

**SP/SL/SSL**

SP: Rue's Special Offer

SL: 🏠 FREE SHIPPING? Almost GONE.

SSL: Offer ends X/X. Don't miss this.

**AD HOC (REMINDER)**

*Your closet needs newness NOW.*

**FREE  
SHIPPING\***  
*is still on us.*

Offer applied at checkout.

**DON'T WAIT TO SHOP**



\*Standard shipping & limited time. See [ruelala.com/febterms](https://ruelala.com/febterms) for details.

ON-SITE BANNER DESKTOP

**YOU? MISS OUT? NEVER!**

**FREE SHIPPING\*** *ends soon*  
**IT'S ALREADY IN YOUR ACCOUNT**

\*Standard shipping & limited time. See ruelala.com/FebTerms for details.



ON-SITE BANNER MOBILE

**YOU? MISS OUT? NEVER!**

**FREE SHIPPING\*** *ends soon*  
**IT'S ALREADY IN YOUR ACCOUNT**

\*Standard shipping & limited time. See ruelala.com/FebTerms for details.



MOODBANNER

**YOU? MISS OUT? NEVER!**

**FREE SHIPPING\*** *ends soon*  
**IT'S ALREADY IN YOUR ACCOUNT**

\*Standard shipping & limited time. See ruelala.com/FebTerms for details.




EMAIL BANNER

*You? Miss Out? Never!*

**FREE SHIPPING\* ENDS SOON**  
**IT'S ALREADY IN YOUR ACCOUNT**

**SHOP NOW**

\*Standard shipping & limited time. See ruelala.com/FebTerms for details.



SL/SSL TAKEOVER

SL: Take us up on that Free Shipping...  
SSL: Ends X/X. Shop before it's GONE.

ENTRANCE POP

*“Don’t miss out!” – Your closet*

**FREE  
SHIPPING\***  
*ends X/X*

It's in your account.

**SHOP NOW**



AD HOC (LAST CHANCE)

LAST CALL FOR YOUR STYLE HAUL.

*Free Shipping*<sup>\*</sup>  
**ENDS  
TONIGHT.**

Offer applied at checkout.

**HURRY TO SHOP**



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**SL/SSL**

SL: Free Shipping ENDS TONIGHT.

SL: That's your cue to \*add to bag.\*

ENTRANCE POP (LAST CHANCE)

LAST CHANCE! YOUR CLOSET IS BEGGING FOR THIS.

*Free Shipping\**  
**EXPIRES  
TONIGHT.**

It's already in your account.

**HURRY TO SHOP**



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