

## Legion Athletics

- + 1 Day: Welcome email
- + 2 Days: "Personal" content + discount code
- + 4 Days: Join Facebook Group
- + 6 Days: Free coaching consultation inquiry
- + 8 Days: Helpful fitness content
- + 10 Days: Product upsell
- + 12 Days: Join Subscribe & Save
- + 14 Days: Referral program invite
- + 20 Days: Product review request
- + 30 Days: Coaching service upsell

Notes: Emails attempted to be extremely personal. All were sent using the name and email of the CEO. Emails altered between upsells and helpful content for fitness people.

## Momentous

- + 0 Hours: Welcome email
- + 5 Days: Purchase validation
- + 10 Days: Helpful fitness content
- + 15 Days: Helpful fitness content
- + 20 Days: Join Subscribe & Save

Notes: Rather than direct upsells, Momentous mainly provided helpful fitness content as well as research articles compatible with their products. Emails and promotional strategy can be described as content-centric rather than product centric.

## REDCON1

- + 0 Hours: Welcome email
- + 3 Days: Product upsell
- + 7 Days: Purchase validation + discount code

Notes: Not much effort was put into their new order flow. Emails were reminiscent of stock templates. However, they send almost daily aggressive marketing emails, most often with discount codes.

## Gorilla Mind

Notes: No new order flow besides confirmation/shipment emails. They frequently send out marketing emails promoting sales and restocks. Their email contain little fluff and are straight to the point.

## 1st Phorm

- + 9 Days: Product upsell
- + 13 Days: Thank you email
- + 27 Days: Review request + competition
- + 28 Days: Reorder + Free shipping
- + 30 Days: Reorder

Notes: Did not provide many upsell emails, but focused greatly on reordering the item in the previous order. Marketing emails were sent frequently that focused on their fitness content and events.

## Klean Athlete

- + 2 Days: Welcome + Brand story email
- + 6 Days: Free gift with next order
- + 16 Days: Review request

Notes: Klean Athlete did not focus heavily on new customer emails, bur frequently sent marketing emails with discount codes and free shipping.