







See full email design here: <https://milled.com/snapfish/oh-my-gourd-a-10-gift--VWhEhj6XFH3WOkm>

## 9/25 — Base (Active Customer)

**SL:**  Cozy up with a \$10 credit ( = U+1F9E1)  
**PHT:** Good things come in fall packages...  ( = U+1F342)

**Primary:** Our treat to you!  
\$10 GIFT

We're spicing things up with a \$10 gift credit towards select items below.



Order your gift by 10/9.

< REDEEM GIFT >

**Secondary:** THE PICK OF THE PATCH  
Apply your credit towards any of our fall favorites below!

- 11 oz. MUGS
  - ONLY \$13.99
  - Perk up with your favorite memories.
  - < SHOP DRINKWARE >
- 6x8 HARDCOVER PHOTO BOOKS
  - ONLY \$14.99
  - Capture all your autumn adventures!
  - < SHOP BOOKS >
- MATTE + METALLIC PHOTO TILES
  - AS LOW AS \$9.99
  - Revamp your gallery wall with ease.
  - < SHOP PHOTO TILES >
- 10x5 DESK CALENDARS
  - ONLY \$9.99
  - Make each day even more memorable.
  - < SHOP CALENDARS >
- EVERYDAY CANVAS TOTES
  - ONLY \$11.99
  - Carry a little joy everywhere you go!
  - < SHOP TOTE BAGS >

## 9/25 — Base (Disengaged Customer)

**SL:**  Oh, my gourd... a \$10 gift? ( = U+1F342)



**PHT:** It's our way of welcoming you back!

**Primary:** Our treat to you!  
\$10 GIFT

We've missed you! Enjoy a \$10 gift credit towards something you'll love — for old time's sake.

Order your gift by 10/9.

< REDEEM GIFT >

**Secondary:** Long time, no see...  
Check out our fall favorites that will "leaf" you smiling!

- 11 oz. MUGS
  - ONLY \$13.99
  - Perk up with your favorite memories.
  - < SHOP DRINKWARE >
  
- 6x8 HARDCOVER PHOTO BOOKS
  - ONLY \$14.99
  - Capture all your autumn adventures!
  - < SHOP BOOKS >
  
- MATTE + METALLIC PHOTO TILES
  - AS LOW AS \$9.99
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  - ONLY \$11.99
  - Carry a little joy everywhere you go!
  - < SHOP TOTE BAGS >

## 10/7 — Reminder (Active Customer)

**SL1:** <Firstname>, your \$10 credit expires soon!

**SL2:** Your \$10 credit expires soon!

**PHT:** Time to treat yourself... 🎁 (🎁 = U+1F381)

**Callout:** HURRY — ONLY 2 DAYS LEFT!



## 10/7 — Reminder (Disengaged Customer)

**SL1:** <Firstname>, your \$10 credit expires soon!

**SL2:** Your \$10 credit expires soon!

**PHT:** Time to treat yourself... 🎁 (🎁 = U+1F381)

**Callout:** HURRY — ONLY 2 DAYS LEFT!