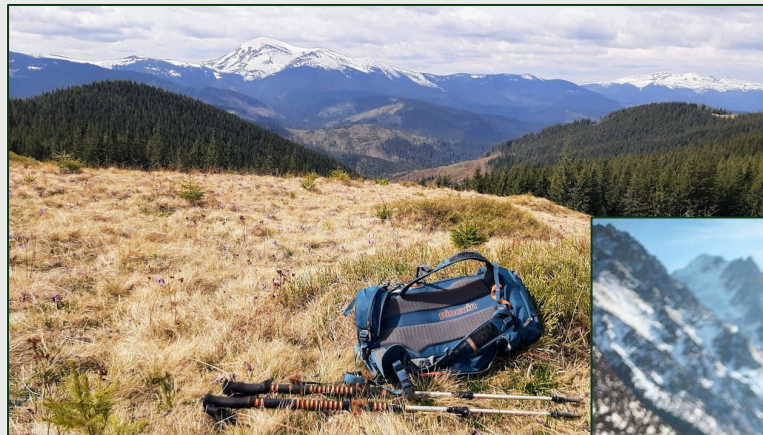




TrailBlazer Outdoor Gear

Email Campaign 2025.

Dan Vaughan



Goals

- Reduce Cart Abandonment
- Increase Customer Lifetime Value
- Promote a New Product Line
- Increase Email Open Rate

Target Audience

01

Experienced outdoor enthusiasts

- Aged 25-45
- Environmentally conscious
- Middle to upper-middle income
- Values experiences over possessions
- Active lifestyle
- Browses on mobile

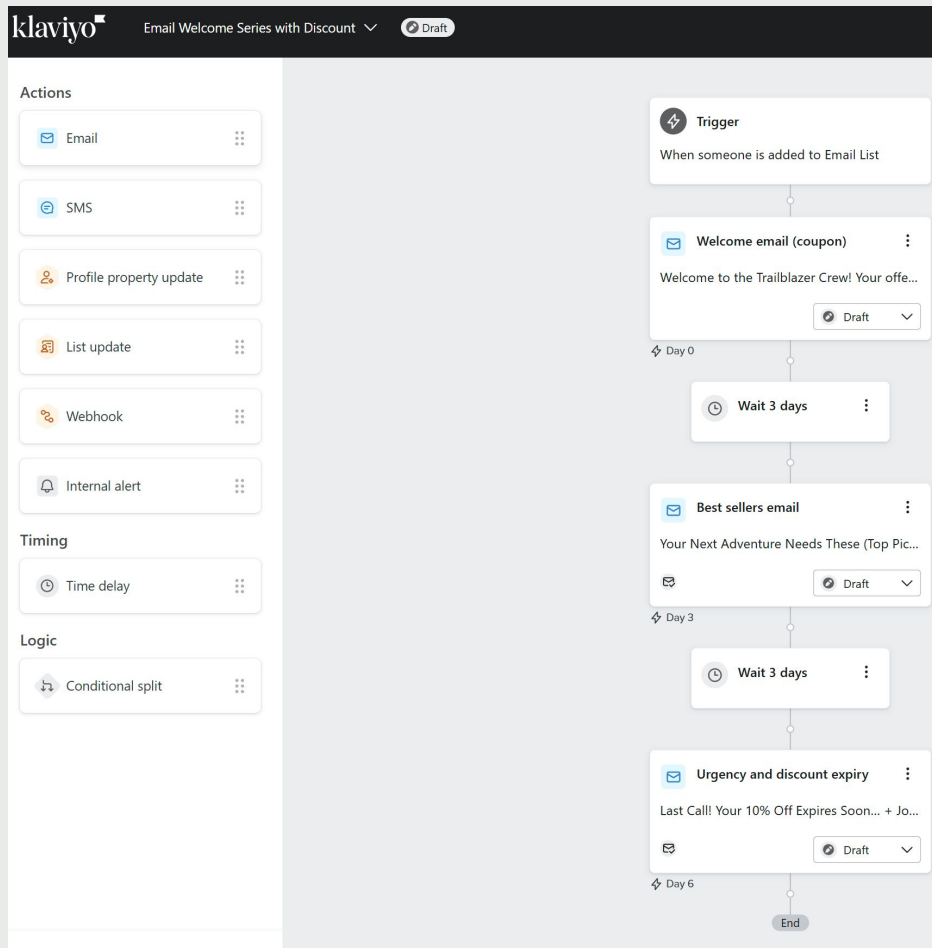
02

First-Time Adventurers

- Aged 22-35
- First-time campers/hikers looking for reliable gear
- Places high value on social proof
- Values experiences over possessions
- Appreciates quality and durability over lowest price
- Browses on mobile

Welcome Series

- Automated Flow created in Klaviyo
- Series of 3 emails, with 3 days delay in between each
- Email signup is via a popup box on Trailblazer's homepage. The viewer is offered a small discount in return for signing up
- First email contains a discount code
- Last email promotes sense of urgency due to discount expiring.





Welcome to the Trailblazer Crew, {{First Name}}!

Hi {{ first_name|default:"trailblazer" }}! Stoked to have you on the trail with us. To kick off your journey, here's a little trail magic: a 10% discount for gear that's kind to the planet and ready for adventure.

Get 10% off with code

NEW10

SHOP NOW

Welcome Email 01

- Personalised with first name information
- CTA button is high on page and highlighted in bold colour
- Discount code is easy to find
- Copy uses the Trailblazer brand voice
- Design is optimised for mobile users

We're not just about gear, we're about gear that gives back. Since 2019, we've recycled over 5,000 tents and turned them into new adventures (thanks to heroes like you).

Here's what makes us different:

✔ Buy Back Program: Return your well-loved gear for store credit—because sustainability doesn't stop at checkout.

✔ Adventure-Proof Design: Our Weekender Backpack? It's survived Patagonia storms and Monday commutes.

✔ Planet-First Materials: Every stitch is recycled, organic, or sustainably sourced.

Your first Trailblazer perk:

Watch our 60-second story to see how we're rewriting the outdoor industry's playbook.

OUR STORY



Welcome Email 01

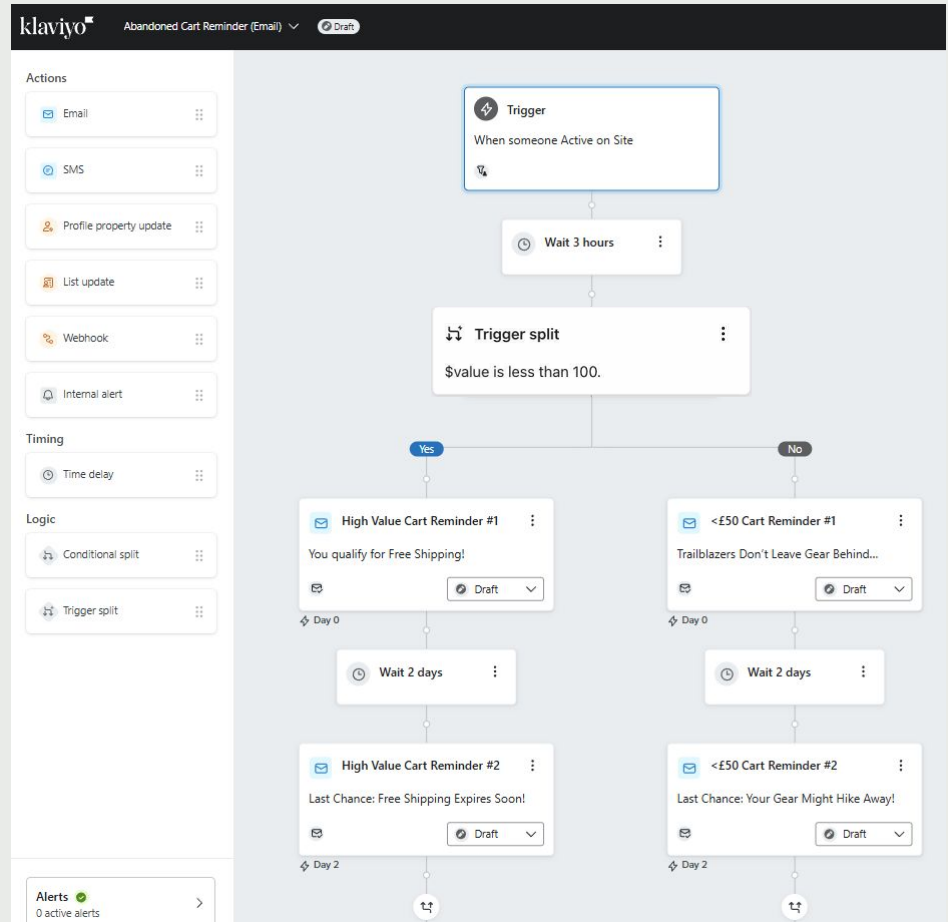
- Imagery to evoke being in the outdoors/experiences which resonate with the target audience
- Copy emphasises Trailblazer's ethos of environmental responsibility and planet-first initiatives.
- CTA button is a link to a video explaining the Trailblazer story and brand values

A/B Testing - Welcome Email 01

Subject Line	Preview Text	Click-to-Open rate
Your 10% Off Adventure Starts Now, {{ first_name }}	Unlock savings + eco-friendly gear inside!	14%
Welcome to the Crew, {{ first_name }}! 10% Off Inside	First-purchase savings + gear built to last. Let's go!	17%
Welcome! Save 10% on Gear That Gives Back	Adventure sustainably. Your code is ready!	12%
 Welcome to the Campfire! 10% Off for You	Eco-friendly gear + your exclusive gift inside.	13%
 Trailblazer Exclusive: 10% Off for You	Shop eco-friendly adventures. Discount inside!	14%

Abandoned Cart Series

- Automated Flow created in Klaviyo
- Series of 2 emails, with a 3 hour delay after abandoned cart, and then a 2 day delay before a 2nd reminder.
- Audience is split into high value carts, for over £50, and low value carts.
- Users with high value carts are offered free shipping.
- The second email offers urgency




FORGET SOMETHING?
The wild & beautiful outdoors

SHOP ABOUT NEW CONTACT

We saved your gear

Here's free shipping to help you make up your mind! Complete your purchase before these go back on the shelf.



Trailblazer
Gramless Pack 35L
£209.99
[Quantity: 1](#)

CLAIM FREE SHIPPING

See what others are saying

Trailblazer Gramless Pack

"Just survived a monsoon hike and my overstuffed gym commute with this warrior of a pack! The waterproof fabric laughed off rain, the lightweight design kept me nimble on steep trails, and after 6 months of abuse, it still looks brand new"

Dave B.

in

High Value Cart Reminder 01

- The free shipping offer is made clearly
- CTA button is high on page and highlighted in bold colour
- Added a social proof section, user reviews of the products in car.
- Copy uses the Trailblazer brand voice
- Design is optimised for mobile users

Expected Outcomes

- Open rate increased to 18-22%
- Cart abandonment rate reduction to 60-65%.
- 25% of revenue from repeat purchases.
- Increase CLTV by 25-30% via remarketing (e.g. bundle promotions, cross selling)
- Lower unsubscribe rates by 30-40% through improved segmentation and relevance (e.g., winter vs. summer adventurers).

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