

Thanksgiving email marketing kit for store owners & e-commerce marketers

Discover key insights and Thanksgiving email automations & templates to acquire and retain your customers.

- Kousalya Jayasankar

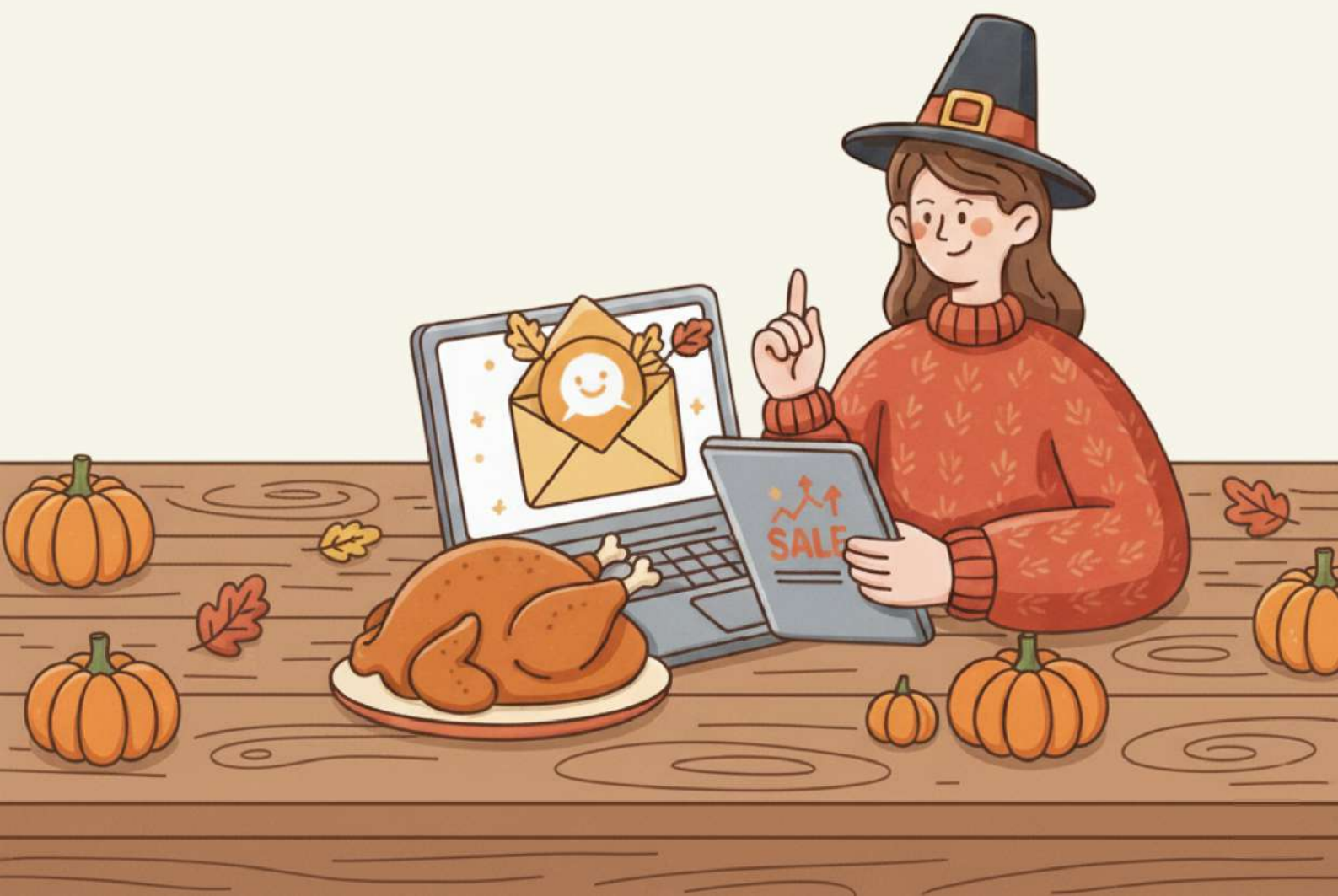


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Key Insights

- **Mobile Optimization is Non-Negotiable**

63% of Cyber Monday shoppers used mobile devices. Most customers will read your emails on their phones.

- Use mobile-responsive email templates — ensure CTA buttons are large and easily tappable.
- Keep subject lines short (30–40 characters) so they don't get cut off on mobile.
- Add one-click checkout links (Apple Pay) or “Shop Now” buttons leading directly to mobile-friendly product pages.

- **Conversion Drivers: Build Trust to Close Sales**

Free Shipping, Limited-Time Deals, and Positive Reviews are top motivators during Cyber 5.

- Highlight Free Shipping prominently in your subject line and email banner (“Last Day: Free Shipping Ends Tonight!”)
- Use countdown timers and urgency copy to drive immediate action (“Only 3 Hours Left to Save 30%!”)
- Include customer testimonials or star ratings in product emails for instant trust and credibility.



- **Extended Shopping Window: Start Early, End Late**

38% shop before Thanksgiving, and 52% continue after Cyber Monday — campaigns must span both periods.

- Send “Early Access” or VIP pre-sale emails to your best segments a week before Black Friday.
- Schedule post-Cyber Monday re-engagement flows for window shoppers or cart abandoners.
- Launch “Last-Minute Gift” reminder emails in mid-to-late December, targeting last-minute shoppers.

- **Product Focus: Gift Categories**

Top gifts are Clothing, Toys, Gift Cards, and Beauty — personalize your emails around these.

- Segment your list by interest or past purchase (e.g., “Beauty Lovers,” “Toy Buyers”) and send tailored gift recommendations
- Promote bundled gift sets or “Complete the Gift” upsells in your campaigns.
- Feature digital gift card email campaigns in mid-December for late buyers — “Instant Gift Delivery Straight to Their Inbox.”



\$235

Average amount spent
specifically on holiday gifts
during Thanksgiving weekend

49%

31%

27%

23%

23%

Clothing or Accessories

Toys

Gift Cards

Food/Candy

Personal Care

NRF National
Retail
Federation



Must-Have Email Automation Workflows For Thanksgiving

1. Abandoned Cart Workflow

This is the highest-ROI automation you will run. During the peak sale, shoppers are distracted, and competitive offers are everywhere. Your goal is to get them back fast.

Email	Send time	Key content	Trigger
Email 1	15–30 Minutes after abandonment	"Just One Click Away." Focus on trust. Reiterate easy payment (Apple Pay/Google Pay) and offer a direct link back to the exact checkout page.	Customer reaches the final checkout page but does not complete the purchase.
Email 2	6–8 Hours After Abandonment	The "Deal Reminder." State that the limited-time sale is still active. Reiterate the Free Shipping threshold.	The customer has not returned or purchased since Email 1.
Email 3	20–24 Hours After Abandonment	The Urgency Nudge. "Your offer is about to expire!" Add a small, unique incentive, like a 5% off code for the cart contents only.	Customer has not returned or purchased since Email 2.



2. Abandoned Cart Workflow

This targets shoppers who have shown the highest intent—they entered their shipping and payment details but didn't click "Submit."

Email	Send time	Key content	Trigger
Email 1	15–30 Minutes after abandonment	"Just One Click Away." Focus on trust. Reiterate easy payment (Apple Pay/Google Pay) and offer a direct link back to the exact checkout page.	Customer reaches the final checkout page but does not complete the purchase.
Email 2	4 Hours After Abandonment	The "Convenience Focus." Promote your best feature: fast shipping, easy returns, or the use of Buy Now, Pay Later (BNPL) options.	The customer has not returned or purchased since Email 1.

3. Browse Abandonment Workflow

This targets high-traffic pages, capturing shoppers who showed interest in a specific product category or high-value item but didn't add it to their cart.

Email	Send time	Key content	Trigger
Email 1	1–2 Hours After Abandonment	"Still thinking about it? We saved the deal for you." Show the exact product or category they viewed.	Customer views the same product page or category page (e.g., "Toys") three or more times in a single session but does not add to cart.
Email 2	24 Hours After Abandonment	The Social Proof. Show the product they viewed and feature a five-star customer review or a "Trending Now" badge to leverage the power of positive reviews.	Customer has not returned or purchased since Email 1.

4. Post-Purchase Follow-Up Workflow

This critical workflow maximizes customer lifetime value by creating a positive experience and setting up the next sale while the customer is engaged.

Email	Send time	Key content	Trigger
Email 1	Immediately (The one you requested earlier)	Order Confirmation. Thank you, order details, tracking link. Aggressively promote Gift Cards.	Purchase is completed.
	Day After Order Confirmation	"We're on it!" A branding/ fulfillment email. Set expectations for shipping delays (which are common during BFCM). Show a visual of the item being packed.	24 hours after purchase.
Email 2			
Email 3	3–5 Days Post-Purchase	The "Second Purchase" Nudge. Use their purchase data to recommend related accessories or items they didn't buy (cross-sell). Ex: "Since you got the sweater, you might love this scarf."	3–5 days after purchase.



Thanksgiving Email Templates

Early sale email copy: VIP early access

Subject Line: 🧡 VIP Early Access is LIVE!

Body Copy: Hi [Name],

Your 24-Hour Head Start Starts NOW!

As a VIP, you get first pick of our entire Black Friday sale. Skip the crowds and secure your favorites before they sell out.

Your Exclusive Perks:

First Access to all deals.

VIP-only Gift Bundles.

Use code VIPPASS at checkout.

 [Button: Shop VIP Deals Now]

Thanksgiving Discount Email


Subject Line: 🎉 Our BLACK FRIDAY Sale is LIVE!

Body Copy: Happy Thanksgiving! 🦃

The deals you've been waiting for are finally here. Shop the biggest sale of the year right from your phone!

3 Reasons to Shop Now:

- FREE SHIPPING on orders \$50+
- BOGO 50% Off on all Apparel!
- The lowest prices of the season.
- Don't wait—this sale ends Sunday.

 [Button: Shop the Full Sale]

P.S. Checkout is instant with Apple Pay/Google Pay! 🍎

Extended Sale Email Copy

Subject Line: 🕒 LAST CHANCE: Sale Ends Tonight!

Body Copy: Time is running out, [Name]!

This is the final countdown for our Cyber Monday sale. Prices go back up at Midnight.

Your Cart Items Are Waiting!

[IMAGE: A clear, simple graphic of a countdown timer]

Final Hours to Save On:

Toys: Up to 35% Off

Beauty: All Gift Sets on Sale

Everything Else: Final Markdowns!

➡ [Button: Finish Your Order Now]

Post-purchase email follow-up

Subject Line: ✅ Order Confirmed! #[ORDER NUMBER]

Body Copy: Thank you for your order, [Name]!

We're already packing up your items. Look for a tracking email in the next 24 hours.

Forgot a Gift?

Avoid stress and secure the perfect present instantly with a digital Gift Card.

➡ [Button: Send a Digital Gift Card]

We appreciate your business!

