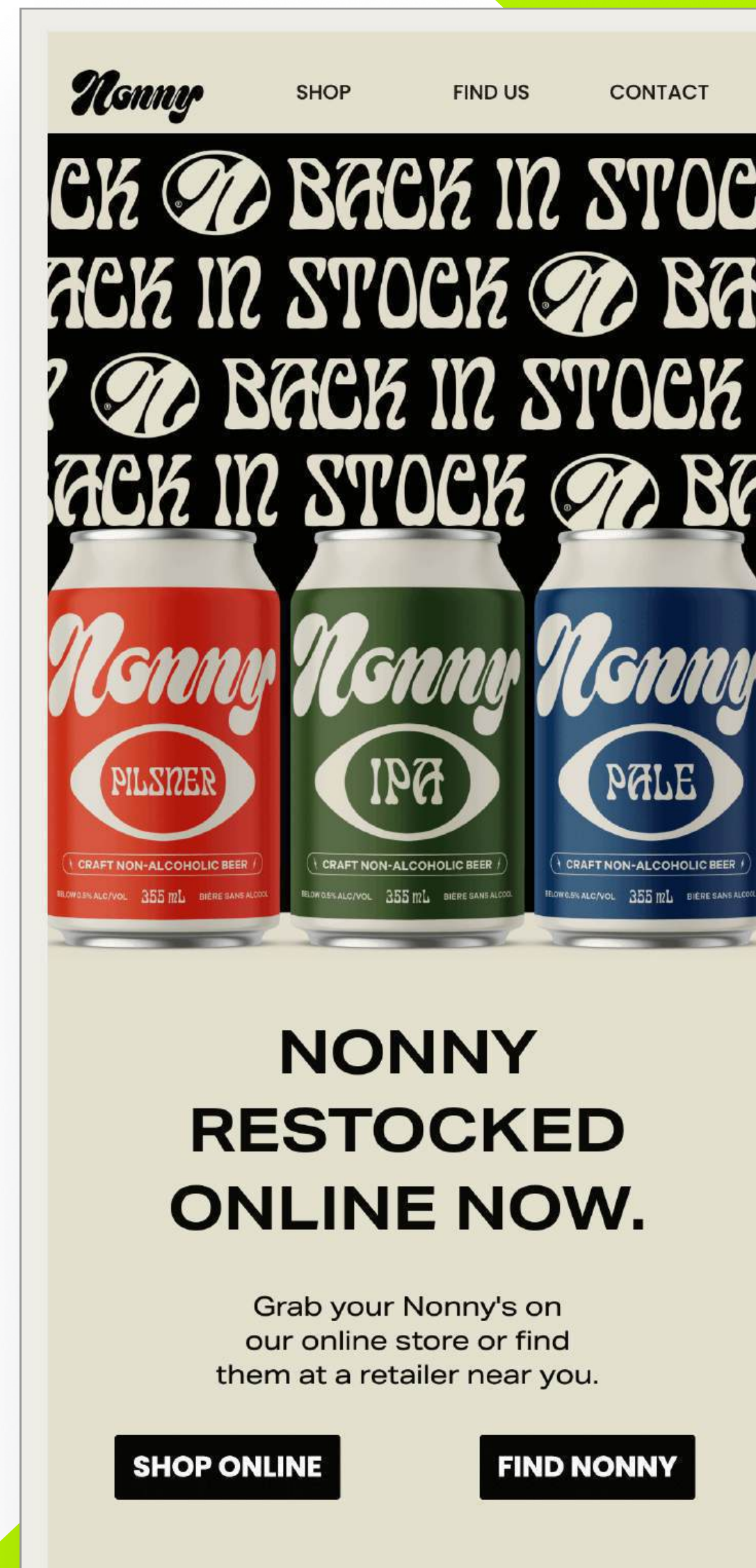
- ☆ ➤ Nonny FRESHLY RESTOCKED 🍺
- ☆ ➤ Tillamook Your Feedback Is Important to Us

Templates to get them to come back >

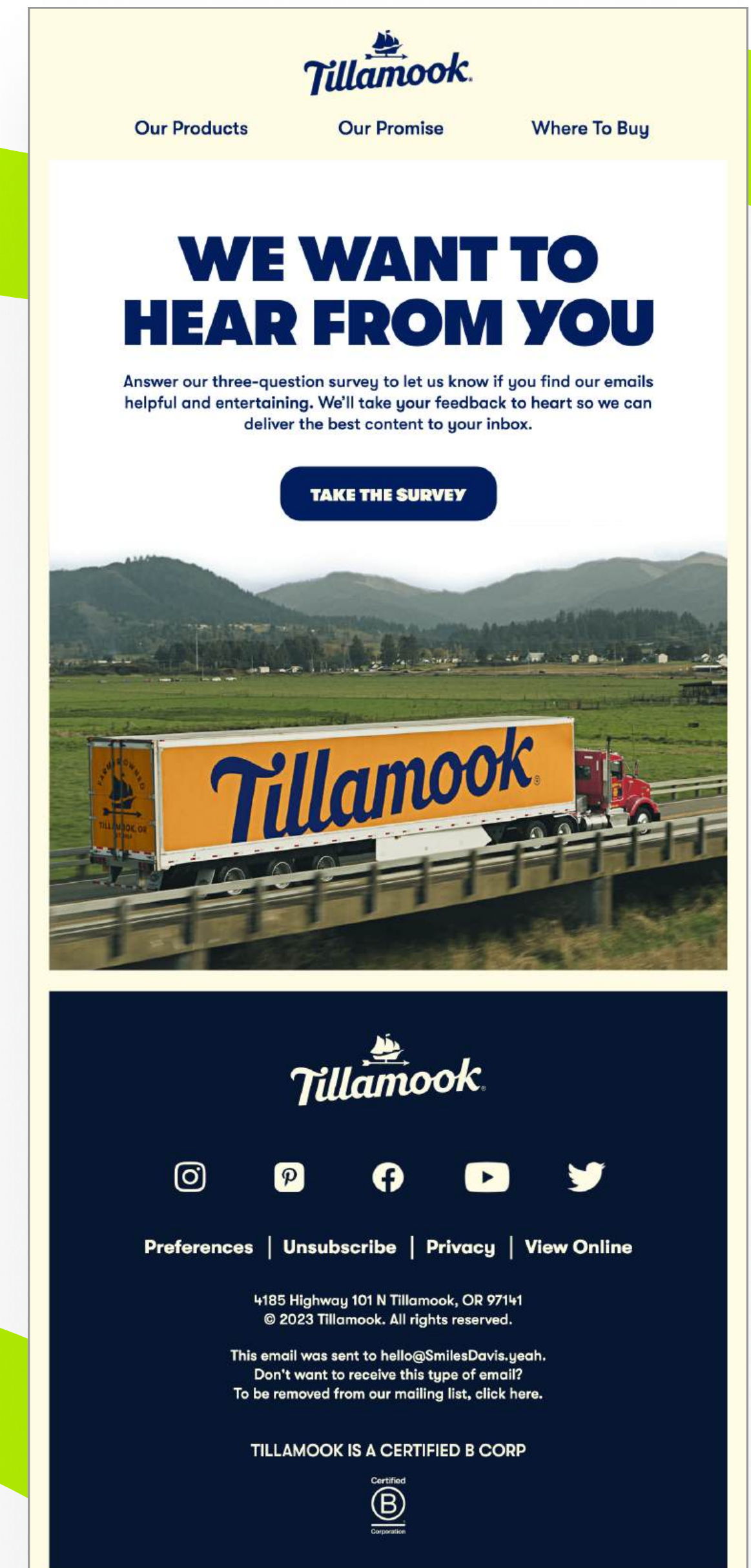
Beginner's guide to lifecycle email marketing >



[Click here to view the full email in browser](#)



[Click here to view the full email in browser](#)





Sundays

The “Paw-some Pet Care” Award goes to Sundays. They aren’t just selling—they’re delivering inbox joy. Here’s how this email sets tails wagging and fingers clicking:

✔ Simple, never boring:

Sundays avoids the typical pet-email clutter (IYKYK) and opts for using a simple layout and heartwarming imagery to convey their message.

✔ Straight to the point:

This email doesn’t stray from its intent. From the beginning, it’s clear that the purpose of the email is to get valuable feedback from their customers.

✔ Meaningful incentives:

The referral program is all about community—rewarding both customers and their friends, making you feel valued and included.

✔ Pun-city:

Playful copy like “You have the write stuff” showcases Sundays’ friendly, memorable tone.

[Click here to view the full email in browser](#)



4 of 11 < >

☐ ☆ ➤ **Sundays** Got two minutes?



SUNDAYS



You have the write stuff.

We want to hear from you about your experience with Sundays. Your feedback helps us know what’s working and what we can do better.

[Leave a Review](#)

[Survey templates >](#)

[Tips for effective survey emails >](#)

[Click here to view the full email in browser](#) 

SUNDAYS



You have the write stuff.

We want to hear from you about your experience with Sundays. Your feedback helps us know what's



50% • GET \$50 • GIVE 50% • GET \$50 • GIVE 50% • GE

Turns out a good deed DOES get rewarded.

When you sign up to refer friends and family, not only will they get 50% off their first order but you'll get \$50 to use toward your next order.

[Spread the Word](#)

SUNDAYS

Paw-some Pet Care

Honorable mentions

Emails that had whiskers twitching and purrs roaring!

☆ ▶ **Ollie** Let's Get to the Meat of the Matter

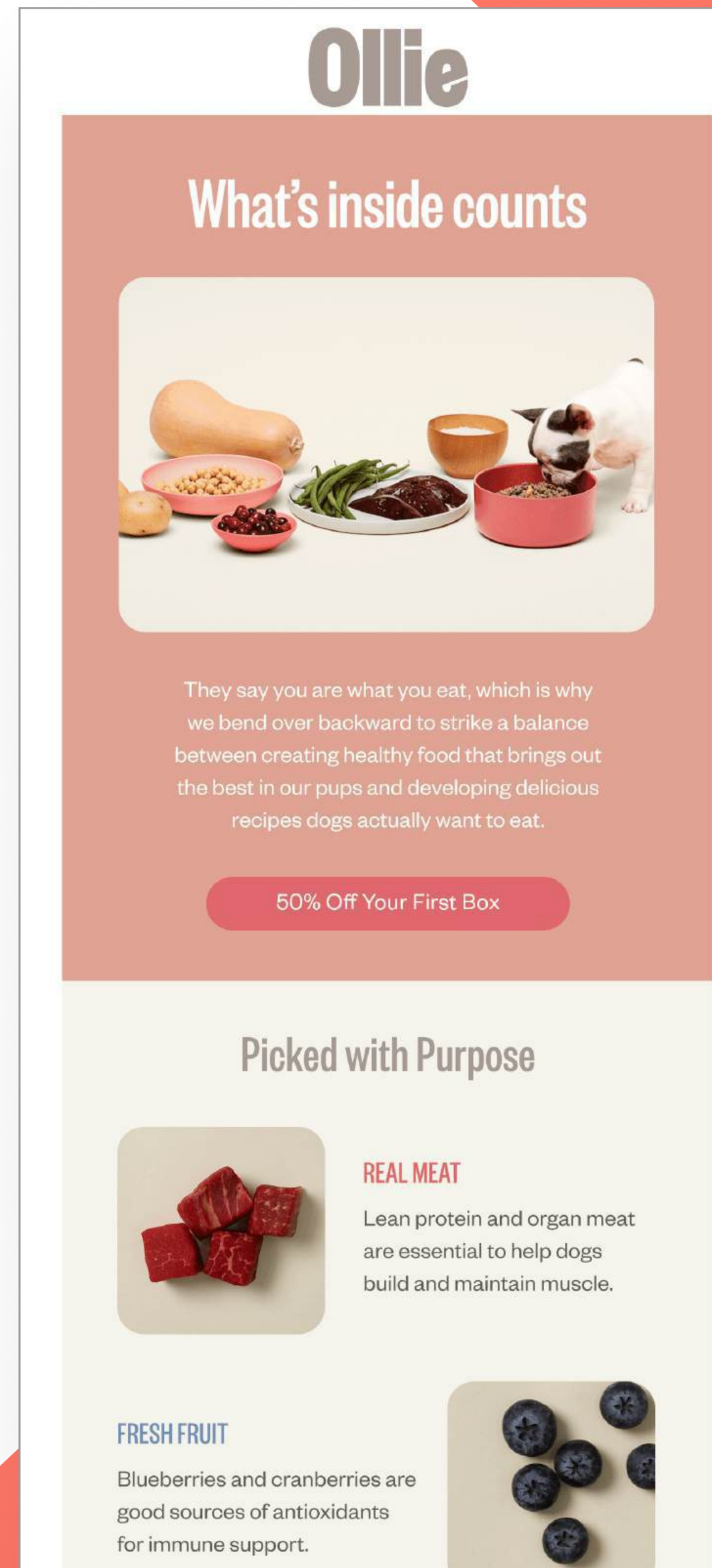
☆ ▶ **Little Beast** Here's 15% Off

[More pet email templates >](#)

[Paws-itively inspiring pet emails >](#)


[Click here to view the full email in browser](#)

[Click here to view the full email in browser](#)



Ollie

What's inside counts



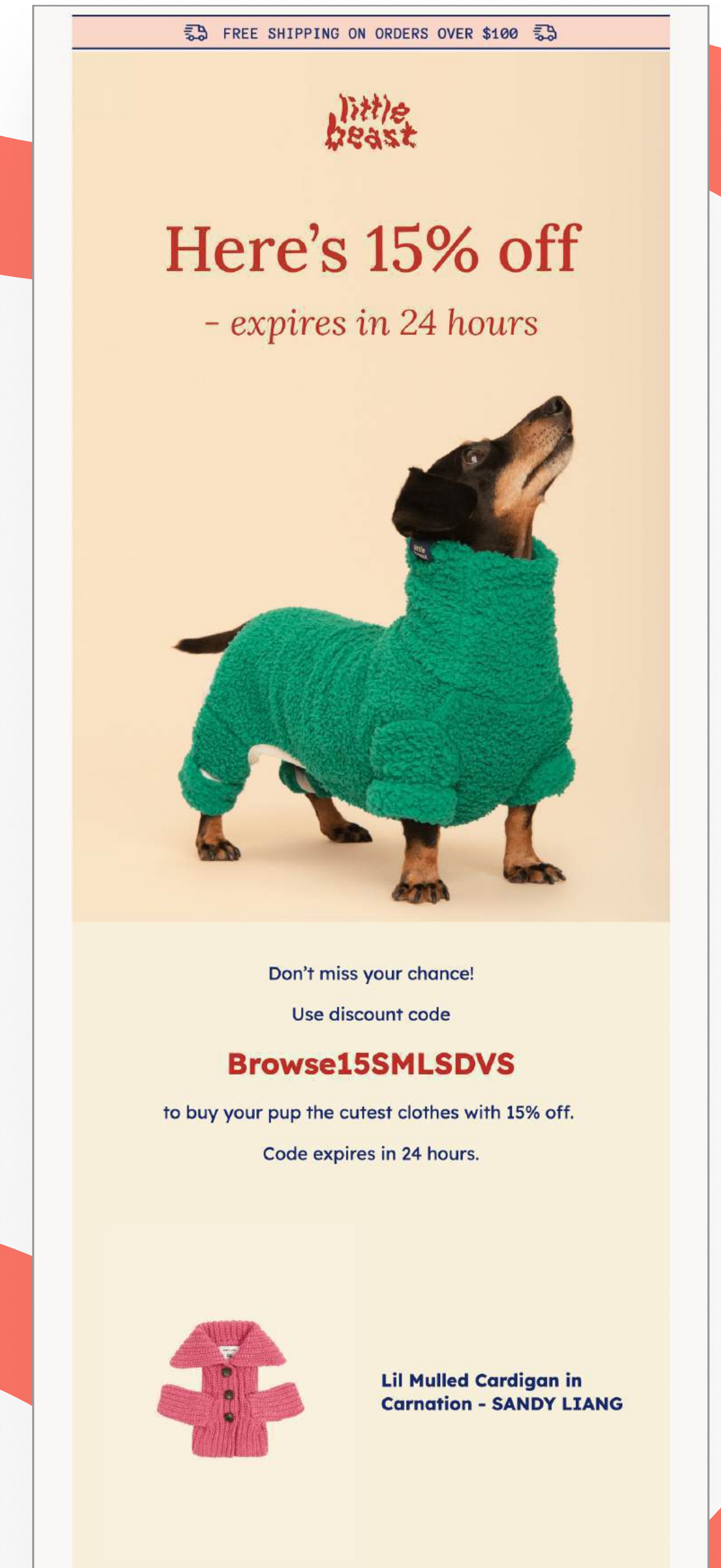
They say you are what you eat, which is why we bend over backward to strike a balance between creating healthy food that brings out the best in our pups and developing delicious recipes dogs actually want to eat.

50% Off Your First Box

Picked with Purpose

REAL MEAT
Lean protein and organ meat are essential to help dogs build and maintain muscle.


FRESH FRUIT
Blueberries and cranberries are good sources of antioxidants for immune support.



little beast

Here's 15% off


- expires in 24 hours



Don't miss your chance!
Use discount code

Browse15SMLSDVS

to buy your pup the cutest clothes with 15% off.
Code expires in 24 hours.



Lil Mulled Cardigan in Carnation - SANDY LIANG



Athletic Brewing

The "Endless Cheers" Award goes to Athletic Brewing for serving up a refreshing blend of storytelling and excitement to celebrate the triumphant return of a fan-favorite brew.

Hero image FTW:

Crisp, vibrant, and front-and-center, the product shot screams, "This is what you came for." Paired with sunny, citrusy vibes, it's refreshing through the screen and goes beyond the typical drink glam shots to bring the lifestyle.

Headline that hooks:

"The Sweetest Comeback" delivers punchy, playful energy, turning a simple restock into a moment worth celebrating.

Customer love on display:

Short, sweet testimonials packed with real enthusiasm build trust and FOMO, creating a sense of community you want to join.

History with a twist:

The "History Lesson" adds heritage with a fun backstory, giving depth and charm while subtly selling the product's roots. Extra points for making us feel a little smarter after reading.



[Click here to view the full email in browser](#)



6 of 11 < >

Athletic Brewing The Sweetest Comeback: Ripe Pursuit



THE SWEETEST COMEBACK

Back by popular demand - Ripe Pursuit Lemon Radler has made its sweet return. It's a lemon-infused, radler-style brew with a moderate wheat base and a hint of cane sugar. Smooth, zesty and slightly hazy, it's a perfect balance of citrus and sweet.



Copy this layout >

How to infuse social proof into your emails >

[Click here to view the full email in browser](#)

OUT OF STOCK • BACK IN STOCK • BACK IN STOCK •



THE SWEETEST COMEBACK

Back by popular demand - Ripe Pursuit Lemon Radler has made its sweet return. It's a lemon-infused, radler-style brew with a moderate wheat base and a hint of cane



Words Of Wisdom



"Obsessed. It's clean, refreshing, and just the right amount of tart lemony goodness."

- Caitlin M.



"I wish I had bought a whole bunch of this...and then had more for my friends."

Endless Cheers

Honorable mentions

The most refreshing drink and beverage emails.

- ☆ ➤ Bored Cow Recipe inside ✉
- ☆ ➤ WildWonder A Wild and Wonderful Welcome

F&B email templates >

Thirst-quenching email inspo >



[Click here to view the full email in browser](#)

BORED COW

Strawberry & Blueberry Iced Matcha

DIFFICULTY LEVEL: 🌞🌞🌞🌞🌞



WHY WE LOVE THIS RECIPE:

- ✓ Easy to make
- ✓ Refreshing
- ✓ Looks cute


Thanks to Lilly of @lilsfitlife we have a matcha recipe that isn't just vibrant and beautiful, but delicious and energizing too!




[Click here to view the full email in browser](#)

wildwonder®

WELCOME TO WILDWONDER



A note from our founder:



Hello there!

Rosa here, Founder & CEO of wildwonder. Everyone could use a little wonder these days, so I'd love to share a welcome gift with you.

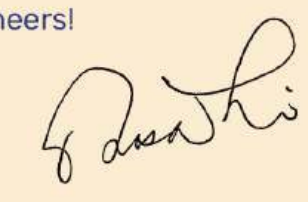
Use code **EVERYDAYWONDERS** to get 10% off your first order.*

Inspired by the healing tonics my grandma brewed for me growing up, I dreamt up a delicious sparkling drink that marries herbal wisdom with California freshness.

wildwonder is a delightful, bubbly, and gut-healing drink made with whimsical flavors and real ingredients. Every drink lifts you to create everyday wonders.

Here's one: 5% of profits from every can goes to empowering women and marginalized communities.

Cheers!





Fly By Jing

The “Button Whisperer” Award goes to Fly By Jing, who is serving up a spicy email that packs the same punch as their famous chili crisp. Here are standout elements that make this email sizzle:

✓ Unapologetically loud:

The oversized text and CTAs throughout the email are impossible to ignore and perfectly reflecting the brand’s bold personality. This is not just another email; it’s a visual statement.

✓ Undeniably impactful:

Unlike standard emails, these CTAs go beyond functional—they feel like invitations to join a celebration.

✓ Dynamic product imagery:

These vibrant visuals don’t just showcase the product—they command the spotlight, inviting you into the world of Fly By Jing, making you hungry and ready to buy.

✓ Authentic storytelling:

The email features a video of the Founder, explaining the new lower pricing and adding a sense of transparency and human touch that many emails miss.

More emails that ignite the taste buds >

[Click here to view the full email in browser](#)



8 of 11 < >

Fly By Jing A SAUCY SURPRISE AWAITS



[Click here to view the full email in browser](#)

FLY BY JING

MORE



We've lowered our prices
to make every drizzle and
spoonful within reach for
everyone.

SHOP LOWER PRICES

**WHY
LOWER
PRICES?**

Jing (yes, THAT Jing)
is here to explain it all!

Button Whisperer

Honorable mentions

CTA that are impossible to resist, drawing readers to take action.

GOODLES Last chance for 20% off Smokey Dokey

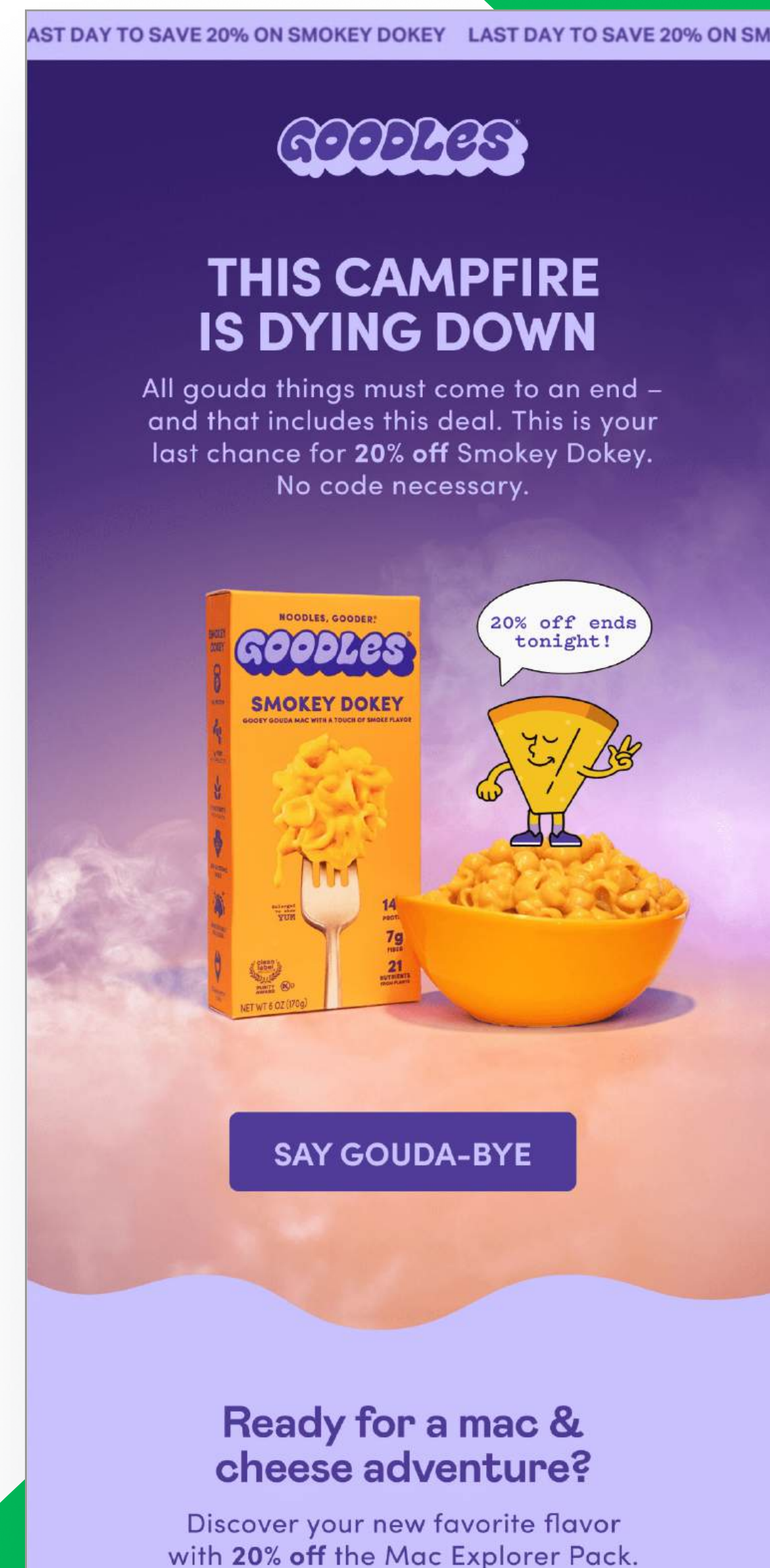
1906 We're good in bed

Everything you need to know about CTAs >

[Click here to view the full email in browser](#)

[Click here to view the full email in browser](#)

LAST DAY TO SAVE 20% ON SMOKEY DOKEY LAST DAY TO SAVE 20% ON SMOKEY DOKEY



GOODLES

THIS CAMPFIRE IS DYING DOWN

All gouda things must come to an end – and that includes this deal. This is your last chance for **20% off Smokey Dokey**. No code necessary.

20% off ends tonight!

SAY GOUDA-BYE

Ready for a mac & cheese adventure?

Discover your new favorite flavor with **20% off** the Mac Explorer Pack.

1906 FAST ACTING DELIVERED

WHY WE'RE GOOD IN BED



ONE SWALLOWABLE, FAST-ACTING (*LIKE, 20 MINUTES FAST*) DROP OF SLEEP WILL HELP EASE YOU INTO RESTFUL SLEEP THROUGH A BLEND OF THC, CBD, + CBN.

SLEEP WITH US

Seasonal Seasonal Seasonal



Touchland

The “Go Big or Go Home” Award goes to Touchland’s Prime Day email. From playful design to functional brilliance, they’ve turned a classic promo into something unforgettable. Let’s break it down:

✔ Instant impact:

Products bursting out of a Prime Day-branded box? Yes, please. It’s fun, dynamic, and tells the story in a single glance.

✔ Going beyond the sale:

The addition of the “Take Scent Quiz” goes above and beyond a regular sale email and invites readers to find the right product for them and further engage with the brand.

✔ Branding that sticks:

The “You’re Scentsational” tagline adds a lighthearted, memorable touch that reinforces Touchland’s personality. It’s not just a sale email—it’s an extension of their fun, vibrant brand.

✔ Easy to navigate deals:

The organization of offers by “Top Deals” and “Selected Picks,” make the email feel tailored and approachable.

Copy this layout >

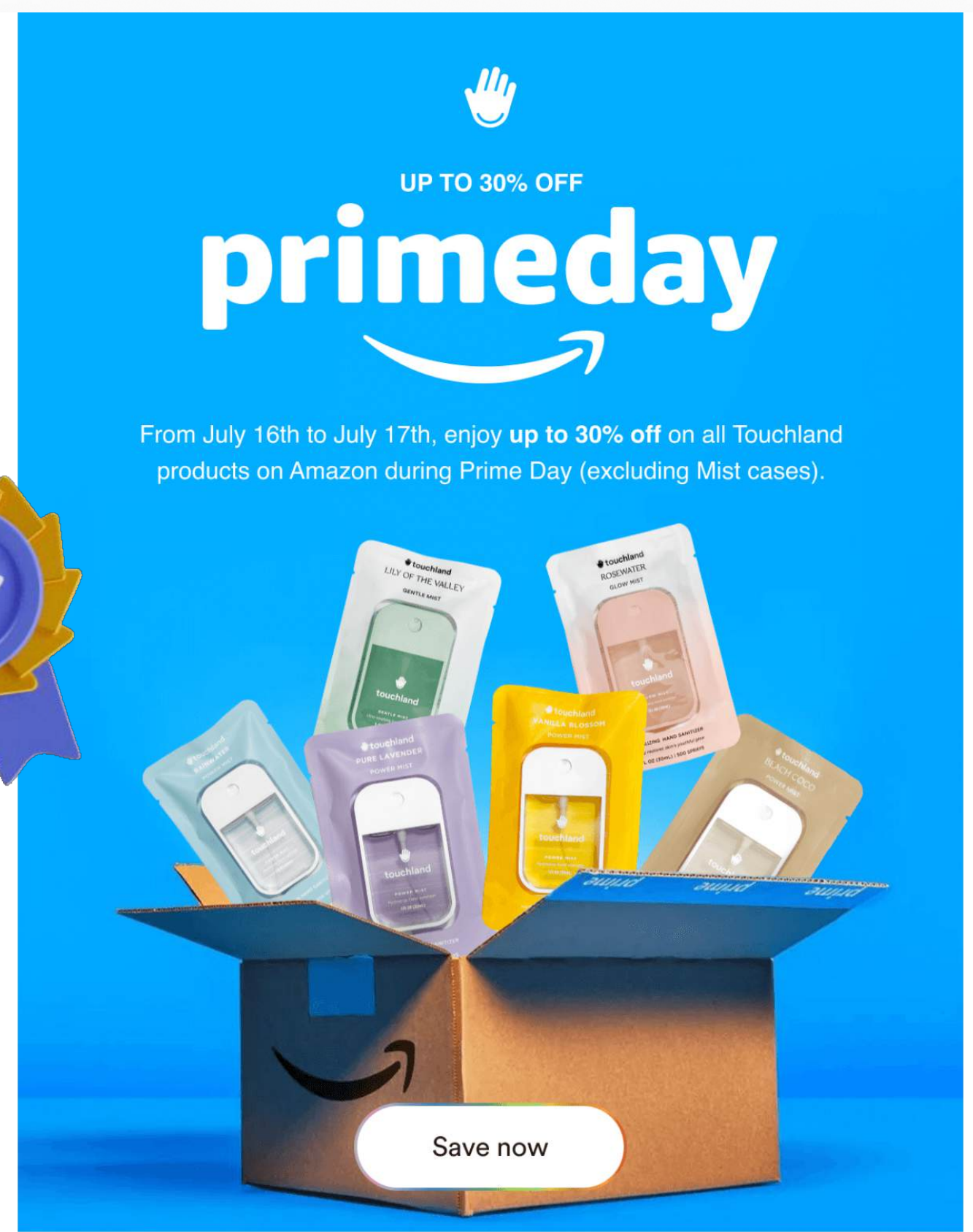
Inspo for next season’s campaigns >

[Click here to view the full email in browser](#)



10 of 11 < >

Touchland Prime Day is finally here 🎉



30% OFF TOP DEALS



[Click here to view the full email in browser](#)



UP TO 30% OFF

primeday

From July 16th to July 17th, enjoy up to 30% off on all Touchland products on Amazon during Prime Day (excluding Mist cases).



Save now

30% OFF TOP DEALS

Shop Prime Day

20% OFF TOUCHETTES



CARAMEL TOUCHETTE



BLUSH PINK TOUCHETTE

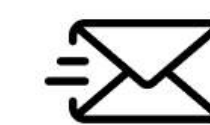
Shop Prime Day



FREE SHIPPING ON ORDERS \$60+



FIND YOUR AURA TAKE SCENT QUIZ



QUESTIONS? EMAIL US NOW



JOIN OUR REWARDS PROGRAM

TSATIONAL • YOU'RE SCEN
INTSATIONAL • YOU'RE SC
TSATIONAL • YOU'RE SCEN

Go Big or Go Home

Honorable mentions

Celebrating events big enough to make them feel like new national holidays!

- ☆ > Finn For as long as Earth has dogs...
- ☆ > OLIPOP It's back-to-school season! 🍎 📖

1,700+ templates to kickoff any campaign >

60 email ideas to celebrate every occasion >




[Click here to view the full email in browser](#)

You've got 15% off today with EARTHFIRST15 →

finn

We Don't Stop On Earth Day...

Choosing Finn supports a full-time commitment to a smaller eco-pawprint.



Shop Sustainable Supplements →

finn vs OTHERS



100% RECYCLABLE METAL TINS



SINGLE-USE PLASTIC PACKAGING



[Click here to view the full email in browser](#)

OLIPOP

Shop Our Flavors Store Locator Subscribe & Save

School's In, Sugar's Out



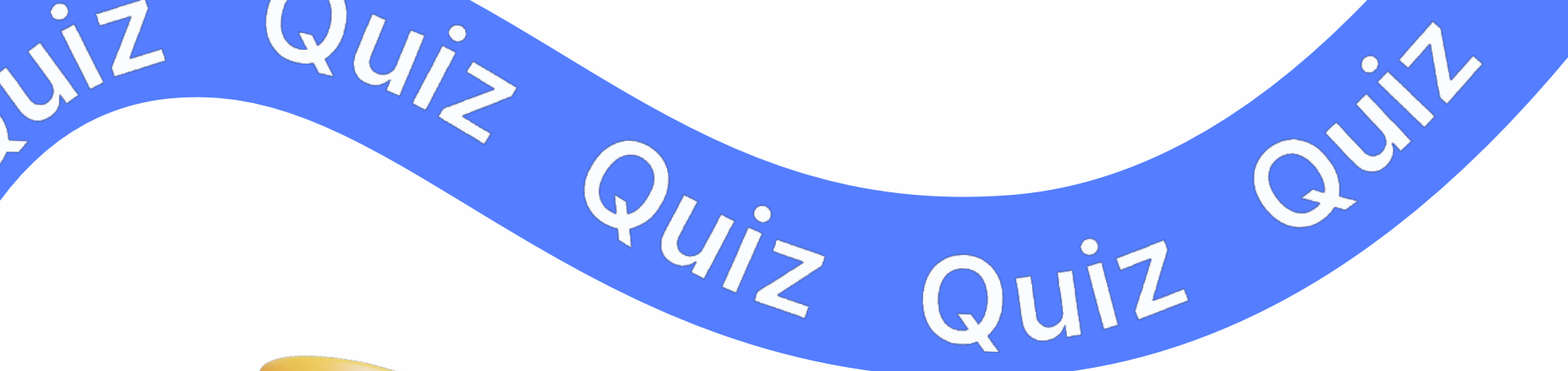
It's time to sharpen those pencils, grab your backpack, and pack your lunch box because it's back-to-school season. And don't forget the most important school supply: OLIPOP!

We're an A+ choice for keeping things fizzy, fun, and high fiber.

STOCK UP & SAVE

Take 20% off





Supergoop!

The "Quiz Wiz" award goes to Supergoop! who takes the guesswork out of skincare with this brilliant email that feels more like a consultation than a sales pitch. Here's why this one deserves a spot in the email hall of fame:

✔ Personalized path:

The interactive flowchart guides readers through their skincare needs step-by-step depending on their unique needs.

✔ Relatable:

"Which moisturizer is right for you?" hooks readers immediately, addressing a common skincare question and setting an approachable, helpful tone.

✔ Instant tailored solutions:

Once the reader navigates towards the end of the path, Supergoop! offers three different solutions taking the guesswork out of finding the right product.

✔ Empowering:

This email takes something complex like finding the right skin care and simplifies it. This combination of playfulness with education makes the decision-making process feel intentional and empowering.

[Click here to view the full email in browser](#)



9 of 11 < >

Supergoop! Meet Your Moisturizer Match



BESTSELLERS

FACE

BODY

REWARDS

WHICH MOISTURIZER IS RIGHT FOR YOU?

Find the SPF essential for your skincare goals!

SHOP SPF SKINCARE



I'm looking for a:

Rich cream for dehydrated skin



Lightweight moisturizer for everyday wear



My #1 skincare need is:

Moisture barrier support



Gentle protection



Product-centric email templates >

[Click here to view the full email in browser](#) 



[BESTSELLERS](#)

[FACE](#)

[BODY](#)

[REWARDS](#)

WHICH MOISTURIZER IS RIGHT FOR YOU?

Find the SPF essential for your skincare goals!

[SHOP SPF SKINCARE](#)

I'm looking for a:

Rich cream for dehydrated skin



Lightweight moisturizer for everyday wear



My #1 skincare need is:

Moisture barrier support



Gentle protection



**SUPERSCREEN
SPF 40**

- Leaves skin feeling softer
- Recommended for dry, combination & normal skin

[SHOP NOW](#)



**TRIPLE PREP
SPF 40**

- Leaves skin feeling replenished
- Recommended for oily, combination & normal skin

[SHOP NOW](#)



**ZINCSCREEN
SPF 40**

- Mineral SPF formula that blends in translucent on most skin tones
- Recommended for all skin types, including sensitive

[SHOP NOW](#)



**FREE SHIPPING
ON ORDERS \$50+**



**JOIN OUR
REWARDS PROGRAM**



**AUTO-REPLENISH
FOR FREE SHIPPING**



**QUESTIONS?
CHAT WITH US**

EXPERTS IN SPF™ SINCE 2005

Quiz Wiz

Honorable mentions

For the emails that bring BuzzFeed quiz energy—turning your inbox into a quirky adventure.

- ☆ ➤ Goey Snacks 100 Goey Pop Quiz
- ☆ ➤ Bellroy 100 Workday Quiz Time

Ways to gamify your emails >

More email inspo for the quiz wiz >

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GOOEY
GOOEY POP QUIZ

WANT SOME CHOCOLATE HAZELNUT SPREAD?

YES NO

WHY NOT

I AM VEGAN TRYING TO CUT DOWN MY SUGAR INTAKE I AM AGAINST PALM OIL

unweetened **GOOEY** hazelnut cocoa spread low

bellroy Shop All New Releases Bestsellers

Work? Bag? Ready? Go!

Follow the prompts. Find the exact bag that fits your job description.

Got a job?

Yes No

Need to carry much stuff? Do you want a job?

Subject line Subject line



Rael

The "Hook, Line, and Sinker" Awards goes to Rael for its charming abandoned cart email that feels like a warm reminder rather than a hard sell. Here's what makes it stand out in a sea of basic follow-ups:

Impossible to ignore:

"We noticed you, noticing us. 😊" pulls you in with just the right amount of cheekiness. It's flirty, fun, and charming, setting a lighthearted tone that feels inviting.

More to love section:

Instead of just pushing one product, the thoughtful curated product suggestions make it easy to explore complementary items, showing thoughtfulness and helping customers feel understood.

Clean & conscious values:

Highlighting "Clean Ingredients," "Vegan & Cruelty-Free" in a prominent banner ties in brand values seamlessly. It reinforces trust and resonates with customers who care about mindful purchasing.

Action-packed footer:

From subscription discounts to referral incentives and easy access to social links, Rael creates more opportunities for engagement while keeping the design visually cohesive.

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Tips for a standout email footer >

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7 of 11 < >

Rael We noticed you, noticing us. 😊

FREE SHIPPING ON ORDERS \$50+

Rael
We Saw You Checking Us Out 😊



Face Anything Kit
Price: \$56.99

TAKE ANOTHER LOOK



There's More to Love



[Click here to view the full email in browser](#)

FREE SHIPPING ON ORDERS \$50+

Rael

We Saw You
Checking Us Out 😊



[Face Anything Kit](#)

Price: \$56.99

TAKE ANOTHER LOOK



Miracle Clear Soothing Spot Gel



Miracle Patch 3-Step Pore Melting Pack

SHOP NOW

CLEAN INGREDIENTS ✓ VEGAN & CRUELTY



Subscribe & Save 10%



Free Shipping on orders \$50+



Text RAEI to 40701 for text alerts



Give \$10, Get \$10 refer friends

Period Care

Skin Care

Acne Care

Vulva Care

Let's stay connected



Rael, Inc. All rights reserved. | 6940 Beach Blvd. #D301 Buena Park, California 90621
No longer want to receive these emails? [Unsubscribe](#)

Hook, Line, & Sinker

Honorable mentions

Subject line that grabs attention and reels readers in immediately.

☆ > Surreal Can you guess our next flavour?

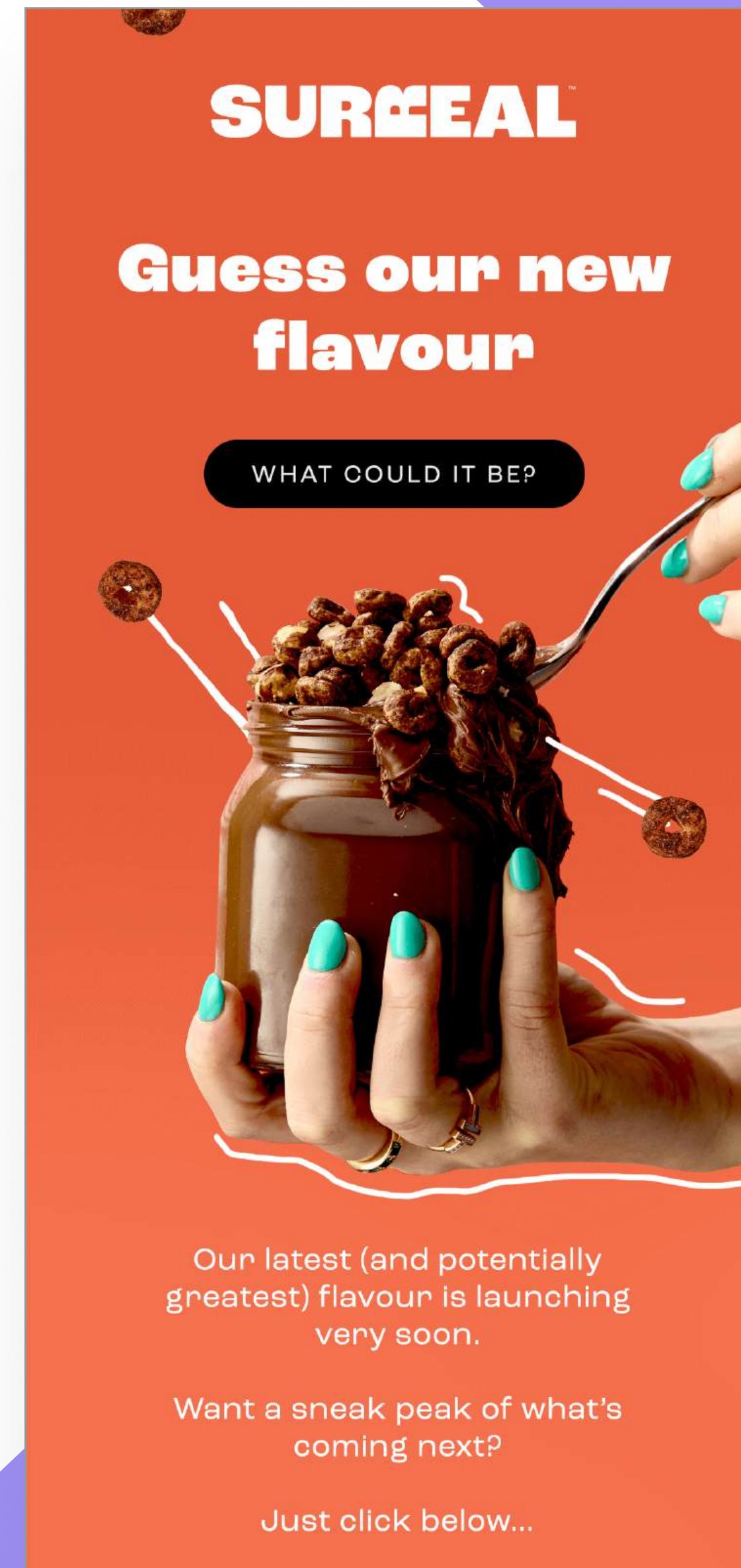
☆ > Starbucks Friday = 50% off your drink 😎

Templates to pair with your really good SL >

Tips for click-worthy subject lines >

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[Click here to view the full email in browser](#)



SURREAL

Guess our new flavour

WHAT COULD IT BE?

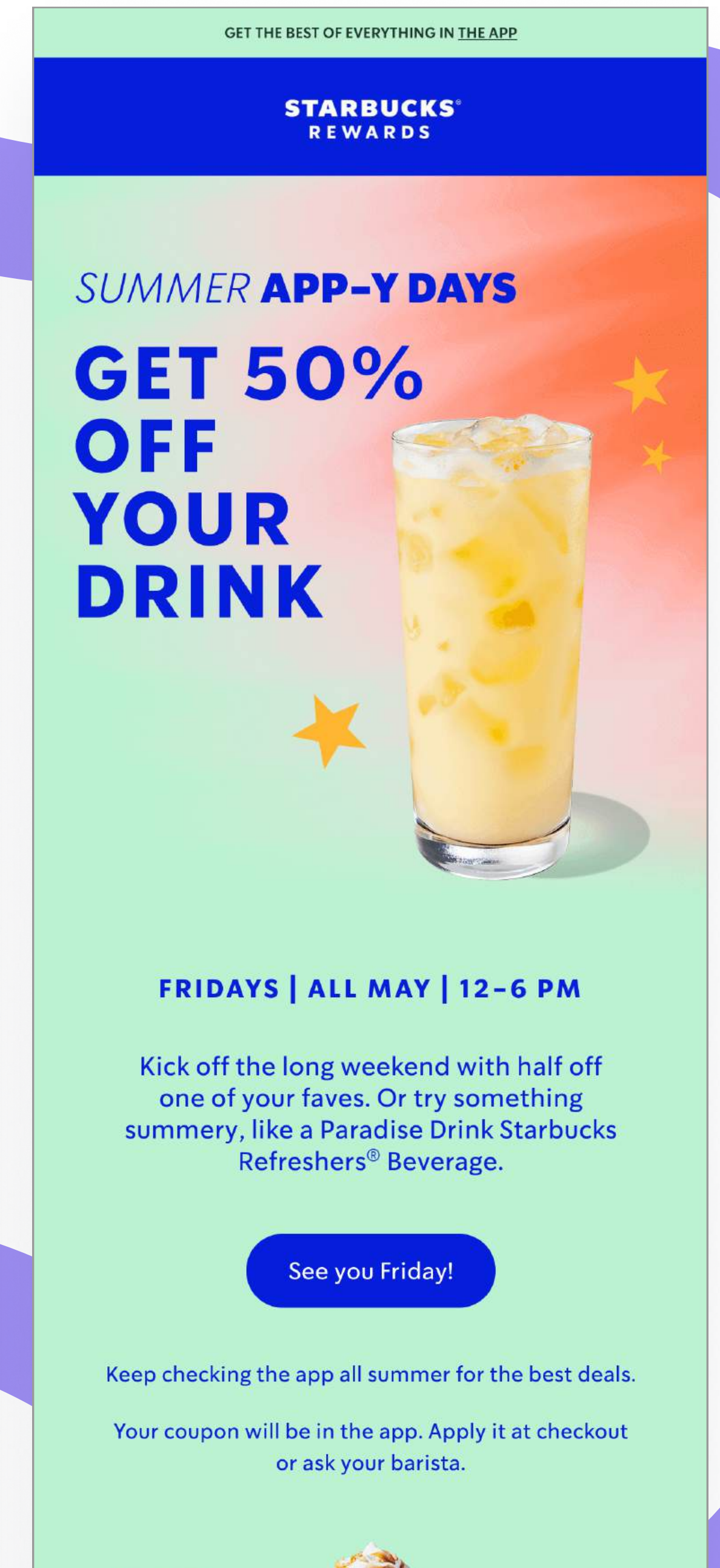


Our latest (and potentially greatest) flavour is launching very soon.

Want a sneak peak of what's coming next?

Just click below...

[Click here to view the full email in browser](#)




GET THE BEST OF EVERYTHING IN THE APP

STARBUCKS
REWARDS

SUMMER **APP-Y DAYS**

GET 50% OFF YOUR DRINK



FRIDAYS | ALL MAY | 12-6 PM

Kick off the long weekend with half off one of your faves. Or try something summery, like a Paradise Drink Starbucks Refreshers® Beverage.

See you Friday!

Keep checking the app all summer for the best deals.

Your coupon will be in the app. Apply it at checkout or ask your barista.



AllTrails x Calm

The “Virtual Voyager” Award goes to AllTrails (who is surprised?). AllTrails keeps it simple and impactful, blending the call of the outdoors with the calm of mindfulness. Here’s how this email blazes the trail:

Visual that transport you:

The peaceful nature image in the hero section sets the scene, inviting you to step outside, find your calm, and experience how the outdoors can support your mental health.

Intentional collab:

AllTrails’ partnership with Calm turns this email into more than just a promotion—it’s a nudge to prioritize your well-being.

Packed with purpose:

The “5 ways nature supports mental health” section provides actionable and evidence-based insights, creating immediate value for the reader.

Curated just for you:

Highlighting nearby trails makes the email feel tailored and relevant, encouraging recipients to explore options that are close to home.

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More outdoorsy inspo >

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5 of 11 < >

AllTrails We're partnering with Calm to bridge nature and mental health



Find your calm outside

Take a deep breath (of nature). Record a hike on AllTrails this month and unlock 3 free months of Calm.

Explore trails



5 ways nature supports mental health

- 1 Spending just 20 to 30 minutes outside reduces the stress hormone cortisol.
- 2 Exposure to natural light can improve mood and reduce depression symptoms.
- 3 Interacting with nature can improve attention

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Find your calm outside

Take a deep breath (of nature). Record a hike on AllTrails this month and unlock 3 free months of Calm.

[Explore trails](#)

5 ways nature supports mental health

- 4 Being physically active can reduce the risk of mental health disorders.
- 5 Bring a friend. Group nature walks can significantly reduce depression and stress.

[Find your next trail](#)

Explore these trails near you



Lake Miramar Trail

Lake Miramar

★ 4.6 • 4.9 mi • Easy

[View](#)



Tecolote Canyon Trail

Tecolote Canyon Natural Park

★ 4.4 • 6.4 mi • Moderate

[View](#)



Kwaay Paay Peak Trail

Mission Trails Regional Park

★ 4.7 • 2.4 mi • Hard

[View](#)

Ready to explore some more?

[View more trails](#)



ARMRA

And finally, the ultimate “Work of Art” Award goes to ARMRA. This re-launch email for their Peach Persimmon flavored product feels like biting into the perfect summer fruit—fresh, vibrant, and packed with flavor. Here’s what makes this email feel like it belongs in a museum:

✓ Mouthwatering imagery:

The dripping peach persimmon over the product jar is pure eye candy. It instantly connects flavor with function and pulls you in.

✓ Seamless flow:

This email doesn’t just look pretty—it leads your eye intuitively from the juicy hero image to the CTAs, and then to the product benefits. It’s sleek and satisfying to scroll.

✓ Vibes that scream summer:

The soft, sun-soaked color palette sets the tone and makes the email feel light, fresh, and on-brand.

✓ A freebie with a purpose:

The metallic travel pouch isn’t just an afterthought—it’s woven into the story, highlighting the product’s portability and convenience.

Copy this layout >

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11 of 11 < >

ARMRA BACK IN STOCK: PEACH PERSIMMON



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SHOP

ARMRA
COLOSTRUM

SCIENCE

RIPE FOR THE PICKING

Peach Persimmon

LIMITED
SUPPLY

ARMRA

Don't delay, because this
sun-kissed sensation is as fleeting
as summer itself.

SECURE PEACH PERSIMMON

Go Platinum

Introducing your silver bullet for summer
travel: **The ARMRA limited edition Metallic
Travel Pouch.** Shiny, splash-proof, and
TSA-approved, this pouch transforms
your ARMRA essentials into the perfect
travel companions.

FREE GIFT
WHILE
SUPPLIES
LAST

Work Of Art

Honorable mentions

Stunning visuals and innovative design that make us wonder “why didn’t I think of that.”

☆ ➤ **Graza** How to cook the perfect steak

☆ ➤ **Buoy** Get 43% off the Best of Buoy Bundle! ❤️

What’s hot in email design email collection >

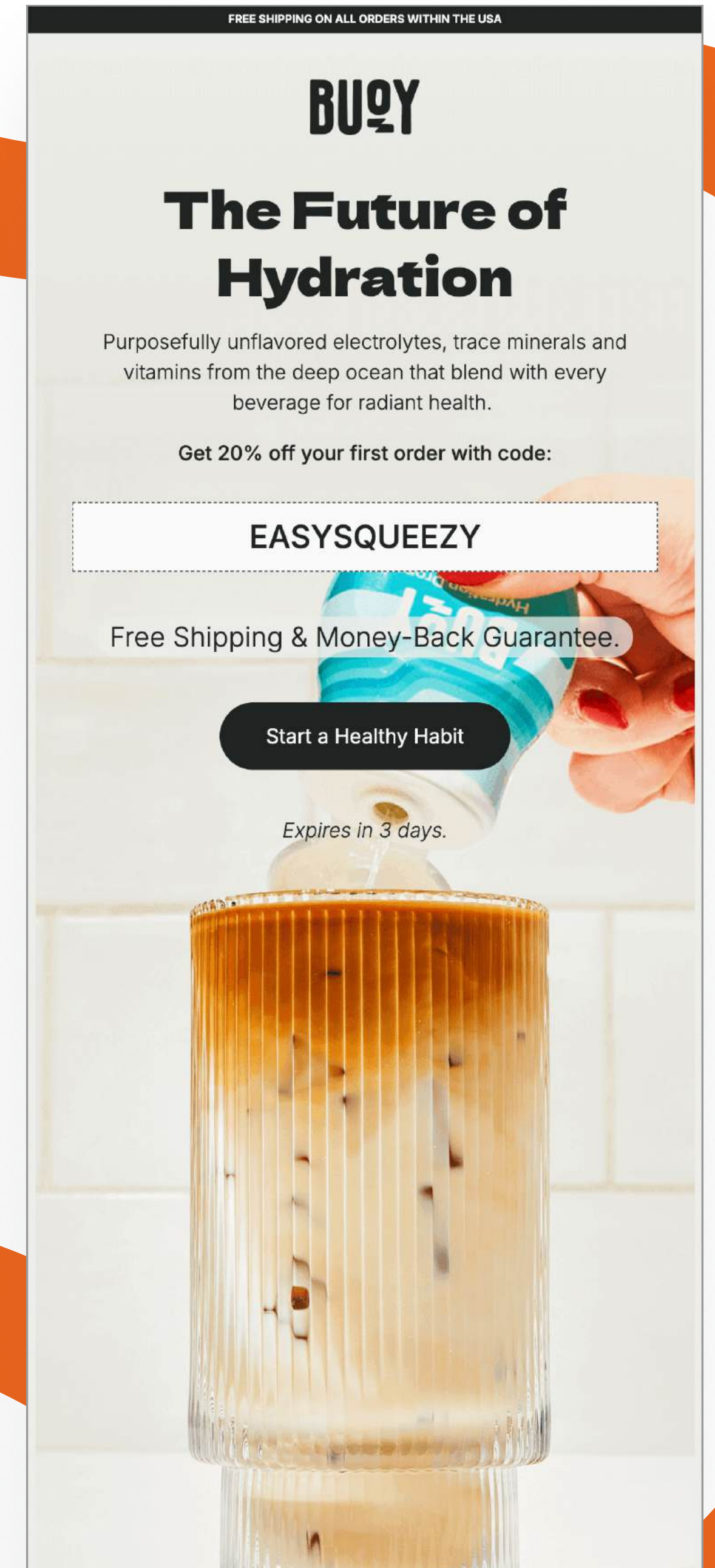
Design trends that took over 2024 >



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Now it's **up to you**

We've explored the brilliance behind 2024's most inspiring email campaigns—from **eye-catching visuals to clever copy and strategic mastery**. These emails didn't just make an impact; they set the standard for what's possible in email marketing.

Now, it's your turn to take the lessons, insights, and inspiration from these campaigns and channel them into your next great idea. **Keep reading for an exclusive offer** 😊



Start crafting your **award-** **winning emails**

This offer is exclusive to the Email Awards, so claim your free month now. With a little creativity and Beefree by your side, your next campaign could be the one everyone's talking about at next year's awards.

Start with Business

Start with Professional

This offer is available only for **NEW Beefree users**. Curious about which plan is right for you? Visit our plans & pricing page [here](#).

Whether you're experimenting with bold ideas or refining tried-and-true strategies, Beefree has your back. **Get one month free of Beefree's Business or Professional plan and bring your visions to life:**

Turn your inspiration into action: Take the insights and brilliance from 2024's most inspiring email campaigns and transform them into results-driven designs.

Collaborate with your team: Streamline your workflow and bring your team into the creative process – no endless email threads required.

Export to any platform: Your creativity knows no bounds, and neither should your email tools. Export your campaigns seamlessly to your email platform of choice—whether it's HubSpot, Mailchimp, or any other tool you love.

Remember: **email** **isn't just a tool**

it's an opportunity to connect, inspire, and make a lasting impression. Join the conversation by submitting your favorite emails to Really Good Emails. Let's celebrate the power of email marketing together, one campaign at a time.

That's all for now! Here's to pushing boundaries, embracing bold ideas, and creating emails that leave a mark. We can't wait to see what you'll create next!

Start with Business

Start with Professional

This offer is available only for **NEW Beefree users**. Curious about which plan is right for you? Visit our plans & pricing page [here](#).

Thank you for reading!





Really Good Emails



beefree

