

**Description of sample:** I crafted a sales email on behalf of account managers and distributed it to client lists via SendGrid.

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**Winning subject line:** "Thank You! Get 50% Off"

**Unique open rate:** 40.79%

**Email body:**

Hey [%first\_name | there%],

Would you mind if we got a little sappy for a second?

As Thanksgiving approaches, we've been thinking about what we're thankful for. And this year, it's *you*.

That's because *you* stuck with us. Through the pandemic. Through the economic downturn. Through the uncertainty. Your loyalty humbles us.

In fact, to show how much we appreciate you, we're giving you **50% OFF any service** now through the end of the year.

So, if there's anything you've been wanting to add to your existing campaign, now is the time!

Give me a call at [REDACTED] to go over your options. Let's get you set up to make 2022 your best year yet!

Talk soon,  
Hannah