

# Campaign flow

February 5<sup>th</sup> - March 11<sup>th</sup> 2016

## Tease

### TEASE 1 Mail



### TEASE 2 Mail



## Announce / Pre-Order

### UNPACKED Push Notification



### UNPACKED Mail



### PRE-ORDER REMINDER Mail & Push Notification



## Inform / Buy Now

### BUY NOW Mail & Push Notification



Date

5 FEB

19 FEB

21 FEB  
Pre Unpacked

21 FEB  
Post Unpacked

29 FEB  
(Leap Day)

11 MAR