THE HOLIDAY EMAIL RUN.

VANTA OPTICAL

Seven campaigns. Five behavioral emails.
One complete holiday experience.



STRATEGY / WRITING / DESIGN / BUILD / LAUNCH

Dead River Management

5,000+ ORDERS ON A $120 OFFER.

One email campaign for a 25,000-subscriber list.
Client names on this page are withheld at their request.

IT WORKS ON SMALLER LISTS TOO

500+ ORDERS	**15,000 SUBSCRIBERS**
200+ ORDERS	**10,000 SUBSCRIBERS**
120+ ORDERS	**8,900 SUBSCRIBERS**

Offers on these campaigns ranged from $39 to $120.

WHAT YOU ARE ABOUT TO SEE

The complete holiday run for Vanta Optical: seven campaign emails, five behavioral emails, the send calendar and the launch checks. Yours is built the same way around your products and your offer.

WHO IT IS BUILT FOR

Stores with established email lists, about 9,000 subscribers and up, that want Black Friday through Cyber Monday handled from plan to launch. Once you approve the designs, we can launch 3 business days later.

EMAIL 01 / TEASER FRI NOV 13 / 10:00 AM

Subject: Your first look is coming

VANTA

OPTICAL

FIRST LOOK. BEFORE THE REST.

BLACK FRIDAY / EARLY ACCESS NOVEMBER 24



YOUR NEXT PAIR IS WORTH A LOOK.

Get the private link before the public launch on November 27. Pick your frame, choose your lenses and make it yours.

GET EARLY ACCESS

NOV 24 / YOUR PRIVATE LINK

NOV 27 / THE PUBLIC LAUNCH

Join the early-access list for your private link on November 24. Public launch November 27. No discount code is needed today.



VANTA OPTICAL

EYEGLASSES

SUNGLASSES

NEW ARRIVALS

ACCESSORIES

CUSTOMER CARE | SHIPPING & RETURNS

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Subject: Your early access is open

VANTA
OPTICAL

30% OFF
Eyeglass frames

50% OFF
Prescription lenses

Your early access is open.

Choose your frame. Add your lenses.
Use EARLY30 at checkout.

SHOP EARLY ACCESS

FIND YOUR FRAME



YOUR NEXT PAIR.
IN 3 EASY STEPS.

1

CHOOSE YOUR FRAMES
30% OFF



The Coast. Clean lines, black acetate.
52 mm lens / 20 mm bridge / 145 mm temple.

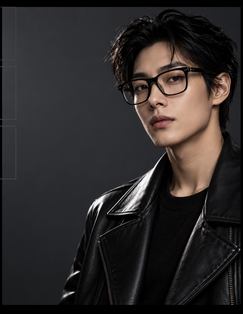
2

CHOOSE YOUR LENSES
50% OFF PRESCRIPTION LENSES

SINGLE VISION
For one prescription distance.

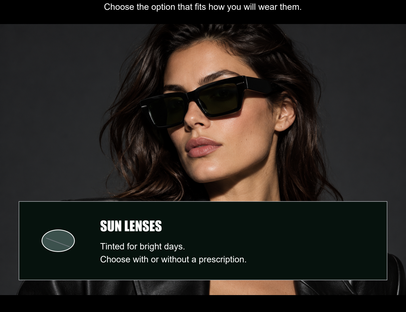
PROGRESSIVE
Near, middle and distance.

NO PRESCRIPTION
For style without vision correction.



3

CHOOSE YOUR LENS TYPE
Clear for indoors. Sun for outdoors.
Choose the option that fits how you will wear them.



SUN LENSES
Tinted for bright days.
Choose with or without a prescription.

Your frame. Your lenses. Selected at checkout.

Offer ends November 29 at 11:59 PM.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses purchased with frames. Use EARLY30 for VIP access or BLACK30 Nov 27-29. Ends Nov 29, 11:59 PM store time. No additional promo codes. Frame and lens discounts apply to their separate prices.



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EYEGLASSES
SUNGLASSES
NEW ARRIVALS
ACCESSORIES

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Subject: 30% off. Black Friday is live.

VANTA

OPTICAL

30% OFF

Eyeglass frames

50% OFF

Prescription lenses

Black Friday ends Sunday, November 29.

Choose your frame. Add your lenses.
Use BLACK30 at checkout.

SHOP BLACK FRIDAY

FIND YOUR FRAME



YOUR NEXT PAIR. IN 3 EASY STEPS.

1

CHOOSE YOUR FRAMES

30% OFF



The Coast. Clean lines, black acetate.
52 mm lens / 20 mm bridge / 145 mm temple.

2

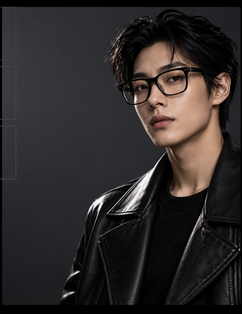
CHOOSE YOUR LENSES

50% OFF PRESCRIPTION LENSES

SINGLE VISION
For one prescription distance.

PROGRESSIVE
Near, middle and distance.

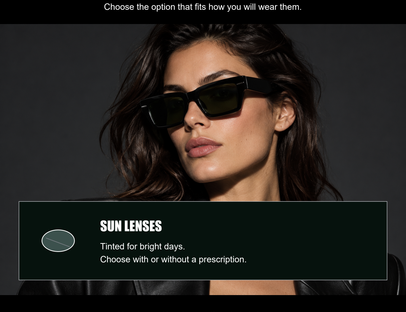
NO PRESCRIPTION
For style without vision correction.



3

CHOOSE YOUR LENS TYPE

Clear for indoors. Sun for outdoors.
Choose the option that fits how you will wear them.



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Tinted for bright days.
Choose with or without a prescription.

Your frame. Your lenses. Selected at checkout.

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Subject: A little help picking your pair

VANTA

OPTICAL

30% OFF FRAMES / 50% OFF PRESCRIPTION LENSES

THE ONES THEY KEEP REACHING FOR.

Three frames. Three takes.
A little help finding your everyday pair.



★ ★ ★ ★ ★

“Finally, a pair I reach for every day.”

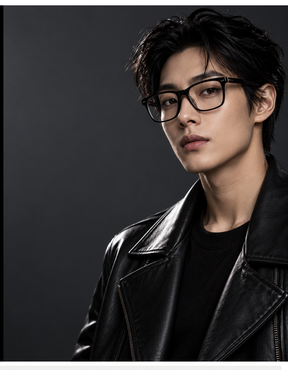
JESS R. / THE COAST

Black acetate. Clean lines. The frame that goes with the rest of your day.

★ ★ ★ ★ ★

“Light on my face. Easy with everything.”

ALEX M.
THE CITY





★ ★ ★ ★ ★

“Bought them for the weekend. Wear them all week.”

TAYLOR K. / THE WEEKEND

LOVE THE LOOK. CHECK THE FIT.

Compare the measurements on the product page with a pair you already wear. Then choose your prescription and lens type at checkout.

THE COAST $84 / THE CITY $98 / THE WEEKEND $77

Frame prices with BLACK30. Lenses priced separately.

Your next everyday pair. The Black Friday price ends Sunday.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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EMAIL 05 / SUNDAY / OBJECTION + DEADLINE

SUN NOV 29 / 5:00 PM

Subject: 30% off ends tonight

VANTA

OPTICAL

BLACK FRIDAY / THE FINAL EVENING

MIDNIGHT. THEN IT'S GONE.

30% off frames. 50% off prescription lenses.
BLACK30 ends tonight at 11:59 PM store time.

SHOP BEFORE MIDNIGHT



ONE LAST THING BEFORE YOU PICK.



52	20	145
LENS WIDTH / MM	BRIDGE / MM	TEMPLE / MM

Check the numbers on a pair you already wear.
The Coast measurements are shown above.

YOUR FRAME. YOUR LENSES.

Need a prescription?

Choose single vision or progressive lenses when you order.

Prefer sunglasses?

Choose a sun lens with or without a prescription.

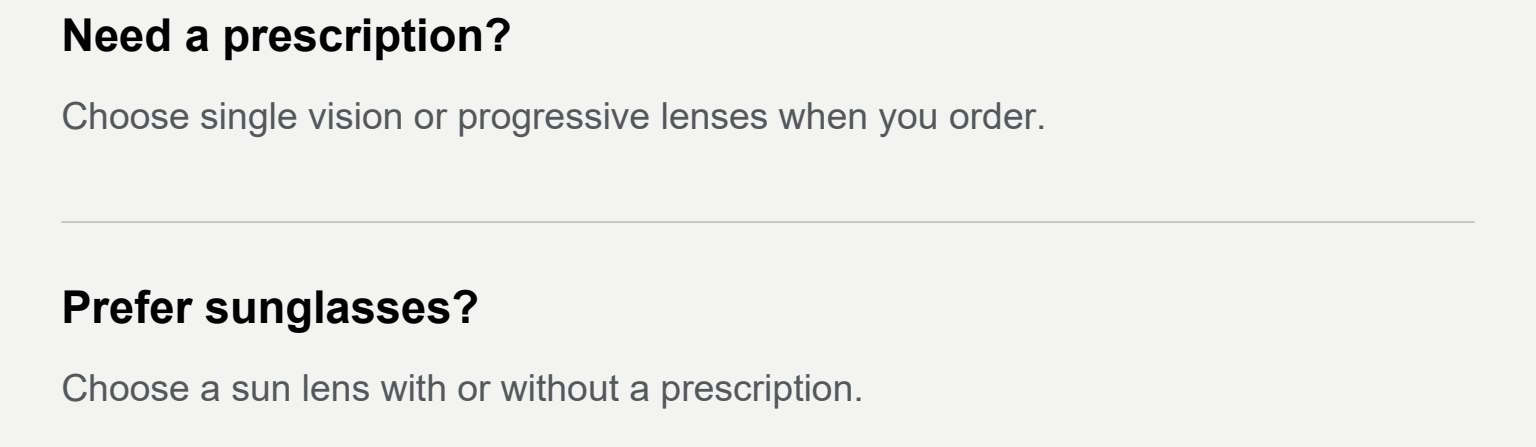
Still unsure about fit?

Reply with your question before placing the order.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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EMAIL 06 / CYBER MONDAY PIVOT

MON NOV 30 / 8:00 AM

Subject: A free case with your next pair

VANTA

OPTICAL

CYBER MONDAY / A NEW REASON TO PICK YOUR PAIR

GOOD PAIR. GREAT PLUS-ONE.

A free travel case with $150+ eyewear orders.

GET THE CASE INCLUDED



$25 CASE.

$0 WITH YOUR PAIR.

Spend $150 on eyewear before tax and shipping.
The case adds itself at checkout. No code needed.

MADE TO GO WHERE YOU GO.



PICK. ADD. YOU'RE SET.

01 **PICK YOUR EYEWEAR**

Build your order to a $150 eyewear subtotal.

02 **CHECK YOUR BAG**

Your free travel case appears automatically.

03 **MAKE IT YOURS**

Place your order before December 1 at 8 PM.

SHOP THE COLLECTION

FIND YOUR FRAME

Free $25 travel case on $150+ eyewear orders before tax and shipping. Ends December 1 at 8 PM store time. Auto-added at checkout. No stacked codes. Black Friday discounts have ended.



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EMAIL 07 / TUESDAY / LAST CHANCE

TUE DEC 1 / 4:00 PM

Subject: The case offer closes at 8 tonight

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OPTICAL

Hey Maya,

Quick reminder from me. The free travel case offer ends at 8 tonight.

If you still want a pair, orders of $150 or more get the case included. It adds itself at checkout, so there isn't a code to hunt down.

After 8, the offer comes off. The store stays open, but this holiday deal is done.

Thanks for being here,

Luca

Founder, VANTA OPTICAL

Shop the gift offer

Qualifying eyewear subtotal is before tax/shipping. Ends Dec 1 at 8 PM store time.

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EMAIL 08 / HOLIDAY WELCOME

IMMEDIATELY / NEW SIGN-UP

Subject: Here is your Black Friday code

VANTA

OPTICAL

YOU'RE ON THE LIST / WELCOME TO VANTA OPTICAL

YOUR FIRST PAIR. THE HOLIDAY PRICE.

30% OFF FRAMES
50% OFF PRESCRIPTION LENSES

BLACK30

Use your code at checkout. Ends November 29.

FIND MY FIRST PAIR



A FRAME THAT FEELS LIKE YOU.

Start with the shape. Check the size against a pair you wear. Then choose clear or sun lenses, with or without your prescription.

NEED A HAND CHOOSING?

Reply with your question. We will help you find your pair.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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Subject: Your Coast frames are still here

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OPTICAL

YOUR CHECKOUT / THE COAST

STILL YOUR KIND OF FRAME?



THE COAST / BLACK ACETATE

~~$120~~

$84

Your frame price with BLACK30.
Add prescription lenses for 50% off their separate price.

RETURN TO MY CHECKOUT

YOUR VIEW. YOUR WAY.

Clear or sun. With or without a prescription.
Choose your lenses as you finish your order.

---

52 MM LENS / 20 MM BRIDGE / 145 MM TEMPLE

Questions about the frame or fit? Just reply.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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Subject: Still thinking about your Coast frames?

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OPTICAL

YOUR CHECKOUT / THE COAST

GOOD FIT? YOUR CALL.



THE COAST / BLACK ACETATE

~~$120~~

$84

Your frame price with BLACK30.
Add prescription lenses for 50% off their separate price.

RETURN TO MY CHECKOUT

LET'S GET THE FIT RIGHT.

52	20	145
LENS WIDTH / MM	BRIDGE / MM	TEMPLE / MM

Compare these measurements with a pair you already wear. Need a hand? Reply and we will help you check.

Questions about the frame or fit? Just reply.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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Subject: Another look at The Coast?

VANTA

OPTICAL

THE FRAME YOU VIEWED / THE COAST

THE COAST. ANOTHER LOOK.



THE COAST / BLACK ACETATE

~~$120~~

$84

Your frame price with BLACK30.
Add prescription lenses for 50% off their separate price.

TAKE ANOTHER LOOK

YOUR VIEW. YOUR WAY.

Clear or sun. With or without a prescription.
Choose your lenses as you finish your order.

52 MM LENS / 20 MM BRIDGE / 145 MM TEMPLE

Questions about the frame or fit? Just reply.

SHOP THE COLLECTION

FIND YOUR FRAME

30% off eyeglass frames and 50% off prescription lenses with a frame purchase. Use BLACK30. Ends November 29 at 11:59 PM store time. No stacked codes.



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Subject: Thanks, Maya. You are all set.

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ORDER RECEIVED / THANKS, MAYA

GOOD PICK. WE'LL TAKE IT FROM HERE.



Your order is in. We are getting your pair ready and will email tracking when it ships.

01 CHECK THE DETAILS

Your confirmation has your frame, lens choices and delivery address.

02 WATCH YOUR INBOX

Your tracking link lands when your order leaves us.

03 WE'RE HERE IF YOU NEED US

Questions about your order? Reply to your confirmation and our team will help.

VIEW MY ORDER

CONTACT OUR TEAM

Your receipt and shipping emails contain your order details. Need help? Reply to your confirmation.

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WHAT GETS TAKEN OFF YOUR PLATE.

01 / THE CAMPAIGN PLAN

The offer, send dates and audiences mapped backward from Black Friday. VIP, launch, weekend, Cyber Monday and the final reminder each have a job.

02 / THE WRITING + DESIGN

Subjects, preview text, complete email copy and finished layouts. Clear product education, shopping paths and brand details throughout.

03 / THE BUILD

Campaigns and the agreed holiday flows built in your email platform. Existing evergreen messages checked so subscribers do not get both at once.

04 / THE CHECKS

Mobile rendering, collection and checkout buttons, discount rules, exclusions, purchase exits and offer deadlines checked before launch.

05 / LAUNCH + REPORTING

Campaign scheduling, live checks and a readout of delivery, clicks, paid orders and net revenue using the agreed attribution window.

ONE COMPLETE DELIVERY

You get the plan, approved creative and agreed platform setup in one coordinated build. We handle the work from the send calendar through the launch checks.

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THE CAMPAIGN CALENDAR.

NOV 13 / TEASER

Build early-access interest. One sign-up CTA. No discount code is needed yet.

NOV 24 / VIP EARLY ACCESS

Reward the warm list first with EARLY30. Exclude anyone who already bought in the holiday promotion.

NOV 27 / BLACK FRIDAY / 6 AM

Launch BLACK30 to eligible non-buyers. Discount and shop button appear before the customer scrolls.

NOV 28-29 / SOCIAL PROOF + DEADLINE

Answer questions with reviews and the full product-choice guide. The Sunday reminder states the actual 11:59 PM end.

NOV 30 / CYBER MONDAY

Change the offer to the free travel case. Do not relabel or keep an expired Black Friday code.

DEC 1 / LAST CHANCE

A founder email closes the gift offer at 8 PM. The store stays open; the promotion ends.

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THE BEHAVIORAL ROUTING.

NEW SIGN-UP / IMMEDIATE

Deliver one welcome email with the live offer. Pause the overlapping evergreen promotional welcome messages during this window.

BROWSE / WAIT 2 HOURS

Send one product reminder only if no checkout or order exists. Cap at one browse message in 48 hours.

CART / WAIT 30 MINUTES

Send cart 1. After 6 more hours, send cart 2 only if unpaid, in stock and still inside the offer window. Maximum two messages over 12 hours.

PAID ORDER / IMMEDIATE

Exit sale, browse and cart marketing. Send the thank-you. Exclude from active sale retargeting. Receipts and shipping continue.

CHECK BEFORE EVERY SEND

Confirm consent, order status, current checkout, inventory and offer expiry. Recovery takes priority over the scheduled campaign. Apply a shared frequency cap.

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THE LAUNCH CHECK.

FIRST, TEST THE FULL PATH

Render at mobile width. Check every button destination, offer subtotal, lens price and expiration. Verify gift eligibility before checkout.

THEN, TEST THE EXITS

A paid order between waits must stop cart recovery. A new checkout replaces the old one. Opt-out stops marketing. An expired promotion never appears in the next send.

WATCH REAL RESULTS

Track delivery, clicks, paid orders, net revenue after refunds and unsubscribes. Separate campaign and flow attribution using an agreed reporting window.

CLOSE IT CLEANLY

End all holiday promotion branches after Dec 1 at 8 PM store time. Return eligible subscribers to regular content. Restore the normal promotional flows after the holiday branch closes.

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WANT YOUR HOLIDAY RUN BUILT?

LET'S SEE WHAT YOU ALREADY HAVE.

We will go over your list, current flows, holiday offer and launch date. Then we can see whether you need the full build or just the emails.

AGREE ON THE SCOPE FIRST.

The deliverables, platform, timeline and price are agreed on before work starts. You will know what we are building and what we need from you.

YOU APPROVE THE DESIGNS. THEN WE LAUNCH.

Nothing goes live until you approve the designs. Allow at least 3 business days from approval to launch. To send the teaser on Friday, November 13, approve the designs by Monday, November 9.

WHAT TO HAVE READY

Your store URL, email platform, list size, current flows and the products or bundles you plan to promote. Built for stores with about 9,000 email subscribers and up.

BOOK YOUR BFCM EMAIL STRATEGY CALL

Pick a time using the button below. We will talk through what is left to get ready.

BOOK YOUR BFCM STRATEGY CALL

BRANDON AUBEY / DEAD RIVER MANAGEMENT

brandon@deadrivermanagement.com
deadrivermanagement.com

Dead River Management

GET THE CAMPAIGN OFF YOUR TO-DO LIST.

A short call to go over your list, offer and the build.
Then we will agree on the right scope.

BOOK YOUR BFCM STRATEGY CALL

Brandon Aubey
brandon@deadrivermanagement.com