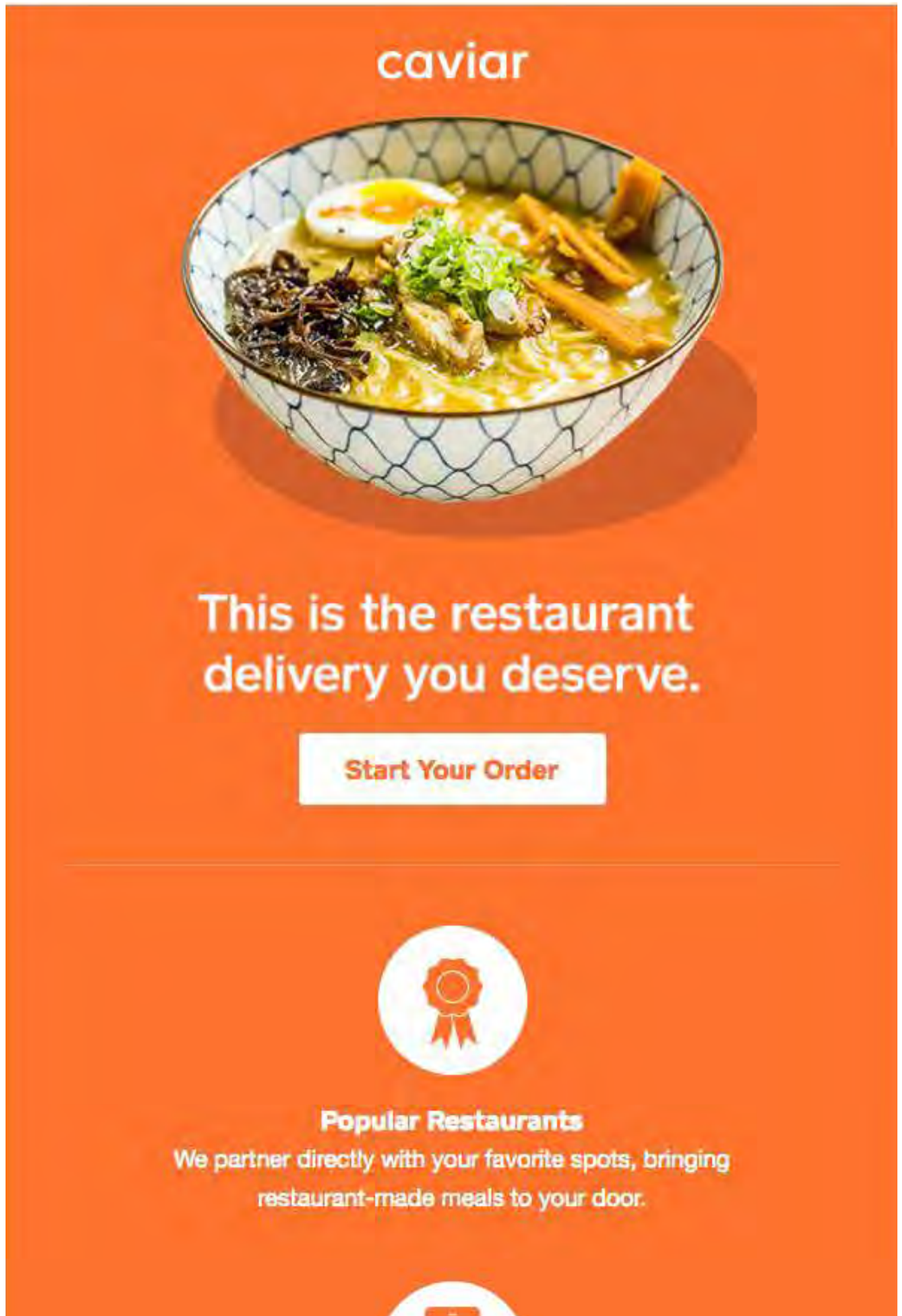
Lifecycle Emails

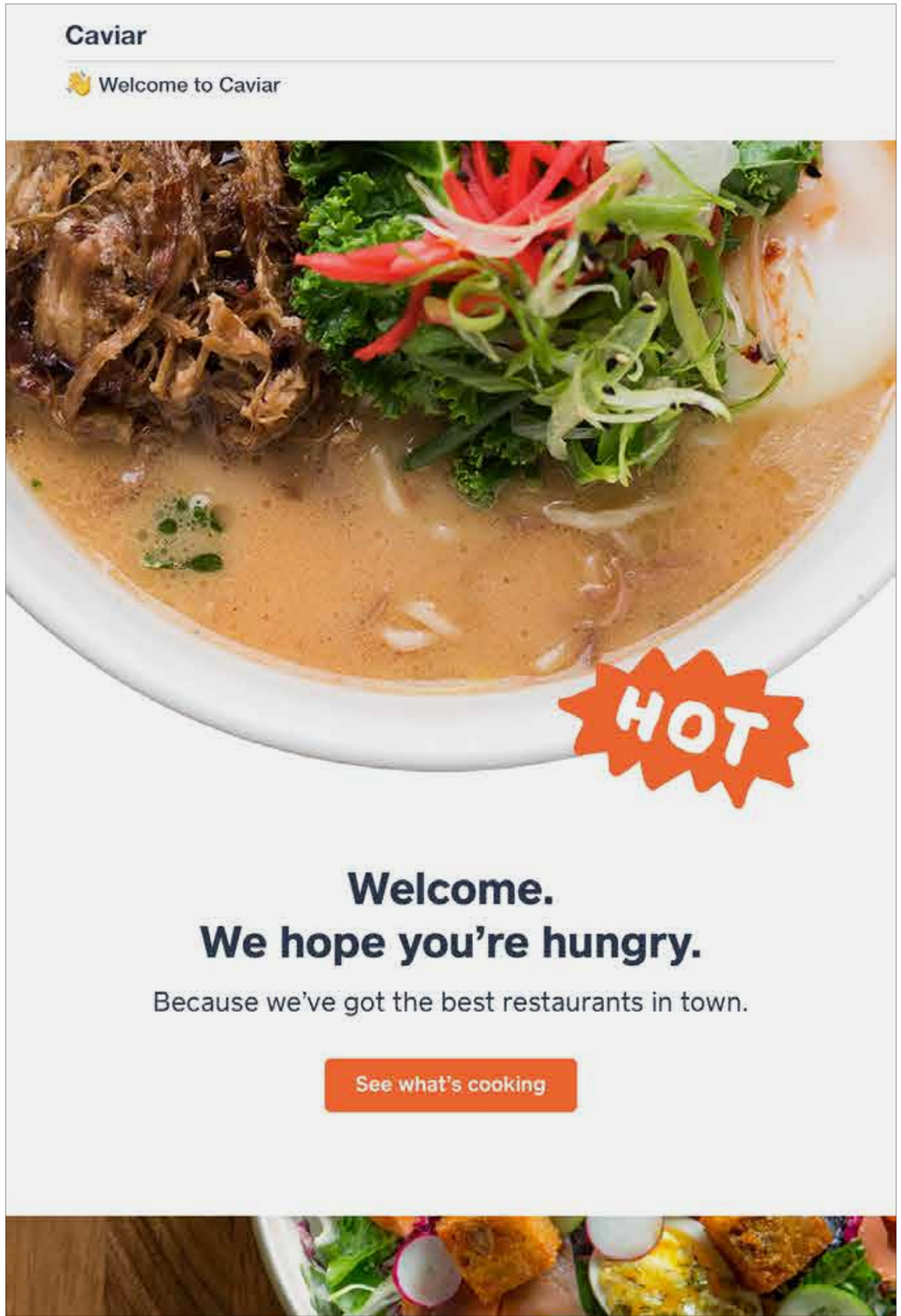
Welcome

Welcome Email
Currently

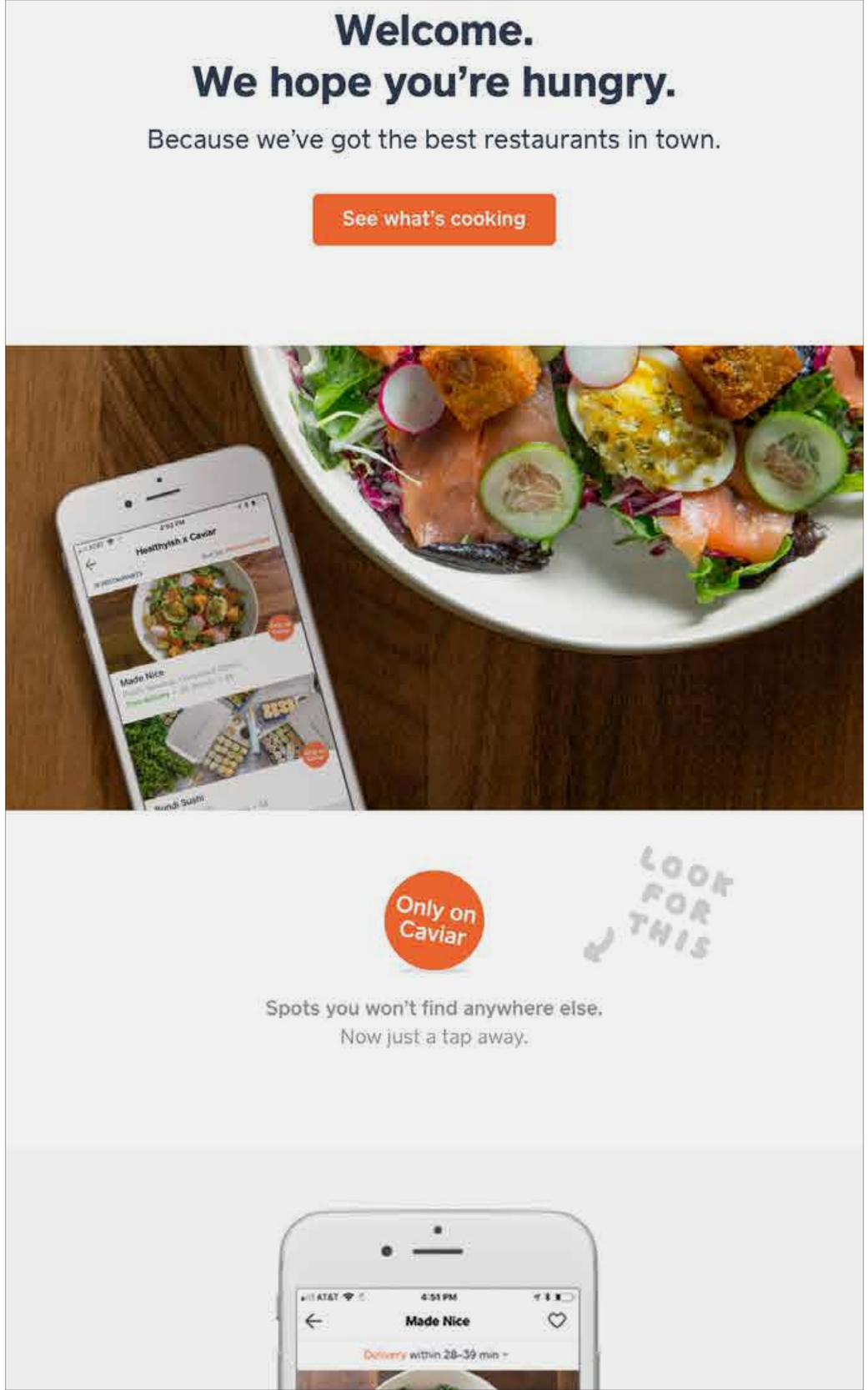
Welcome Email
Currently



Welcome Email
New

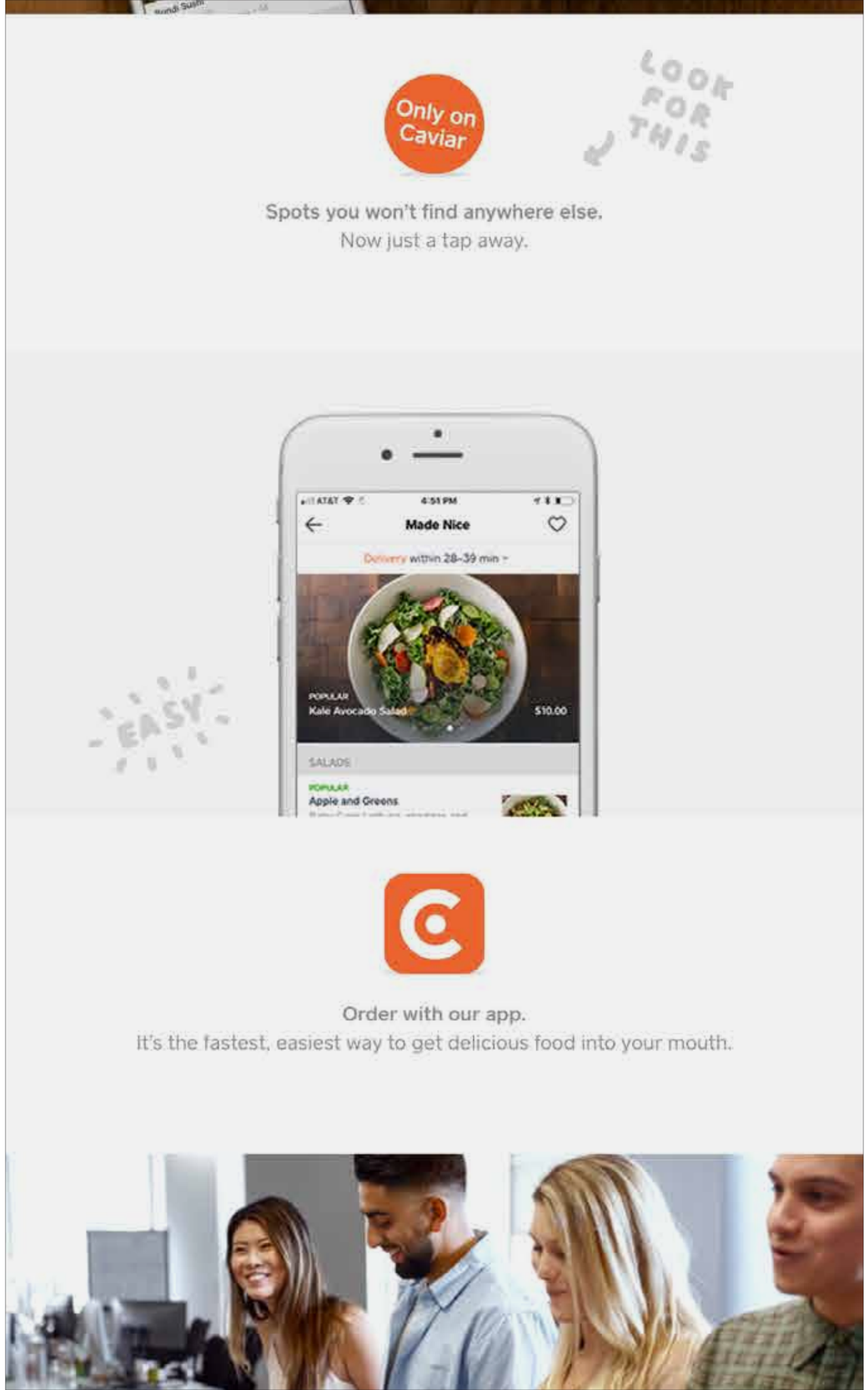


Welcome Email
New



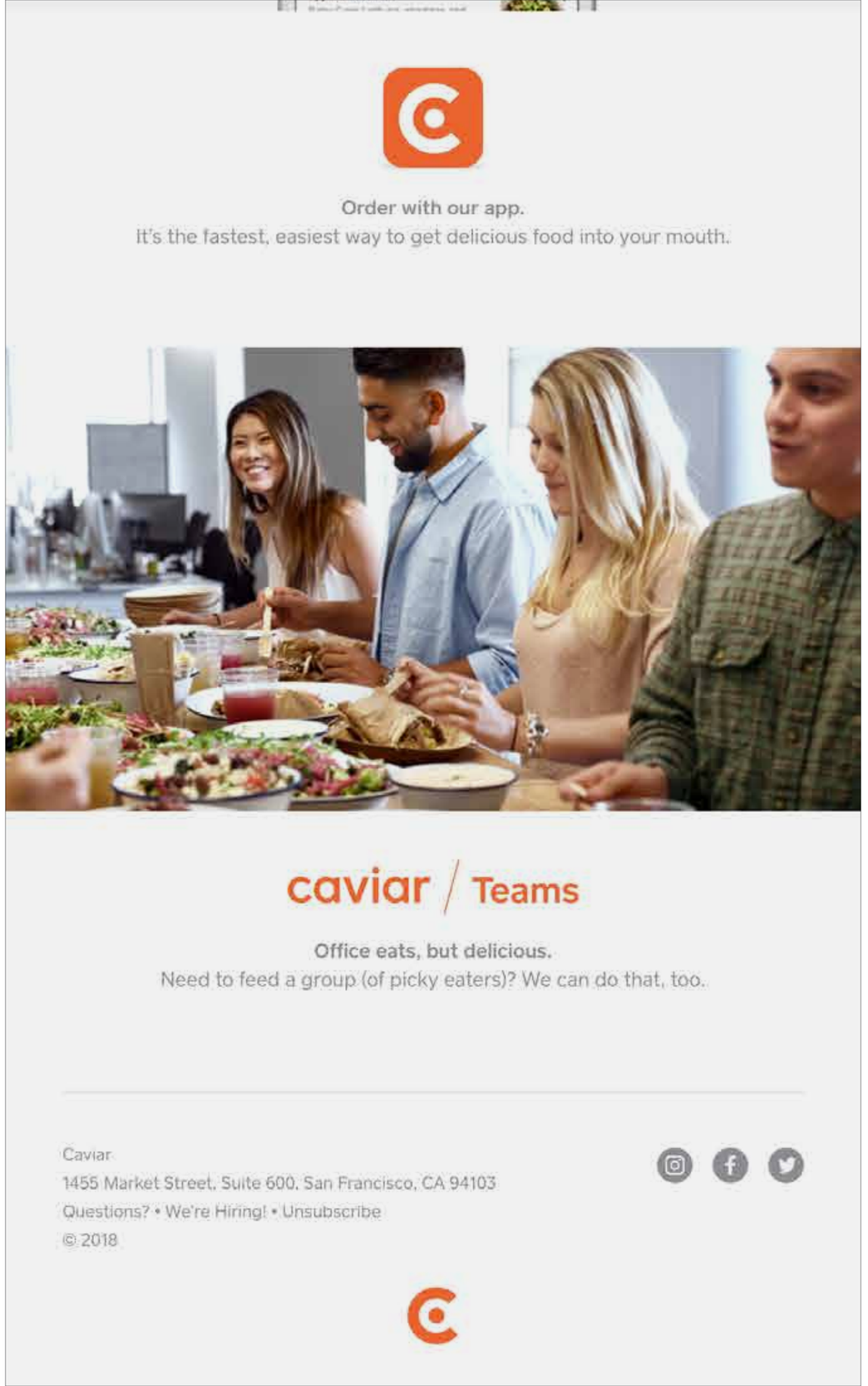
Only on Caviar

Welcome Email
New



Get the app

Welcome Email
New



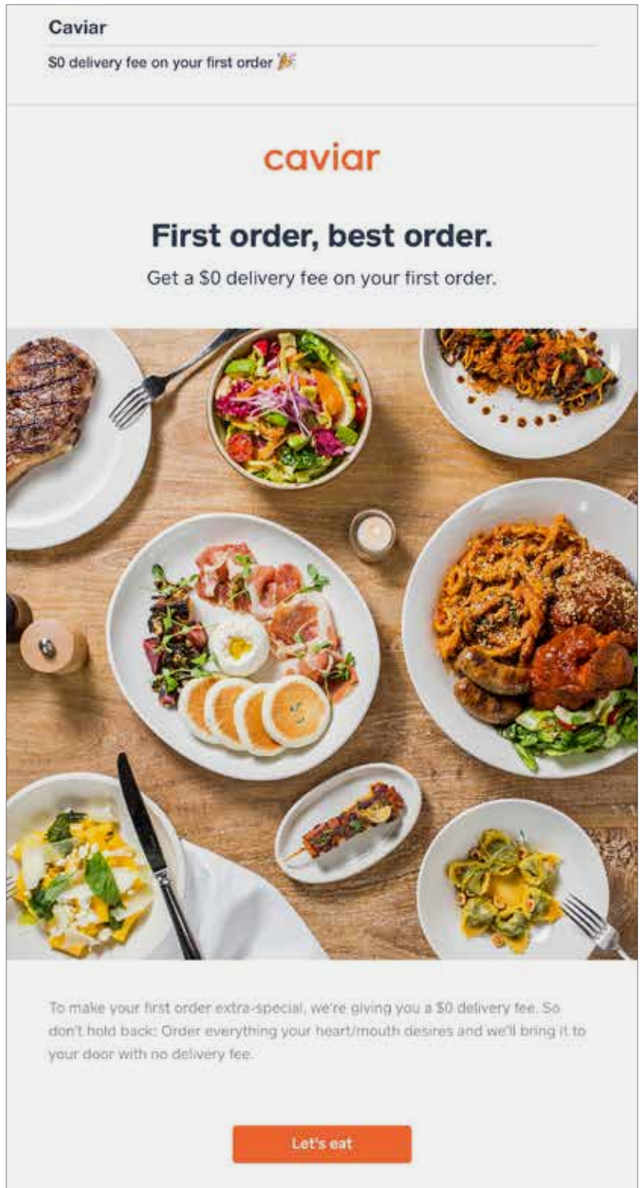
Caviar For Teams

New copy + design
Compelling props
So fresh and so clean

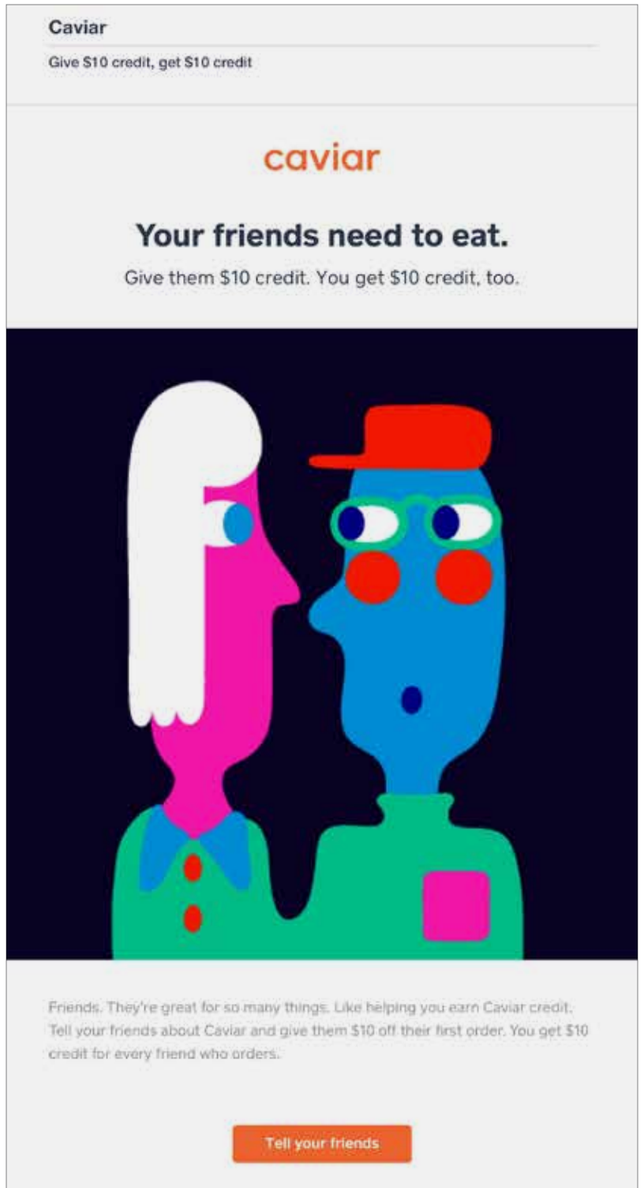
A proper welcome
that better
represents Caviar

Lifecycle Emails
New

Day 5
No orders



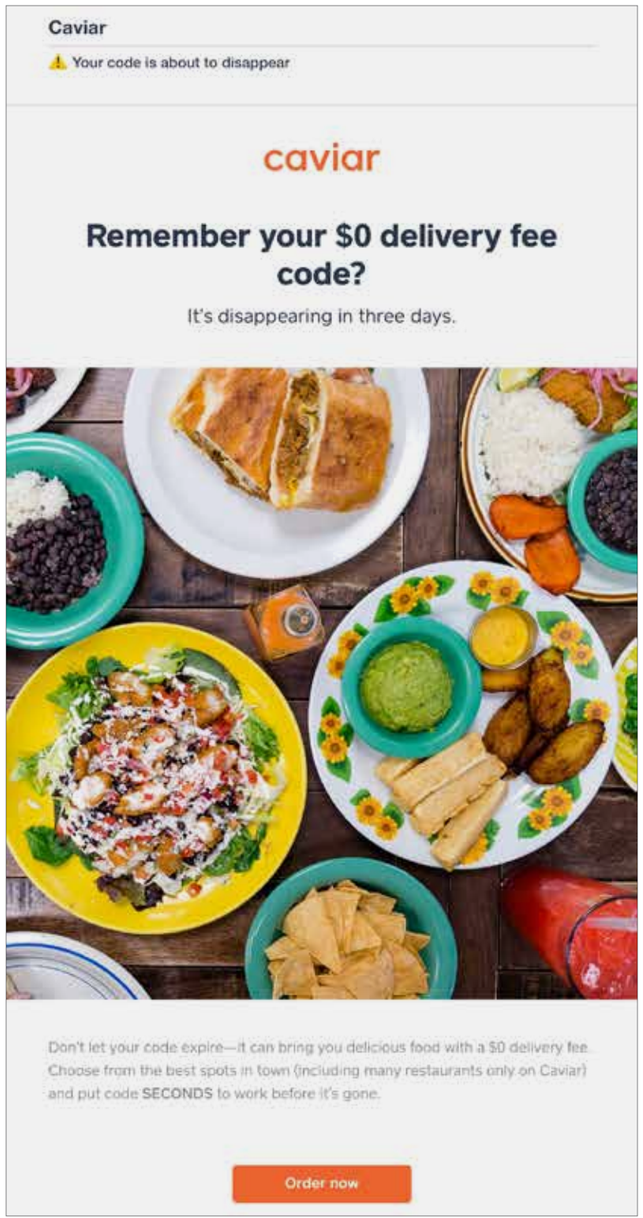
Day 5
Referral



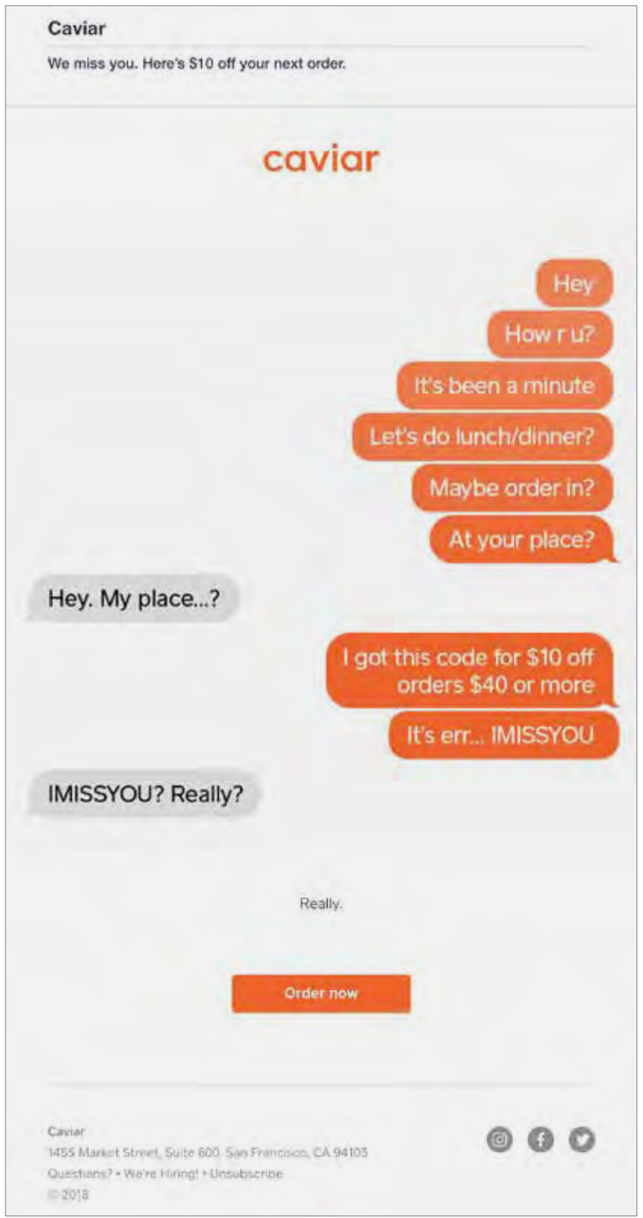
Day 15
Order again

Lifecycle Emails
New

Day 18
Order again



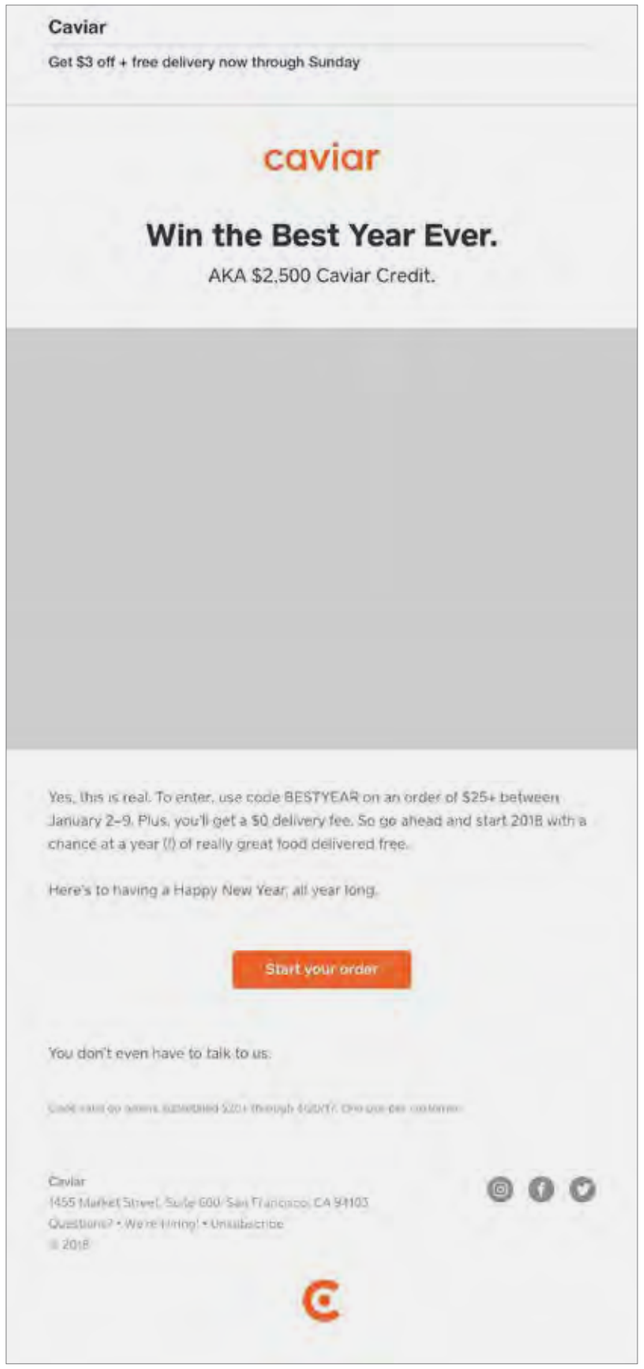
Day 21
Hail Mary



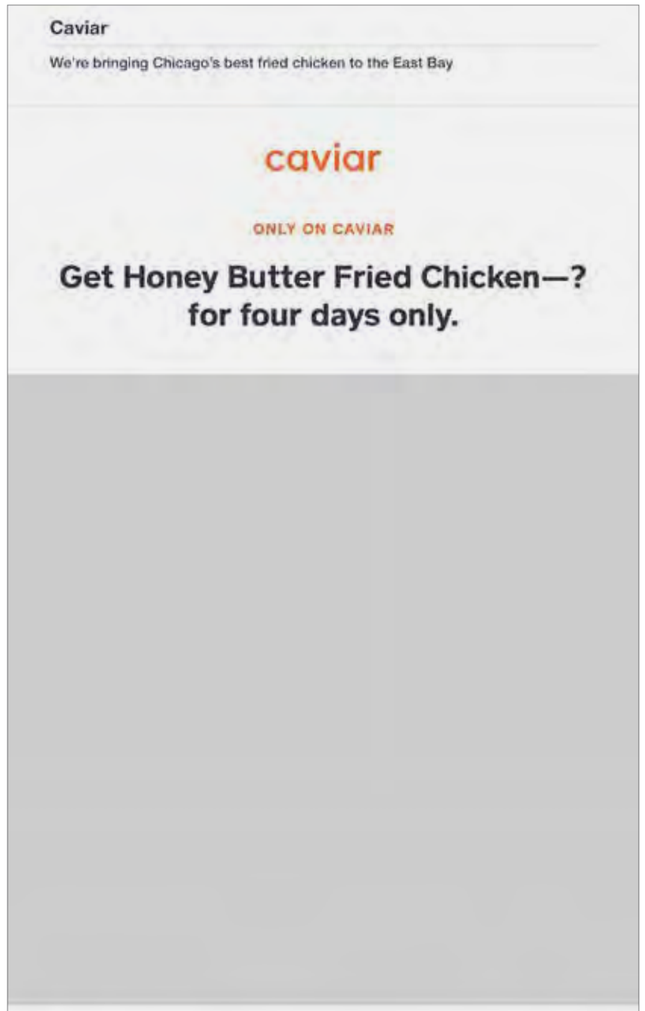
Email Templates Optimized

Email Templates
New

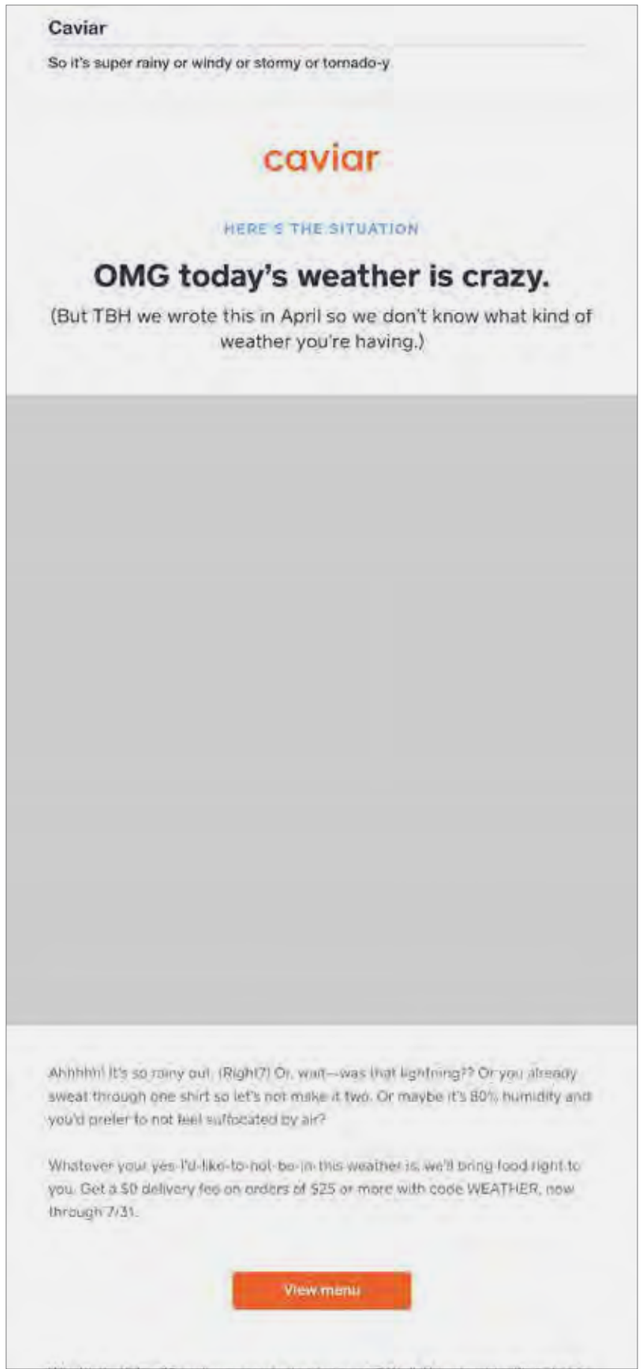
Standard



Only on Caviar

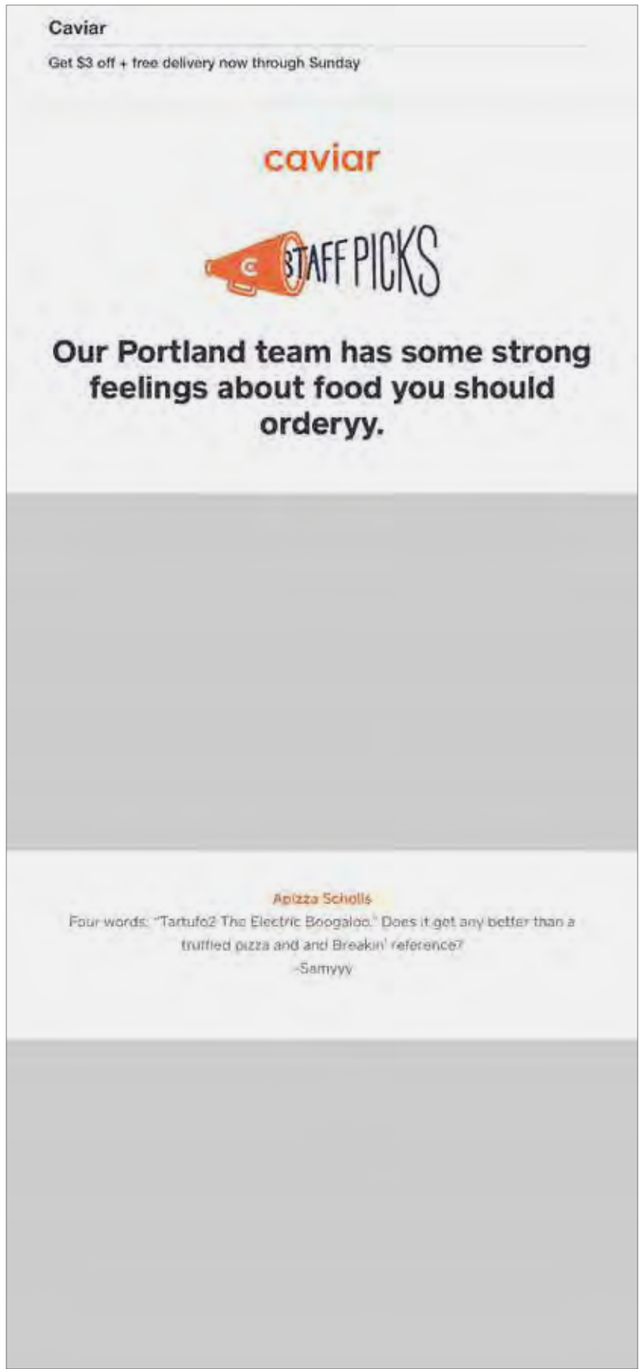


The Situation

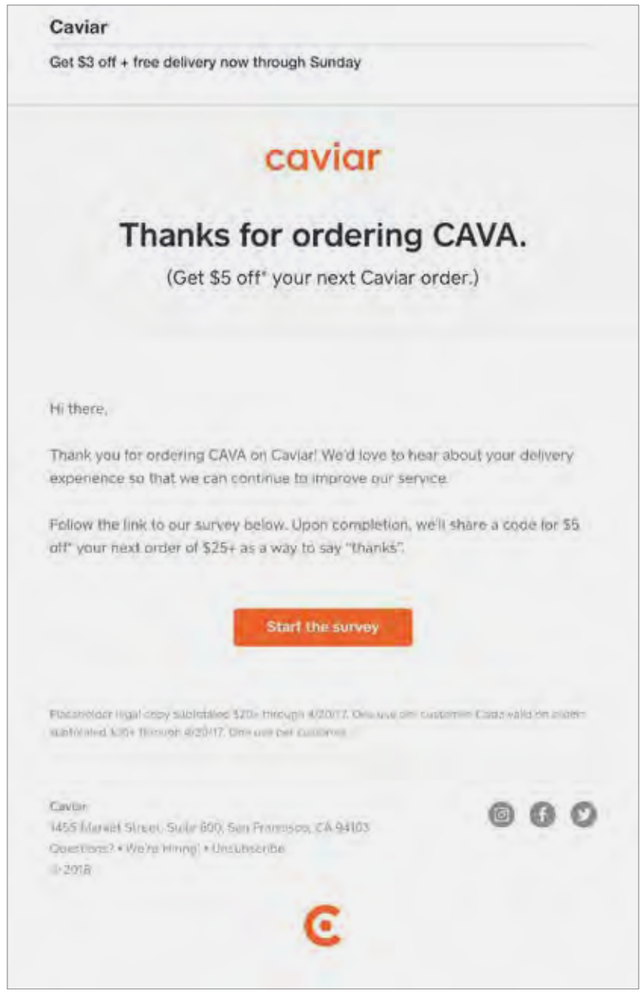


Restaurant Roundup

Staff Picks



Survey



Emails

Development + Production

Email
Development + production

1. Design ✓
2. Code
3. Test

2. Code

1. Simplify
2. Clean
3. Modular
4. Consistent
5. Lightweight
6. Readable
7. Scalable

From 483 line of code to 387 line of code, yet added 4 more modules (on the Welcome Email).

Support custom fonts without using images.

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  <!--***** Wrapper : BEGIN *****-->
  <table width="100%" bgcolor="#E6E7E8" border="0">
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      <td>
        <div width="600" style="margin: 0 auto; max-width: 600px;" align="cen
          <table cellpadding="0" cellspacing="0" border="0" width="600" heigh
            max-width: 600px;" align="center">
            <tr>
              <td>
                <!--**** Container: BEGIN ****-->
                <table width="600" border="0" cellpadding="0" cellspacing="0"
                  <!--*** 1st Row : BEGIN ***-->
                  <tr>
                    <td bgcolor="#fbfbfb">
                      <table width="100%" border="0" cellpadding="0" cellspac
                        <tr>
                          <td valign="middle" align="center" style="padding-t
                            <!--** Logo **-->
                            <a href="https://www.trycaviar.com/t/?groups=f_on
                            =email&utm_source=braze&utm_campaign=referral_lif
                              <img src="https://appboy-images.com/appboy/comm
                              border="0" alt="Caviar Logo">
                            </a>
                          </td>
                        </tr>
                        <tr>
                          <td align="center" style="padding: 0px 40px 30px 40
                            <!--** Headlines **-->
                            <h1 style="margin: 0; margin-bottom: 10px; font-f
                              font-size: 30px; font-weight: bold; line-height
                            Aenean malesuada lacus.</h1>
                            <p style="margin: 0; font-family: 'sqmarket', san
                              line-height: 26px; color: #2e3b4e;">Curabitur u
                          </td>
                        </tr>
                      </table>
                    </td>
                  </tr>
                  <!--*** 1st Row : END ***-->
                  <!--*** 2nd Row : BEGIN ***-->
                  <tr>
                    <td align="center" bgcolor="ffffff" style="padding: 0px 4
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                        <tr>
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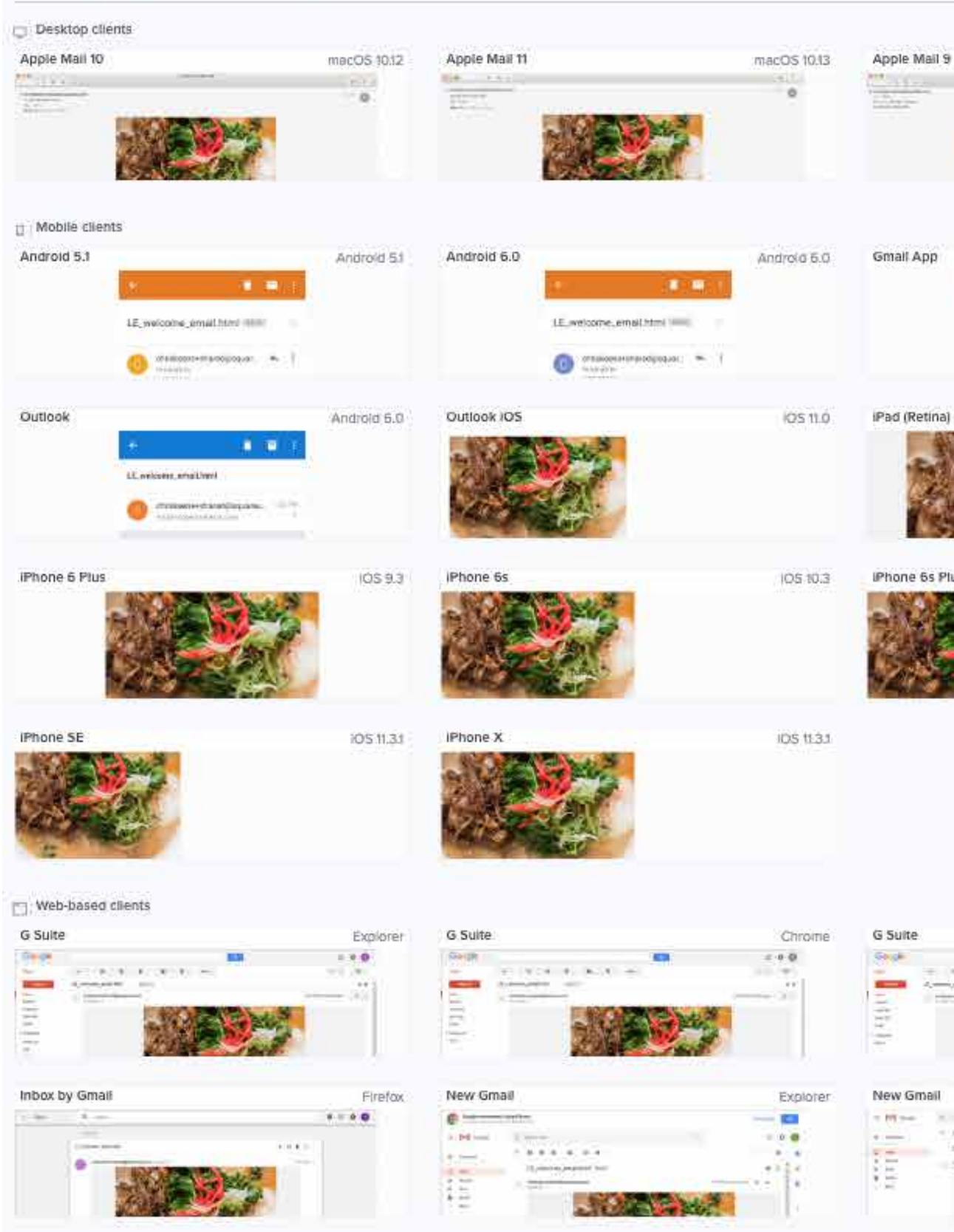
                                    font-weight: 400; line-height: 34px; colo
                                </td>
                              </tr>
                              <tr>
                                <td align="center" valign="middle" style="pad
```

3. Test

Tested on
50 email clients:

Apple Mail
Outlook
Gmail
iPhone
iPad
Android
Yahoo
Office365.com
Outlook.com
Hotmail.com
Windows
Mac
Chrome
Explorer
Firefox



Why Email Optimization Matters

Reduces headaches
More streamlined
Quicker turnaround
Better organized (code)
Less maintenance
More efficiency, consistency, scalability

More ;-)