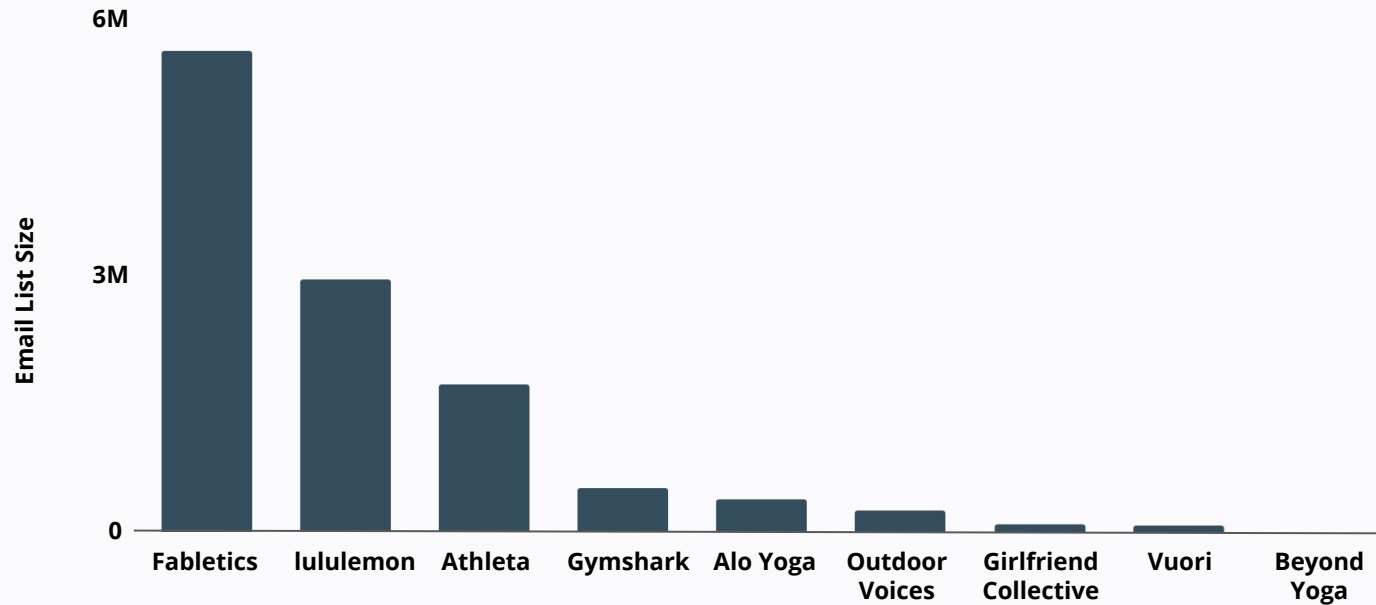




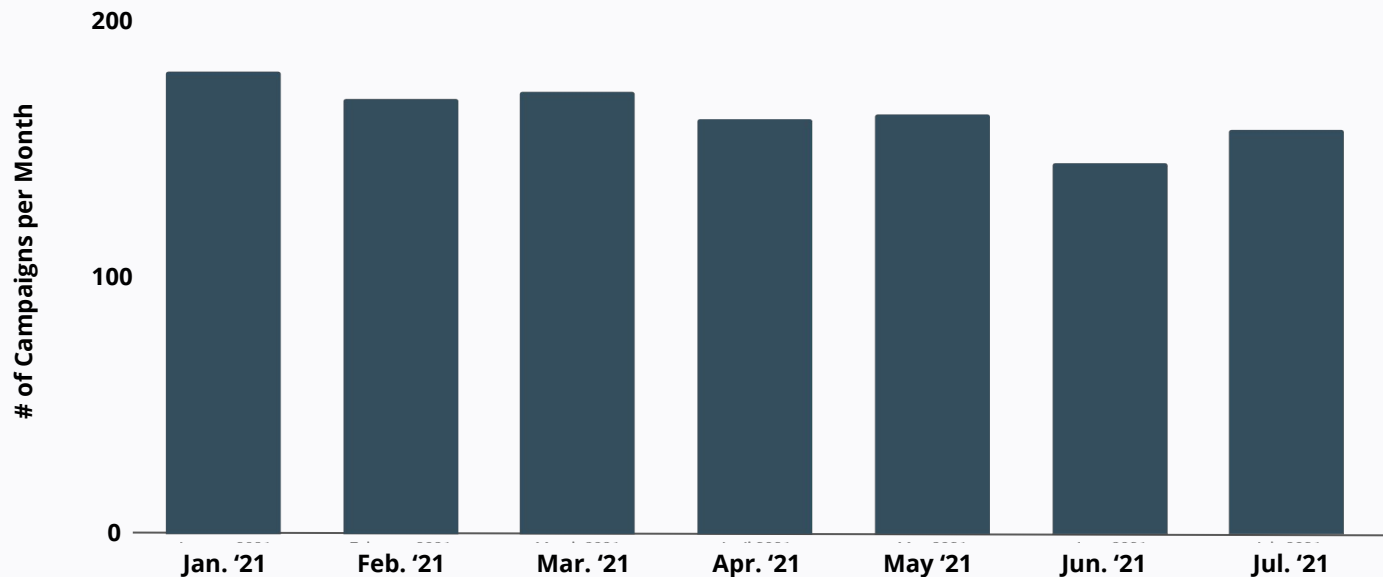
**How Fabletics Grew Their Email
List Size to 5.6M**

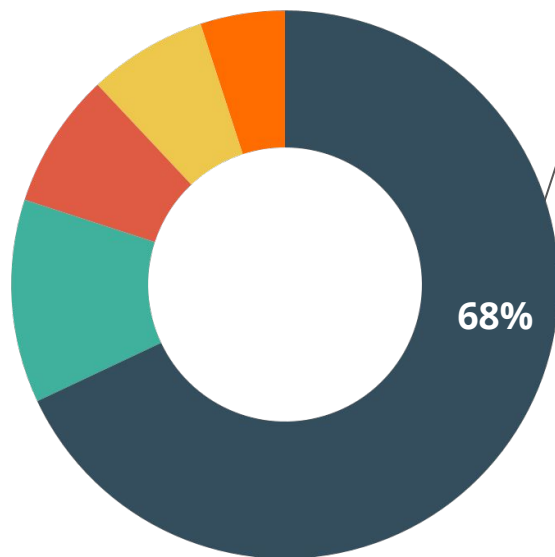
Sporting Goods & Outdoor

Fabletics has the largest email list size at 5.6M amongst competitors in the athleisure industry:



Fabletics maintains a high volume of emails with an average of 167 campaigns per month. The brand sends out around 5 emails every day to different audience segments of their email list.





re: Your access to 70% off every single item toda...

🎉 Sale Extended 24 Hours: 60% Off

ATTN: All leggings & shorts 2 for \$24

● Sales & Deals ● Other ● New Items
● Special Feature ● Early Access

68% of emails feature a sale event or bundle deal that is currently being offered to customers.

All sale emails include a number in the email subject line (i.e: 70% off, 2 for \$24 bundle).

*Analysis period: Jan. '21 - Jul. '21

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Every month there is at least one major sale communicated via email. During the first six months of the year, one of the biggest sale events was during June for their end of season sale.

January

February

March

April

May

June

Event: Leggings Sale

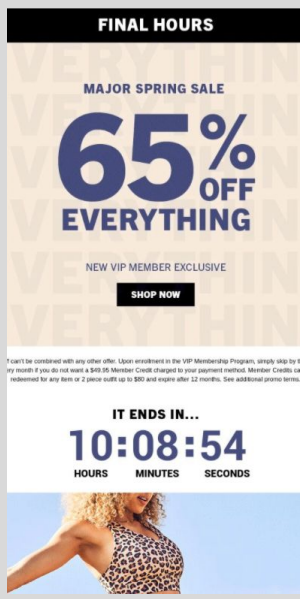
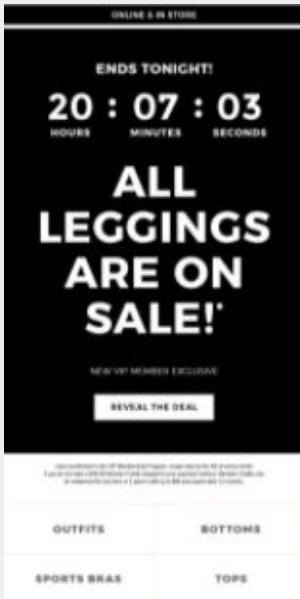
Event: Long Weekend

Event: Semi-Annual

Event: Spring Sale

Event: Memorial Day

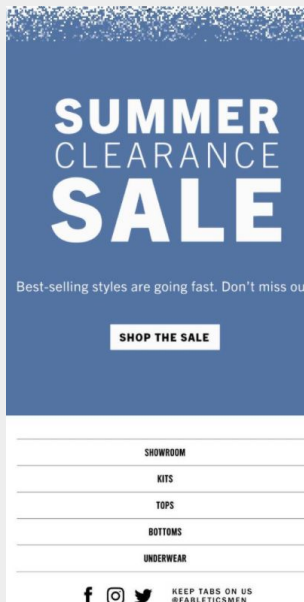
Event: End of Season



During the latter half of the year, the brand created their own holiday called “official international legging day” to celebrate Fabletic’s birthday. Black Friday and Boxing day are also notable sale holidays that they participate in during November and December.

July

Event: [Summer Clearance](#)



**SUMMER
CLEARANCE
SALE**

Best-selling styles are going fast. Don't miss out.

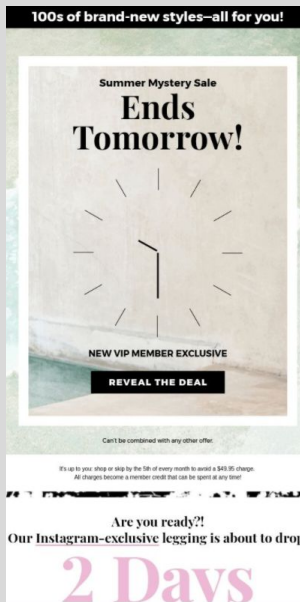
SHOP THE SALE

SHOWROOM
KITS
TOPS
BOTTOMS
UNDERWEAR

f o t KEEP TABS ON US @FABLETICMEN

August

Event: [Summer Mystery](#)



100s of brand-new styles—all for you!

Summer Mystery Sale
Ends Tomorrow!

NEW VIP MEMBER EXCLUSIVE

REVEAL THE DEAL

Can't be combined with any other offer.

It's up to your shop or skip by the 1st of every month to avoid a \$49.95 charge. All charges become a member credit that can be spent at any time!

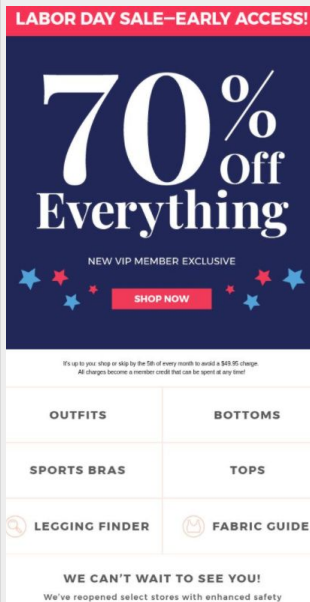
Are you ready?!

Our Instagram-exclusive legging is about to drop

2 Days

September

Event: [Labor Day Sale](#)



LABOR DAY SALE—EARLY ACCESS!

70% Off Everything

NEW VIP MEMBER EXCLUSIVE

SHOP NOW

It's up to your shop or skip by the 1st of every month to avoid a \$49.95 charge. All charges become a member credit that can be spent at any time!

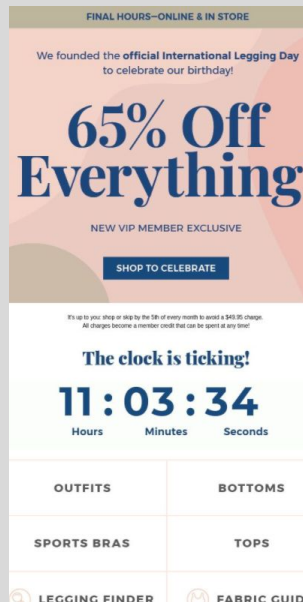
OUTFITS	BOTTOMS
SPORTS BRAS	TOPS
LEGGING FINDER	FABRIC GUIDE

WE CAN'T WAIT TO SEE YOU!

We've reopened select stores with enhanced safety

October

Event: [Legging Day](#)



FINAL HOURS—ONLINE & IN STORE

We founded the official International Legging Day to celebrate our birthday!

65% Off Everything

NEW VIP MEMBER EXCLUSIVE

SHOP TO CELEBRATE

It's up to your shop or skip by the 1st of every month to avoid a \$49.95 charge. All charges become a member credit that can be spent at any time!

The clock is ticking!

11:03:34

Hours Minutes Seconds

OUTFITS	BOTTOMS
SPORTS BRAS	TOPS
LEGGING FINDER	FABRIC GUIDE

November

Event: [Black Friday](#)



Online & In Stores

Tune in before our best sale of the year ends tonight!

BLACK FRIDAY

70% OFF EVERY ITEM*

NEW VIP MEMBER EXCLUSIVE

SHOP IT NOW

It's up to your shop or skip by the 1st of every month to avoid a \$49.95 charge. All charges become a member credit that can be spent at any time!

December

Event: [Semi-Annual Sale](#)



ONLINE EXCLUSIVE—FINAL HOURS

Semi-Annual Sale

Isn't Coming Back Soon

STYLES UP TO

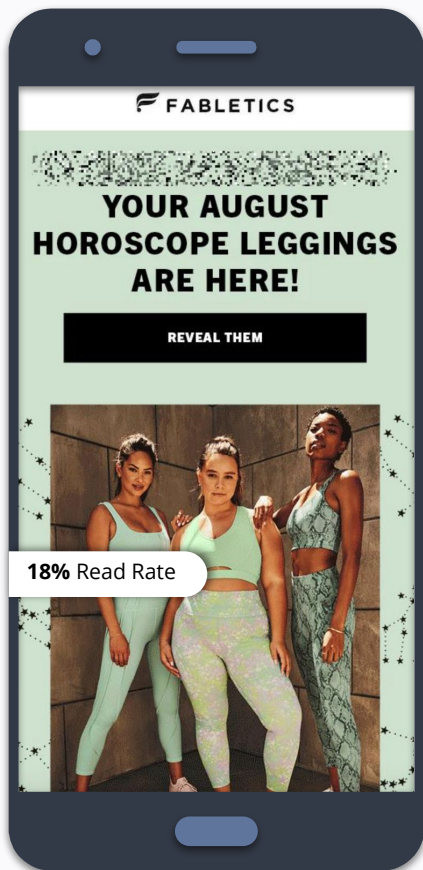
70% off*

REVEAL STYLES

10:01:10

Hours Minutes Seconds

OUTFITS	BOTTOMS
TOPS	SPORTS BRAS



[Click to view](#)



[Click to view](#)

Email Tactic:

#1. Seasonal Creatives

Create Relevant Content for Your Audience

Timely content can help increase engagement, for example, Fabletics regularly recommends different leggings based on monthly horoscopes. Include monthly holidays and celebrations into your content calendar and incorporate them into your email campaigns.

During December 2020, the brand created a yearly roundup email that celebrated wins from 2020 such as their 5 charity partnerships and over 50,000 men subscribing to their VIP program.



[Click to view](#)



[Click to view landing page](#)

Email Tactic:

#2. Testimonials & Reviews

Provide Social Proof

Fabletics includes raving customer reviews of their products in their email campaigns. They indicate the number of reviews received (i.e: "500+ 5-star reviews") as well as a quote of a testimonial to provide social proof to readers.

The email includes a CTA button which includes the name of the product and directs users to the PDP (product detail page).

CLAIM YOUR OFFER BEFORE TIME RUNS OUT

12% Read Rate

CLOCK'S TICKING

09

Email Tactic:

#3. Countdown

Create a Sense of Urgency

During sale campaigns, Fabletics sends out an email including a countdown so consumers are aware of how much time they have left before the offer expires.

The brand also incorporates this tactic in their subject line:

- "Final hours to shop 2 for \$39 PowerHold bottoms!"
- "These must-have styles are selling out"
- "Final hours! Your exclusive offer ends soon"
- "Summer sale ends @ midnight!"
- "Your sale ends tomorrow!"

Have some questions?

Visit our [FAQs](#) or contact us!



Live chat with us [here](#)



Chat with us on [FB Messenger](#)



Call us at [1-\(844\)-322-5384](tel:1-844-322-5384)

Need your Fabletics fix while you wait?

Follow us on Instagram [@fabletics](#) for amazing giveaways, collection sneak peeks, free workouts, exclusive offers and all things health and wellness!

[FOLLOW US](#)



Email Tactic:

#4. Live Chat

Highlight Customer Service Channels

At the bottom of every [purchase email](#), Fabletics has a section that outlines various ways consumers can reach their customer service team. Fabletics offers customer service via live chat on their website, FB messenger, and by phone.

Fabletics aims to provide immediate and exceptional after-sales support to increase customer satisfaction and brand loyalty.

Drive Consumers to Instagram

Fabletics gives their consumers an incentive to follow the brand on Instagram by offering free workouts, exclusive offers, and giveaways. Give your consumers a sneak peek of your social media content in your email newsletter to gain new followers!

**FREE SHIPPING ON FIRST VIP ORDER AND
FREE RETURNS WITHIN 45 DAYS***



You Wear The Leggings In This Relationship...

Tailor the content that's fit for you
by choosing the types of emails you
want to receive from us!

[UPDATE YOUR PREFERENCES >](#)



Email Tactic:

#5. Tailor Email Subscriptions

Encourage Subscribers to Update Preferences

For inactive email subscribers, Fabletics sends out an email with the subject line "the one email you WANT to open!" where they encourage their subscribers to update their email preferences.

Taking a proactive approach can help re-engage inactive email subscribers by having them choose the specific type of emails they want to be subscribed to.

SEE HOW VIPS ARE WEARING OUR JUNE COLLECTION!



10% Read Rate

COMPLETE YOUR OUTFIT WITH 70% OFF ALL BRAS!

Email Tactic:

#6. Influencer Partnerships

Feature User-Generated Content (UGC)

Fabletics feature their influencer partnerships in their email by including a collage full of UGC with each photo including the influencer's Instagram handle.

UGC photos are more likely to drive conversions compared to brand-created content in a studio. Brands can expect to see an [increase of 29% in web conversions](#) when sites feature user-generated content.

Have you seen your amazing deal yet?

It's on everything too!



11% Read Rate

NEW VIP MEMBER EXCLUSIVE

REVEAL THE DEAL

Email Tactic:

#7. Spin the Wheel

Interactive Emails

Fabletics offers exclusive deals to its VIP members where they have the opportunity to get 50 - 70% off of their order.

Be creative in the way that you reward your consumers by gamifying the process. For example, Fabletics asked subscribers to spin the wheel to reveal the deal.

Subject line:

Your exclusive deal is waiting....

Key Takeaways

As of Q3 2021, Fabletics has the largest email list size at 5.6M amongst competitors in the athleisure industry. Fabletics has an aggressive promotion strategy where 68% of their emails feature an exclusive offer or sale event and every month there is at least one major sales campaign. The brand also sends out a high volume of emails, with an average of 167 email campaigns per month.

Fabletics implements the following email tactics:

- **Relevant & Timely Content:** Fabletics creates seasonal content for every month. The brand regularly recommends different leggings based on monthly horoscopes.
- **Testimonials & Reviews:** In their email campaigns, the brand includes raving customer reviews of their products.
- **Sale Countdown:** During sale campaigns, emails feature a countdown so consumers are aware of how much time they have left to shop.
- **Highlight Customer Service Channels:** At the bottom of every purchase email, Fabletics outlines various ways consumers can reach them (live chat, FB messenger, phone) to provide immediate and exceptional after-sales support.
- **Tailored Email Subscriptions:** For inactive subscribers, Fabletics sends out an email to encourage them to update their email preferences.
- **Feature User-Generated Content:** Brands can expect to see a [29% increase in web conversions](#) when they feature UGC.
- **Interactive Emails:** Be creative in the way that you reward consumers by gamifying the process. Fabletics featured a spin the wheel game to reveal an exclusive offer.