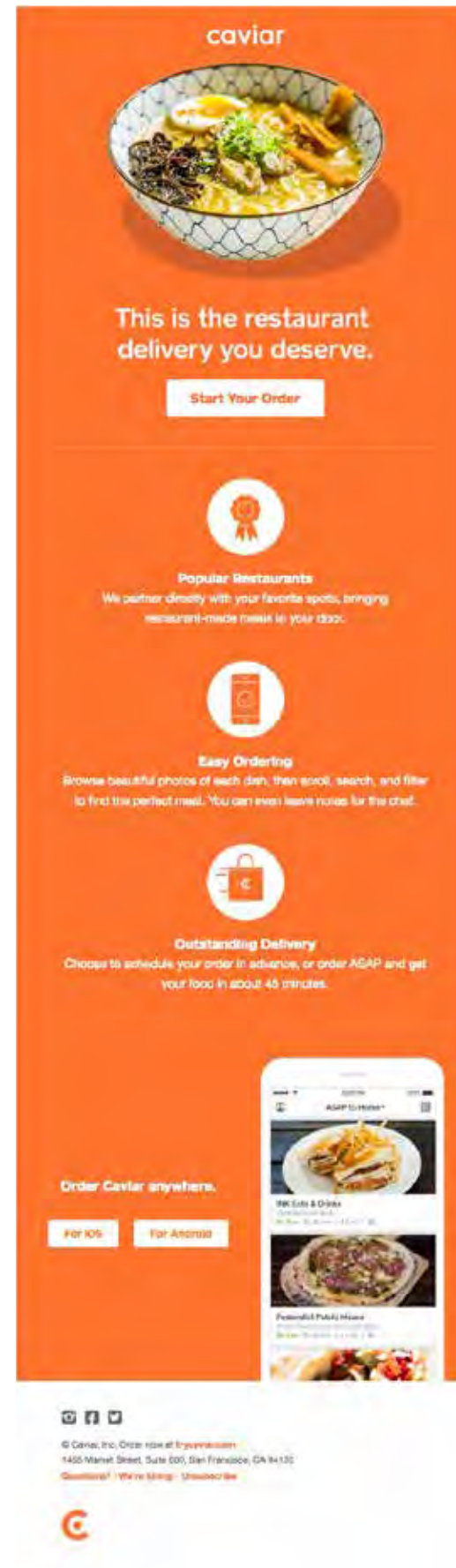


Lifecycle Emails

Welcome


Welcome Email

Currently




The advertisement features a vibrant orange background. At the top, the word "caviar" is written in a simple, lowercase font. Below it is a high-quality photograph of a bowl of ramen, garnished with a soft-boiled egg, green onions, and other toppings. The text "This is the restaurant delivery you deserve." is centered below the bowl. A white button with the text "Start Your Order" is positioned directly under the headline. The middle section contains three circular icons, each with a white background and an orange icon inside. The first icon is a ribbon, followed by the text "Popular Restaurants" and a short paragraph. The second icon is a smartphone, followed by "Easy Ordering" and another short paragraph. The third icon is a shopping bag, followed by "Outstanding Delivery" and a final short paragraph. At the bottom left, the text "Order Caviar anywhere." is followed by two buttons labeled "For iOS" and "For Android". On the bottom right, there is a screenshot of the Caviar mobile app interface, showing a list of restaurant listings with photos of food. The footer includes social media icons for Instagram, Facebook, and Twitter, followed by the company's name, address, and contact information.

caviar




This is the restaurant delivery you deserve.


Start Your Order

 Popular Restaurants

We partner closely with your favorite spots, bringing restaurant-made meals to your door.

 Easy Ordering


Browse beautiful photos of each dish, then scroll, search, and filter to find the perfect meal. You can even leave notes for the chef.


 Outstanding Delivery

Choose to schedule your order in advance, or order ASAP and get your food in about 45 minutes.


Order Caviar anywhere.

For iOS For Android





© Caviar, Inc. Order now at [caviar.com](https://www.caviar.com)
1455 Market Street, Suite 205, San Francisco, CA 94115
[Download!](#) | [We're Hiring](#) | [Subscribe](#)



Welcome Email
Currently

caviar



This is the restaurant
delivery you deserve.

[Start Your Order](#)



Popular Restaurants

We partner directly with your favorite spots, bringing
restaurant-made meals to your door.

Welcome Email New

Caviar

👋 Welcome to Caviar



Welcome.
We hope you're hungry.

Because we've got the best restaurants in town.

[See what's cooking](#)



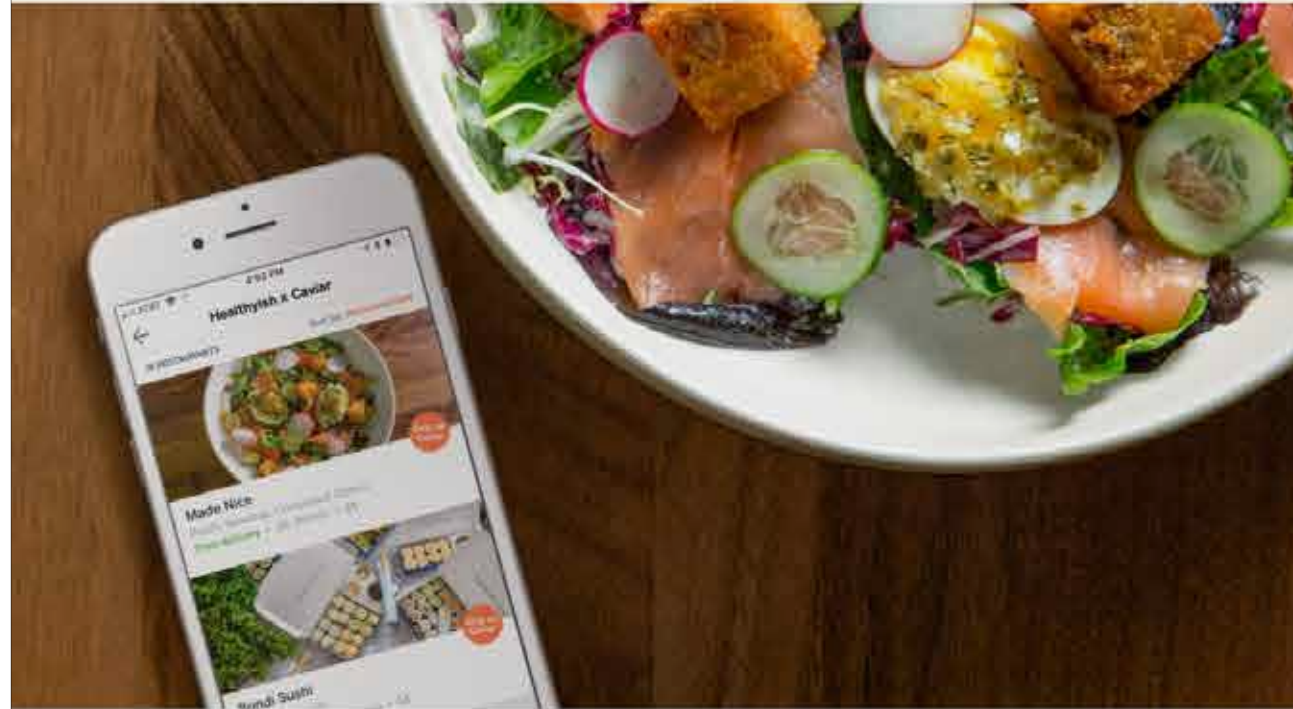
Welcome Email

New

Welcome. We hope you're hungry.

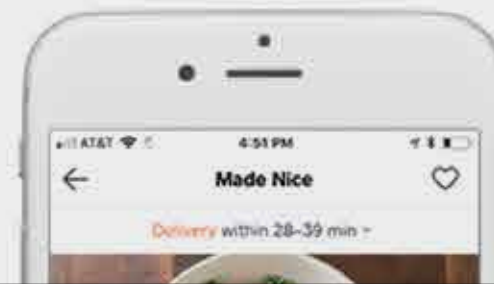
Because we've got the best restaurants in town.

See what's cooking.



LOOK
FOR
THIS

Spots you won't find anywhere else.
Now just a tap away.



Only on Caviar

Welcome Email New



LOOK FOR THIS

Spots you won't find anywhere else.
Now just a tap away.



EASY



Order with our app.
It's the fastest, easiest way to get delicious food into your mouth.



Get the app

Welcome Email New



Order with our app.
It's the fastest, easiest way to get delicious food into your mouth.



caviar / Teams

Office eats, but delicious.
Need to feed a group (of picky eaters)? We can do that, too.

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[Questions?](#) • [We're Hiring!](#) • [Unsubscribe](#)
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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

Caviar

\$0 delivery fee on your first order 🍴

caviar

First order, best order.
Get a \$0 delivery fee on your first order.



To make your first order extra-special, we're giving you a \$0 delivery fee. So don't hold back: Order everything your heart/mouth desires and we'll bring it to your door with no delivery fee.

Let's eat


Day 5
Referral

Caviar

Give \$10 credit, get \$10 credit

caviar

Your friends need to eat.
Give them \$10 credit. You get \$10 credit, too.



Friends. They're great for so many things. Like helping you earn Caviar credit. Tell your friends about Caviar and give them \$10 off their first order. You get \$10 credit for every friend who orders.

Tell your friends

Day 15
Order again

Caviar

Ready for seconds? Dig in with a \$0 delivery fee.

caviar

Try new dishes. Order old favorites.
Do it all with a \$0 delivery fee.

HOT

Din Tai Fung
Tutta Bella
Honey Butter
Wild Ginger
Mioposto
Japonessa
Cactus
Box

We're picking up the delivery fee on your next order. Why? Because all this delicious food won't eat itself. But only for this week. Use code: **SECONDS**

Order now

Lifecycle Emails

New

Day 18 Order again


Caviar

⚠️ Your code is about to disappear

caviar

Remember your \$0 delivery fee code?

It's disappearing in three days.



Don't let your code expire—it can bring you delicious food with a \$0 delivery fee. Choose from the best spots in town (including many restaurants only on Caviar) and put code **SECONDS** to work before it's gone.

[Order now](#)

Day 21 Hail Mary

Caviar

We miss you. Here's \$10 off your next order.

caviar

Hey

How r u?

It's been a minute

Let's do lunch/dinner?

Maybe order in?

At your place?

Hey. My place...?

I got this code for \$10 off orders \$40 or more

It's err... IMISSYOU

IMISSYOU? Really?

Really.

[Order now](#)

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Email Templates Optimized

Email Templates

New

Standard

Caviar
Get \$3 off + free delivery now through Sunday

caviar

Win the Best Year Ever.
AKA \$2,500 Caviar Credit.

Yes, this is real. To enter, use code BESTYEAR on an order of \$25+ between January 2-9. Plus, you'll get a \$0 delivery fee. So go ahead and start 2018 with a chance at a year (!) of really great food delivered free.


Here's to having a Happy New Year, all year long.

[Start your order](#)

You don't even have to talk to us:

Code valid on orders \$25+ through 1/9/18. One per customer.

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Questions? • We're hiring! • Unsubscribe
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Only on Caviar

Caviar
We're bringing Chicago's best fried chicken to the East Bay

caviar

ONLY ON CAVIAR

**Get Honey Butter Fried Chicken—?
for four days only.**

We're doing a pop-up
Because we love good food so much, we're bringing Chicago's famous Honey Butter Fried Chicken all the way to the East Bay! (Like, just to feed you.)

It's the best chicken in Chicago, maybe ever
If you're unfamiliar: Once upon a time some fried chicken fell into a vat of honey butter, and the rest was foodie history. (They tell it better.)

Did we mention? 4 days only
We're so excited to have them in town, and because they're only here for four days, we wanted to give you a heads up. View the menu to see what's coming, and you can even pre-order, too.

The Situation

Caviar
So it's super rainy or windy or stormy or tornado-y

caviar

HERE'S THE SITUATION

OMG today's weather is crazy.
(But TBH we wrote this in April so we don't know what kind of weather you're having.)

Ahhhhh! It's so rainy out. (Right?) Or, wait—was that lightning?? Or you already sweat through one shirt so let's not make it two. Or maybe it's 80% humidity and you'd prefer to not feel suffocated by air?

Whatever your yes-I'd-like-to-not-be-in-this-weather-is, we'll bring food right to you. Get a \$0 delivery fee on orders of \$25 or more with code WEATHER, now through 7/31.

[View menu](#)

CAVA's Pita

Cassell's Hamburgers' Patty Melt

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Restaurant Roundup

Caviar
Get \$3 off + free delivery now through Sunday

caviar

New restaurants for you to try.
You'll want to keep reading, promise.


Southern Proper



A traditional Southern food experience.

[Order now](#)


Bennett's Sandwich Shop



Staff Picks

Caviar
Get \$3 off + free delivery now through Sunday


caviar

 **STAFF PICKS**

Our Portland team has some strong feelings about food you should order.

Apizza Schollis

Four words: "Tartufo? The Electric Boogaloo." Does it get any better than a truffled pizza and and Breakin' reference?
-Samyyy



Survey

Caviar
Get \$3 off + free delivery now through Sunday

caviar

Thanks for ordering CAVA.
(Get \$5 off* your next Caviar order.)

Hi there,




Thank you for ordering CAVA on Caviar! We'd love to hear about your delivery experience so that we can continue to improve our service.


Follow the link to our survey below. Upon completion, we'll share a code for \$5 off* your next order of \$25+ as a way to say "thanks".

[Start the survey](#)

Please read legal copy substituted \$20+ through 4/20/17. Offer valid on orders substituted \$25+ through 4/20/17. One use per customer.

Caviar
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Questions? • We're Hiring! • Unsubscribe
© 2018



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).

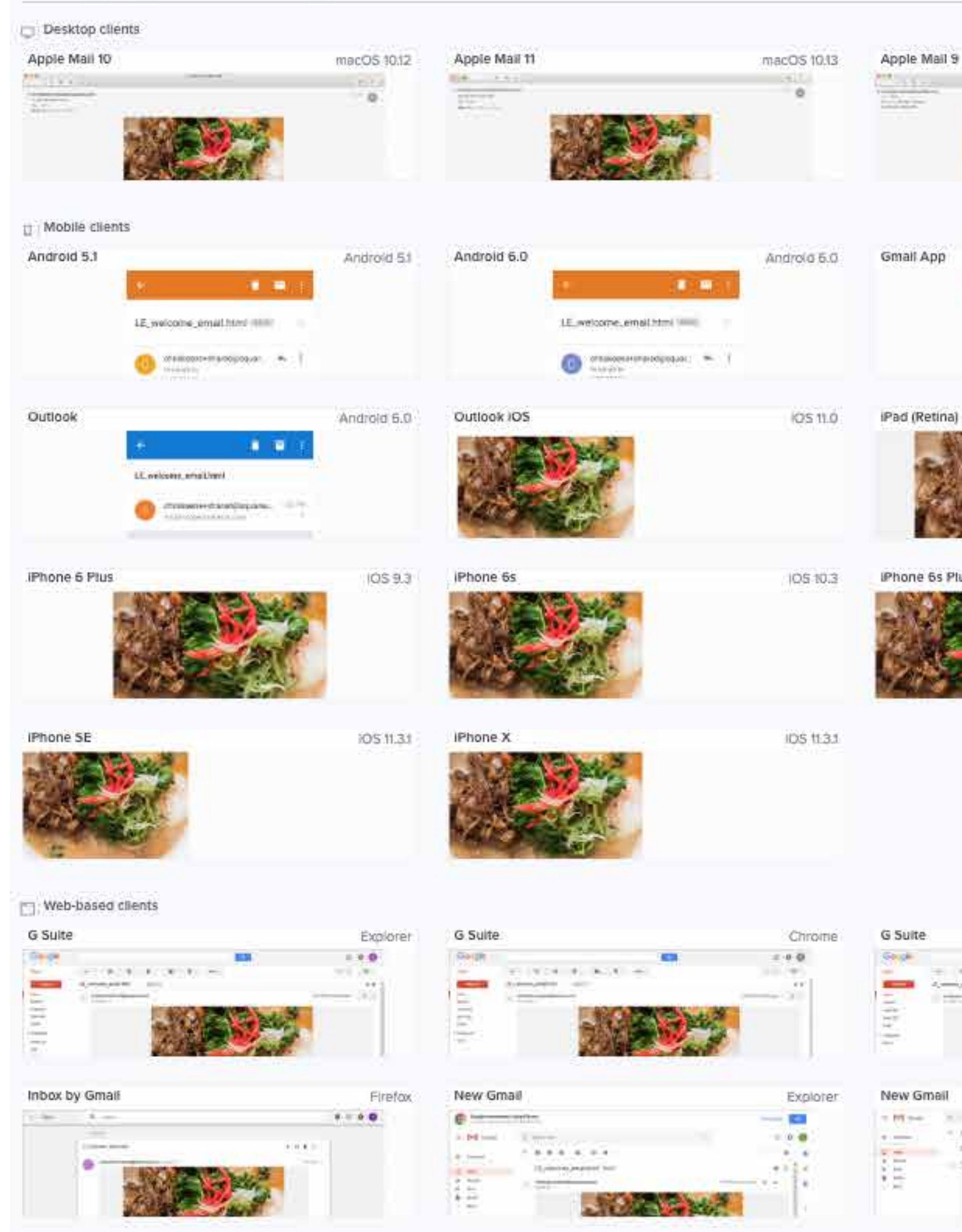
Support custom fonts without using images.

```
171 <body leftmargin="0" topmargin="0" marginwidth="0" marginheight="0" style="ma
172 <!--***** Wrapper : BEGIN *****-->
173 <table width="100%" bgcolor="#E6E7E8" border="0">
174 <tr>
175 <td>
176 <div width="600" style="margin: 0 auto; max-width: 600px;" align="cen
177 <table cellpadding="0" cellspacing="0" border="0" width="600" heigh
max-width: 600px;" align="center">
178 <tr>
179 <td>
180 <!--**** Container: BEGIN ****-->
181 <table width="600" border="0" cellpadding="0" cellspacing="0"
182 <!--*** 1st Row : BEGIN ***-->
183 <tr>
184 <td bgcolor="#fbfbfb">
185 <table width="100%" border="0" cellpadding="0" cellspac
186 <tr>
187 <td valign="middle" align="center" style="padding-t
188 <!--** Logo **-->
189 <a href="https://www.trycaviar.com/t/?groups=f_on
=email&utm_source=braze&utm_campaign=referral_lif
190 
191 </a>
192 </td>
193 </tr>
194 <tr>
195 <td align="center" style="padding: 0px 40px 30px 40
196 <!--** Headlines **-->
197 <h1 style="margin: 0; margin-bottom: 10px; font-f
font-size: 30px; font-weight: bold; line-height
Aenean malesuada lacus.</h1>
198 <p style="margin: 0; font-family: 'sqmarket', san
line-height: 26px; color: #2e3b4e;">Curabitur u
199
200 </td>
201 </tr>
202 </table>
203 </td>
204 </tr>
205 <!--*** 1st Row : END ***-->
206 <!--*** 2nd Row : BEGIN ***-->
207 <tr>
208 <td align="center" bgcolor="ffffff" style="padding: 0px 4
209 <table align="center" border="0" cellpadding="0" cellsp
210 <tr>
211 <td>
212 <table align="center" border="0" cellpadding="0"
213
214 <tr>
215 <td align="center" valign="middle" style="pad
216 <h2 style="margin: 0; font-family: 'sqmarke
font-weight: 400; line-height: 34px; colo
217 </td>
218 </tr>
219 <tr>
220 <td align="center" valign="middle" style="pad
221 <!--** Hero **-->
```

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 ;-)