

Version A

#DaretoGrow Stories Emails — Claudio Lugli

From email: {{my.From Email:default=edit me}}

TBD

From Name: {{my.From name:default=edit me}}

TBD

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

How did a retail brand attack slumping sales with AdRoll?

Preheader {{my.Preheader:default=edit me}}

Claudio Lugli created their #daretogrow story

Hero Image {{my.Hero_Image}} *(Creative team to build an image for the email w/out text. Needs to be 650x400. If you have no image we can use a [set blue background](#))*



Header: {{my.Header}} *(Headline statement of the email, e.g. "We Surveyed 2000 Digital Marketers" in hero image)*

Attacking slumping sales with a digital strategy

Body Copy {{my.Body Copy 1}} *(3-4 sentences. Describe the topic)*

Ambitious marketers that #DareToGrow face tough obstacles like improving sagging sales. Claudio Lugli needed more customers to avoid losing their last high street shop. But Nav Salimian, Claudio's head of marketing, was determined to turn the brand into a thriving online retailer.

With AdRoll's help, Claudio Lugli's first ad campaign delivered a crazy 27x ROI—helping grow their online community to 20k followers and giving Nav the confidence to become a digital-first brand.

To see Nav's story and to learn how AdRoll helps Claudio Lugli (and 37,000 other brands) grow their customer base, visit adroll.com/stories/claudio-lugli-shirts

CTA Button {{my.CTA Button 1}} *(Three words max call to action button in hero image. MUST BE CAPITALIZED)*

GROW MY BUSINESS

Landing Page URL {{my.Link}} *(eg:*

<https://www.adroll.com/resources/guides-and-reports/sendroll-email-retargeting>)

Link to landing page

Footer {{my.footer location}} *(Include Business Unit and city)*

San Francisco

Version B

From email: {{my.From Email:default=edit me}}

TBD

From Name: {{my.From name:default=edit me}}

TBD

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

How a retail brand's Black Friday campaign delivered 27x ROI

Preheader {{my.Preheader:default=edit me}}

Claudio Lugli created their #daretogrow story

Hero Image {{my.Hero_Image}} (Creative team to build an image for the email w/out text. Needs to be 650x400. If you have no image we can use a [set blue background](#))



Header: {{my.Header}} (Headline statement of the email, e.g. "We Surveyed 2000 Digital Marketers" in hero image)

Attacking slumping sales with a digital strategy

Body Copy {{my.Body Copy 1}} (3-4 sentences. Describe the topic)

Ambitious marketers that #DareToGrow face tough obstacles like improving sagging sales. Claudio Lugli Shirts needed more customers to avoid losing their last high street shop. But Nav Salimian, Claudio's head of marketing, was determined to turn the brand into a thriving online retailer.

With AdRoll's help, Claudio Lugli's Black Friday campaign delivered an astronomical 27x ROI—helping grow their online community to 20k followers and giving Nav the confidence to become a digital-first brand.

To see Nav's story and to learn how AdRoll helps Claudio Lugli (and 37,000 other brands) grow their customer base, visit adroll.com/stories

CTA Button {{my.CTA Button 1}} (Three words max call to action button in hero image. **MUST BE CAPITALIZED**)

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[Link to landing page](#)

Footer {{my.footer location}} *(Include Business Unit and city)*

San Francisco

#DaretoGrow Stories Email — Sunski

From email: {{my.From Email:default=edit me}}

TBD

From Name: {{my.From name:default=edit me}}

TBD

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

How a sunglasses brand drove 2.4x ROI

Preheader {{my.Preheader:default=edit me}}

Sunski created their #daretogrow story

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Header: {{my.Header}} *(Headline statement of the email, e.g. "We Surveyed 2000 Digital Marketers" in hero image)*

Making waves with a one-man marketing team

Body Copy {{my.Body Copy 1}} (3-4 sentences. Describe the topic)

Ambitious marketers that #DareToGrow face tough obstacles like finding more of the right shoppers. Sunski put a lot of resources behind their huge rebranding initiative. Rich Krolikowski, e-commerce manager, knew that expanding their reach online was going to be a huge piece of this project.

With AdRoll's help, Sunski's rebranding campaign delivered a 2.4x ROI—driving tons of website traffic, delivering huge online sales, and helping Rich shine internally.

To see Rich's story and to learn how AdRoll helps Sunski (and 37,000 other brands) grow their customer base, visit adroll.com/stories

CTA Button 2 {{my.CTA Button 1}} (Three words max call to action button in hero image. MUST BE CAPITALIZED)

GROW MY BUSINESS

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#DaretoGrow Stories Email — TeePublic

From email: {{my.From Email:default=edit me}}

TBD

From Name: {{my.From name:default=edit me}}

TBD

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

How did a retail brand smash their sales target by 2x?

Preheader {{my.Preheader:default=edit me}}

TeePublic created their #daretogrow story

Hero Image {{my.Hero_Image}} *(Creative team to build an image for the email w/out text. Needs to be 650x400. If you have no image we can use a [set blue background](#))*



Header: {{my.Header}} *(Headline statement of the email, e.g. "We Surveyed 2000 Digital Marketers" in hero image)*

Flex your marketing muscle and lift online sales

Body Copy {{my.Body Copy 1}} (3-4 sentences. Describe the topic)

Ambitious marketers that #DareToGrow face tough obstacles like boosting online sales. TeePublic made a huge investment in digital advertising for the holiday season. Adam Lasky, head of marketing for the retail brand, knew that this would be a make-or-break moment for him.

With AdRoll's help, TeePublic's holiday campaign beat Adam's initial sales goals by 2x—delivering massive revenue and giving him the confidence to tackle more ambitious goals.

To see Adam's story and to learn how AdRoll helps TeePublic (and 37,000 other brands) grow their customer base, visit adroll.com/stories

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San Francisco

#DareToGrow Stories Email — Topo Designs

From email: {{my.From Email:default=edit me}}
aly.kline@adroll.com

From Name: {{my.From name:default=edit me}}
Aly Kline

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

Learn how a last-minute change helped drive 7.6x ROI

Preheader {{my.Preheader:default=edit me}}
Topo Designs created their #DareToGrow story

Hero Image {{my.Hero_Image}} *(Creative team to build an image for the email w/out text. Needs to be 650x400. If you have no image we can use a [set blue background](#))*



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Blazing a new holiday marketing trail

Body Copy {{my.Body Copy 1}} (3-4 sentences. Describe the topic)

Ambitious marketers that #DareToGrow face tough obstacles like salvaging underperforming campaigns. Topo Designs' yearly goals were dependant on their Cyber Monday campaign, but the initial sales numbers weren't looking good.

Abby Czarniecki, digital marketing analyst, had just a few hours to change their entire strategy. With AdRoll's help, Topo Designs' campaign drove the single most online sales to date. Abby has built on the success of this campaign to drive a consistent 7.6x ROI.

To see Abby's story and to learn how AdRoll helps Topo Designs (and 37,000 other brands) grow their customer base, visit adroll.com/stories.

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Link to landing page

Footer {{my.footer location}} (Include Business Unit and city)

NAMER: 2300 Harrison Street, Second Floor, San Francisco, CA 94110

#DareToGrow Stories Email — Wigs.com

From email: {{my.From Email:default=edit me}}
aly.kline@adroll.com

From Name: {{my.From name:default=edit me}}
Aly Kline

Subject Line {{my.Subject Line}} *(Provide 2 to 3 different suggestions for subject lines. Aim for clear CTA, include stats or a question. 60 characters max)*

A change in strategy led to 50% more sales for Wigs.com

Preheader {{my.Preheader:default=edit me}}
Wigs.com created their #DareToGrow story

Hero Image {{my.Hero_Image}} *(Creative team to build an image for the email w/out text. Needs to be 650x400. If you have no image we can use a [set blue background](#))*

Header: {{my.Header}} *(Headline statement of the email, e.g. "We Surveyed 2000 Digital Marketers" in hero image)*

Personalizing the wig-shopping experience

Body Copy {{my.Body Copy 1}} *(3-4 sentences. Describe the topic)*

Ambitious marketers that #DareToGrow face tough obstacles like tailoring a digital experience to a specific audience. Darren Williams, chief marketing officer at Wigs.com, needed a marketing strategy that spoke more directly to wig shoppers.

With AdRoll's help, he took what he knew about his core audience and developed marketing campaigns that were tailored to these shoppers needs. This change in approach had a huge impact on their bottom line—resulting in a 50% increase in sales.

To see Darren's story and to learn how AdRoll helps Wigs.com (and 37,000 other brands) grow their customer base, visit adroll.com/stories.

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SEE DARREN'S STORY

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