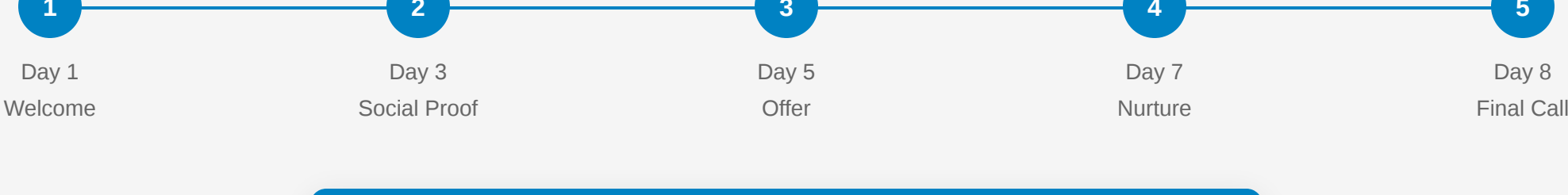


Decathlon Welcome Email Sequence - Portfolio Wireframe

⚠️ **PORTFOLIO DISCLAIMER:** This is speculative work created independently for portfolio demonstration purposes only. Not commissioned by or affiliated with Decathlon. All images shown are placeholders.



EMAIL 1 - DAY 1: WELCOME & VALIDATION

SUBJECT LINE:
Welcome to a new kind of active life.

PREVIEW TEXT:
We're Decathlon. And we get it.

Hey [Name],

Welcome to Decathlon!

We know why you're here. You're not looking for another over-priced label or gear that promises the world but feels like a compromise.

You're here because you want to get active, stay active, and feel good doing it—without the industry telling you what you should or can't do.

We get it. Because we're you.

DYNAMIC CONTENT - PERSONALIZED BY SEGMENT

If Running/Cardio Segment: That Kalenji running shirt you just picked up? It's crafted with the same advanced moisture-wicking technology...

If Gym/Training Segment: That Domyos resistance band you just chose? It's designed with the same ergonomic precision...

[Content changes based on customer's first purchase category]

Here's what we've learned from 40+ years of serving athletes at every level: the biggest barrier to your goals isn't your budget or your schedule—it's the industry telling you that you need to spend more to deserve better.

[CTA BUTTON] Discover Our Community →

P.S. Your receipt isn't just a piece of paper; it's your safety net—365 days, no questions asked.

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EMAIL 2 - DAY 3: SOCIAL PROOF & EDUCATION

SUBJECT LINE:
It's Not Just You. It's a Movement.

PREVIEW TEXT:
Why so many of us can't get enough of our Decathlon gear.

Hey [Name],

There's a conversation happening in our community – a quiet excitement about gear that genuinely changes the game.

"The quality is really good, and they're so fun to wear for running or working out... I even go all the way to Fairview... just for a shopping spree. Am I the only one that is addicted to Decathlon?"

[Based on actual customer sentiment from public Decathlon community forums]

Turns out, this widespread enthusiasm has a powerful secret behind it: **European Sports Science.**

It's the reason our fabrics don't just "wick moisture" but keep you from feeling "too hot or humid," even when you're pushing past that mental wall.

[CTA BUTTON] Experience More of the Decathlon Difference →

Tomorrow, we're extending a special invitation. Get ready to discover how you can expand that "dopamine hit" feeling to every part of your active life.

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EMAIL 3 - DAY 5: TIERED OFFER & URGENCY

SUBJECT LINE:
Your Exclusive Opportunity: World-Class Gear, No Barriers.

PREVIEW TEXT:
We're breaking down the walls of expensive fitness.

Hey [Name],

Remember that special invitation we hinted at? The one to expand that "dopamine hit" feeling to every part of your active life? Well, it's here.

Your Exclusive Tiered Offer

Tier 1: Elevate Your Essentials

Spend [Amount 1] – Get [Discount/Benefit 1]

DYNAMIC EXAMPLE

If Running: "Like that new pair of Kalenji socks that eliminate chafing..."

Tier 2: Unlock New Potentials

Spend [Amount 2] – Get [Discount/Benefit 2]

DYNAMIC EXAMPLE

If Gym: "Imagine a Domyos resistance band set that opens up new possibilities..."

Tier 3: The Ultimate Equipping

Spend [Amount 3] – Get [Discount/Benefit 3]

DYNAMIC EXAMPLE

If Outdoor: "Think of a lightweight Quechua hiking tent..."

Valid for the next 48 hours only

Your Exclusive Code: **READYNOW**

[CTA BUTTON] Shop Your Tier & Expand Your Potential →

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EMAIL 4 - DAY 7: NURTURE & CONSISTENCY

SUBJECT LINE:
Consistency Over Intensity.

PREVIEW TEXT:
What truly takes you far in your fitness journey.

Hey [Name],

We know the feeling. That moment when the initial surge of motivation starts to fade.

Discipline, not motivation, is what truly takes you far.

Motivation is a spark; discipline is the fuel that keeps you moving, even when the spark is dim.

It's often said that if you improve just 1 percent daily, by the end of a year, you're 37 times better.

Your Decathlon gear isn't just an expense; it's an investment. It's a tangible reminder of your commitment, sitting there, silently urging you to get your money's worth.

[CTA BUTTON] Find Your Next Discipline Booster →

Tomorrow, we're sending one final check-in. It's a reminder of how far you've come, and a last look at an opportunity that might be exactly what you need.

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EMAIL 5 - DAY 8: RECAP & FINAL URGENCY

SUBJECT LINE:
Final Call: Don't Miss Out on This.

PREVIEW TEXT:
Your last chance to claim the exclusive offer.

Hey [Name],

This is it. Our final check-in.

Over the past week, we've talked about:

- The real struggles of getting active
- The hidden science making your gear truly perform
- How discipline, not just motivation, builds lasting results

Time is Running Out

Offer expires: [48 hours from email send]

Tier 1: Elevate Your Essentials

Spend [Amount 1] – Get [Discount/Benefit 1]

Tier 2: Unlock New Potentials

Spend [Amount 2] – Get [Discount/Benefit 2]

Tier 3: The Ultimate Equipping

Spend [Amount 3] – Get [Discount/Benefit 3]

Your Code: **READYNOW**

[URGENT CTA] Secure Your Exclusive Offer Before It's Gone →

P.S. Imagine looking back and wishing you'd seized this moment. That feeling of "I should have..."? Don't let it be about your fitness journey.

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Portfolio Notes

This wireframe demonstrates:

- 5-email nurture sequence with clear progression
- Dynamic content personalization blocks
- Strategic placement of placeholder images
- Tiered offer structure with urgency elements
- Community-building and social proof integration
- Email best practices for layout and CTA placement

All images are clearly marked as placeholders with suggested content and dimensions for production implementation.