



Make email weird again

How to keep content fresh in the AI age.

Matt Bierce

CRM Content Manager & Senior Creative Copywriter

As per my last email: a poll

☐ We're excited to announce...

☐ Big news!

☐ Hurry!

☐ Don't miss out!

☐ We value you.

☐ We noticed you haven't...

☐ Unlock your potential!

☐ You've got this!

"Hope this email finds you well."

How the email found me:





What's on tap?

01

**The Freeletics
email approach**

02

**Email
copywriting
tips**

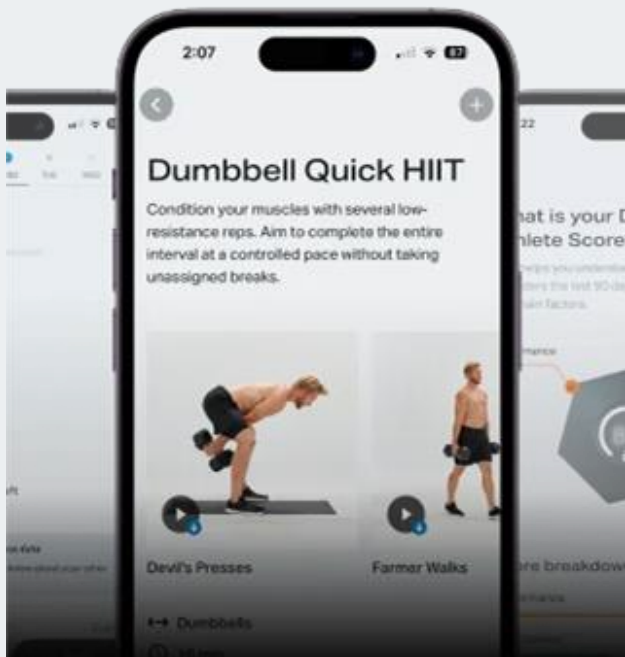
03

**Top performing
content**

04e

**The future:
personality & AI
inboxes**

What is Freeletics?



60M

App Downloads

4M active • 530K paid users

700+

Bodyweight Exercises

Plus 150+ on-demand workouts

14.4M

Email Database

~30M email sends per month

244

Countries Reached

Localized in 10 languages

50

Employees

Includes 5 person CRM team

4M

Active users

530,000 paid

Pelotons in the closet

Conversion Trends

~75% of CRM conversions come from non-initials

CRM Revenue Sources

- In-App Messages: **85%** (trending up)
- Emails: **10%** (trending down)
- Push Notifications: **5%**

Engagement Trends

Average Email Open Rate

Unpaid: **39%** | Paid: **45%**

Average Email Click Rate

Unpaid: **3.9%** | Paid: **6.9%**

Average Email Click to Open Rate

Unpaid: **10%** | Paid: **15.33%**

CRM email content



Engagement content

- Welcome journey
- Milestone automations
- Workout ideas
- Community challenges
- Transformation stories
- Top workouts
- Recipe ideas
- Staff tips
- Q&As



Informational content

- New features
- Product features
- Training tips
- Training how-tos
- FAQs from comments
- Trending wellness topics
- Myth busting
- Nutrition science
- Sports science
- Mental health
- How to use features



Conversion content

- Flash sales
- Big sale campaigns
- Retargeting
- Comparisons
- Reviews, quotes
- Winback automations
- Welcome journey (unpaid)



Anatomy of a Freeletics email

01. HEADER & HOOK

Subject Line

Attract interest with a short and eye-catching subject line.

Preview Text

Expand, clarify, or deepen interest immediately.

Header

Use a pointed headline that states the topic with an original, eye-catching image tied to content.

02. BODY & COPY

Intro

Front load content with a contextualizing 1-2 paragraph intro.

Bullets

Make keys ideas actionable takeaways in structured bullet lists (3-5 pts).

Rhythm & Tone

Mix sentence lengths for rhythmic variety; keep copy energetic and impactful.

03. CTA & RULES

Single CTA Focus

Include a strong final statement leading to a single, clear CTA.

Visual Scannability

Keep layout short, balanced, scannable, and visually appealing.

30-Second check

Can a reader get the main ideas and ask from a 30-second read?

Stay on track with these 5 hacks



How do you keep pushing all the way through a Training Journey – and how do you keep the results after it's over?

Check out these tried-and-true power tips from some of our real Transformation Challenge heroes that actually work:

🕒 Train early.

Beat the excuses before your mind can say no.

🔥 Never completely skip.

Even a quick session is better than no session.

🥗 Healthy snack swaps.

Grab water, a cuke, or yogurt when cravings hit.

🔥 Keep sight of your why.

Train for how you want to feel, not just the scale.

📅 Plan like a pro.

Shopping lists and meal prep accelerate consistency.

Want more real-world tips from people just like you? Read the full blog for ALL the insights straight from Transformation Challenge alumni.

[See all the tips](#)

Ad Copy Tricks That Stick



01 The Rule of One

06 Write to One Person

02 Bold is Beautiful

07 Narrative Tension

03 Feelings > Features

08 Specific is Terrific

04 The Rule of Fun

09 Cover the Buts

05 Tight Makes Right

10 Tagline Thinking





**Strong subject
lines are key.**

Winning Freeletics subject lines

NUMBERS

5 fitness myths busted!

How Simon lost 16 kg

6 hacks for 6 packs

48 hours. 70% off. Your call.

1 day left to save

What can 90 days do?

This deal self destructs in two days

CLARITY

Can cutting carbs boost metabolism?

Your guide to protein

Sauna: Your secret fitness weapon

Jurgen's bootcamp transformation

Vitamin D: all you need to know

Strong knees if you please

PUNS

Sighs matter

Put your chest to the test

Love at first set?

Flex objects wanted

Good things come to those who weight train

ATTITUDE

Shoulder pain? We need to talk.

You're not seriously still waiting...

🤡 This discount is insane

No rain, no gain

It's playtime...

No gut health, no glory

"Tomorrow" is today...

You doing this or nah?

OK, you signed up... now what?

High-performing visuals



LOWEST PRICE OF THE YEAR!

BLACK FRIDAY

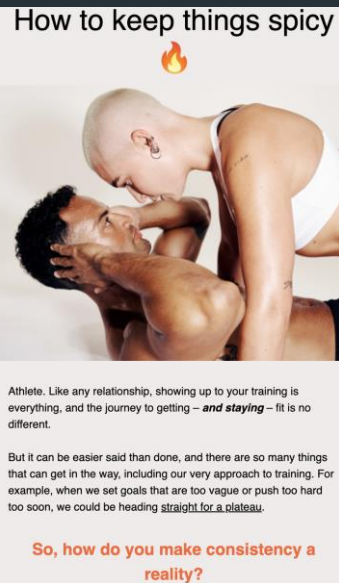
-70%

This year, we aren't messing around. We're going big right off the bat with the highest discount for our **BLACK FRIDAY SALE**. Why? We don't want to waste your time — or ours.

NOW is the moment to lock in the **LOWEST PRICE POSSIBLE** on your personalized training plan and take the first step to YOUR BEST VERSION. Don't miss it!

Save big now!

How to keep things spicy



Athlete. Like any relationship, showing up to your training is everything, and the journey to getting — **and staying** — fit is no different.

But it can be easier said than done, and there are so many things that can get in the way, including our very approach to training. For example, when we set goals that are too vague or push too hard too soon, we could be heading straight for a plateau.

So, how do you make consistency a reality?

TRICK ... OR TRAIN

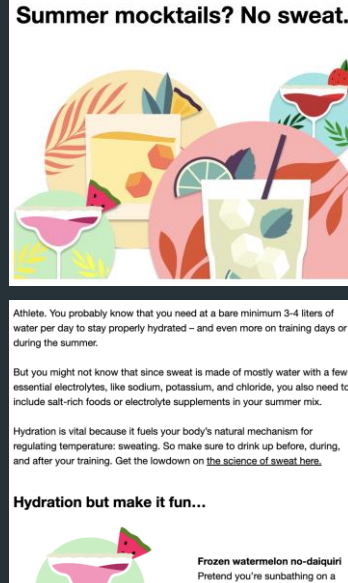


HALLOWEEN MYSTERY SALE

Click the pumpkin to see what savings you can summon. How big or small will they be? Only the spirits know. No tricks, just killer deals that vanish at midnight on Sunday. So act fast before these savings ghost you!

See your savings!

Summer mocktails? No sweat.



Athlete. You probably know that you need at a bare minimum 3-4 liters of water per day to stay properly hydrated — and even more on training days or during the summer.

But you might not know that since sweat is made of mostly water with a few essential electrolytes, like sodium, potassium, and chloride, you also need to include salt-rich foods or electrolyte supplements in your summer mix.

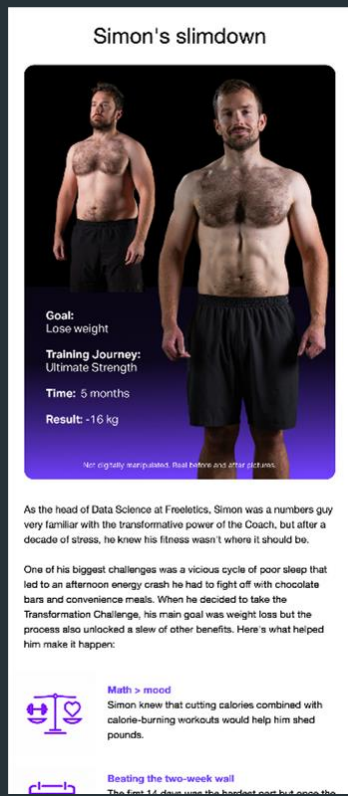
Hydration is vital because it fuels your body's natural mechanism for regulating temperature: sweating. So make sure to drink up before, during, and after your training. Get the lowdown on [the science of sweat here](#).

Hydration but make it fun...

Frozen watermelon no-daiquiri
Pretend you're sunbathing on a tropical beach with this frozen watermelon take on a daiquiri.

Mojito mocktail
Quench your thirst with this refreshing and sophisticated mojito minus the boozy rum.

Simon's slimdown



Goal:
Lose weight

Training Journey:
Ultimate Strength

Time: 5 months

Result: -16 kg

Not exactly marzipan. Real before and after pictures.

As the head of Data Science at Freeletics, Simon was a numbers guy very familiar with the transformative power of the Coach, but after a decade of stress, he knew his fitness wasn't where it should be.

One of his biggest challenges was a vicious cycle of poor sleep that led to an afternoon energy crash he had to fight off with chocolate bars and convenience meals. When he decided to take the Transformation Challenge, his main goal was weight loss but the process also unlocked a slew of other benefits. Here's what helped him make it happen:

Math > mood
Simon knew that cutting calories combined with calorie-burning workouts would help him shed pounds.

Beating the two-week wall
The first 1-2 days were the hardest part, but once the

6 training hacks for strong six-packs



If you've been grinding but the six-pack still won't show up, you're not alone — most people miss the simple rules that actually move the needle and reveal a rock-hard core. Want better abs? Start here:

Dial in your nutrition Clean eating and a caloric deficit are critical to shedding the fat hiding your abs.

Train your whole body Combine core-specific moves like Crunches with compound lifts for real definition.

Quality over quantity Bad form wastes effort. Focus on perfect reps and full muscle activation.

Let your body recover Your abs grow while you rest. Proper sleep and breaks are part of the plan.

Mix up progression Increase intensity or exercise difficulty to challenge your body to adapt.

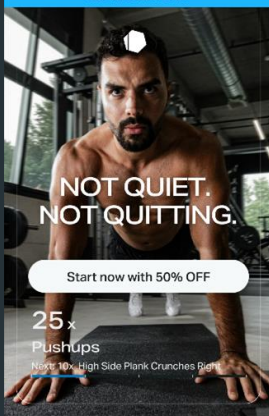
Consistency beats intensity Missing workouts hurts your abs more than skipping Crunches.

And remember that chances are your core is already working hard in full-body workouts, sprints, and explosive movements. Overloading abs every day won't speed things up. Stick to smart, balanced training and the definition will follow.

Want the full science and a step-by-step strategy? See the complete blog for more.

Get the tips

New Year's sale: 50% off!



NOT QUIET.
NOT QUITTING.

Start now with 50% OFF

25x
Pushups

Next: 10x High Side Plank Crunches

Freeletics "miracle" method
ingredient #2

Forget lack. Real progress comes from commitment on repeat. Every workout is a choice to keep becoming your best self. Every session is a reward-earned statement that your health is your priority.

There's a reason our motto is #NoExcuses. Ingredient #2 in the Freeletics workout is the dedication to **show up**, again and again, through thick and thin. No matter how you feel.

You can always dial things down or switch exercises if you need, but one thing you can't replace is the compound impact of every step forward. So set your schedule. Honor it. And watch how you begin to transform. The trick to making your training habit stick? Finishing your why.

Make your move and find your training groove now with 50% off your personal plan!

Save 50%



FREELETICS
30-DAY
CHALLENGE

Now enrolling: 30-Day Consistency Challenge

30 days to prove your dedication and unlock your inner strength. Infinite ways to train and stay active. Let's look in for a strong 2021!

Join now!

60% OFF ON LIFETIME ACCESS
NEW YEAR'S SALE FINALE! - 59 HOURS LEFT

60%

NO LIMITS.
NO LOOKING BACK.

Save 60% now!

60%

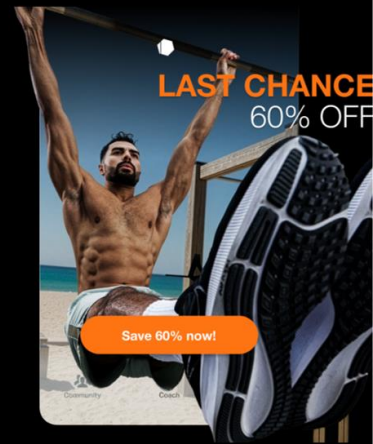
Oooh, are you in luck! You have one last chance to get [Lifetime Access to your Coach for 60% off!](#)

But endless variety for limitless fitness ends soon! So if you've been thinking about it, this is the time to act. After this weekend, it's poof, gone, sayonara!

Save 60% now!

60% OFF - NEW YEAR'S SALE FINALE!

You said this year would
be different.



LAST CHANCE
60% OFF

Save 60% now!

00 00 00 00
DAYS HOURS MINUTES SECONDS

Lifetime Access isn't just a great way to save money — it's a cheat code for getting results that last, long-term. It helps you build a habit. It gives you a Coach that gets to know you better and better with every session and every season. It makes consistency easier. And it gives you endless ways to train for every goal.

So don't sleep on this sale!
Lifetime Access is 60% off — but only this weekend!

Get 60% OFF ASAP



NO EXCUSES

The fitness routine that finally worked



Athlete Jürgen didn't think he could pull this transformation off. But after joining our four-month bootcamp and following his personalized training and nutrition plan, he lost over 40 lbs. And now he's addicted to Freeletics.

[Read Jürgen's story](#)

TRAIN LIKE JÜRGEN

✓ MOVE YOUR BODY (WEIGHT)

Jürgen was training without equipment. Why not load the bar with a full body, bodyweight-only session like the 15-minute Walk Through the Woods?

[Train now >>](#)

✓ CHALLENGE YOURSELF

On top of getting wet, Jürgen wanted to make sure he was. The Side Progression feature of the Coach helped him conquer it. What and how you always wanted to conquer?

[Upgrade and level up >>](#)

✓ REIMAGINE YOUR POWER OF FOODS

Before his bootcamp, Jürgen loved eating pizza. With a healthy mind or meal – live it out like pizza with cauliflower crust, even pizza can become a training ally. Get your pizza snap it up?

[Get the recipe >>](#)

✓ HARNESS THE POWER OF HABITS

Jürgen's biggest challenge was changing hard-wired habits. Want to make new healthy ones stick? Working expert Lisa Bels shows us how.

[See her tips >>](#)

Be the next transformation

Jürgen took his training and nutrition one step further with the Freeletics bootcamp. Now it's your turn, with a personalized fitness plan from the Coach.

[Get tailored training](#)

No rain, no gain



These days, being rainy isn't his bad luck. But it's not the best weather for his outdoor runs or his training sessions. To keep his progress, Jürgen got his rain gear. Now he's in control of his training.



5 solutions to those rainy day EXCUSES

Don't want to train in the rain? We've had away outside under the sun for you. Lucky, you'll get a solution for it or three.

[Join your coach](#)



Workout wardrobe for wet weather

Rainy and windy weather? Bring it on. With the breathable, water-repellent and ultra-soft, nothing can get between you and your goals.

[Shop now](#)



Train whatever the weather

Schedule your workouts around the weather, but not your goals. With the Coach's intelligent and guiding you, you can conquer whatever weather you're facing. So, what's stopping you?

[Get the Coach](#)

You might also like



Train like Jürgen
Train like Jürgen
Train like Jürgen

SALE INCREASE: 50% either

Real tips from real Free Athletes



GET REAL
55% OFF

It's raining, isn't it? Staying **consistent** is both the toughest part of training and the most important for actually getting results. If you're struggling with maintaining motivation, here are a few advice tips:

- **Wake up and go:** Train before your day even begins.
- **Pump up the jams:** The higher the energy, the better.
- **Pin it up:** Prove your progress by taking daily photos.
- **Pair it up:** Make things fun by training with others.
- **Switch it up:** Avoid boredom by going outdoors or workouts.

Start the journey to your best self today!

We know you're ready to prioritize your fitness and get started on your transformation with the help of the world's most advanced digital Coach. That's why we've increased the discount **even more to 55% OFF**, so there's nothing standing in the way of your best self. No excuses.

Don't wait - Get 55% off NOW!

Fitness fiction or real results?



Exercise is good for everything from your mood to your muscles. But you can't cut corners when it comes to long-term fitness results. While it's easy to get sucked into the latest fads, they'll only set you up to fail.

So, let's debunk some of those fitness fads once and for all.

✗ Spot reduction

Big misconception. (No, you can't just target the fat on your thighs.)

✗ Muscle confusion

Just that: confused. Switching workouts without a strategy can actually limit your progress.

✗ Getting super sweaty

Doesn't necessarily create results. Take strength training for weight loss, for example.

✗ Detoxing after vacation

Don't fall for it. The body naturally detoxes itself. drastic diet changes can create other issues.

✗ Juice cleanses

Maybe you'll shed some pounds in the short term, but don't be surprised when you inevitably pile it all back on.

The good news is that there are scientifically-backed alternatives to all the above that will take you from fitness fiction to real results. Check out our latest blog, where we set the record straight.

[Read on](#)

Plankenstein: our killer core workout



If you don't want to get a hideously shredded core, then don't let Plankenstein find you...

Designed by our maddest in-house personal trainer and just in time for Halloween, Plankenstein is an unholy explosion of planking exercises of all kinds to make your abs scream for mercy.

From Side Plank Crunches to Plank Shoulder Taps, Plankenstein is coming for you with a vengeance. But don't be afraid, there are no tricks here – just the ultimate treat for a ripped core.

Get into the Halloween spirit and get a monster core with the Plankenstein workout now.

[Face Plankenstein](#)



Monster workout jams

Crank up the stereo (or headphones) for a full-on monster mash that pairs great with Plankenstein or any workout this spooky season!

[Tune in](#)

The image displays two side-by-side screenshots of an email newsletter from 'Freelitics'.

Left Screenshot (Email Header):

- Subject Line:** Final call for 50% off! **50% off!**
- Sender:** Freelitics - newsletter@freelitics.co.uk, Sun, Nov 26, 2023, 10:07 AM
- Preview Text:** LAST CHANCE! **BLACK FRIDAY** -50% Lifetime Access

Right Screenshot (Email Body):

- Header:** **BLACK FRIDAY BLOWOUT: 60% OFF!**
- Main Content:**
 - Subject Line:** LAST CHANCE! **BLACK FRIDAY**
 - Discount:** -50%
 - Offer:** Lifetime Access
 - Headline:** 50% OFF LIFETIME ACCESS - TODAY ONLY!
 - Text:** You didn't get it before, but now there's really no time to waste.
 - Text:** Here's the deal: **60% off. Today only.**
 - Text:** Get it to commit to your best for life. Get every new workout and exercise. Get access to our brand new personalized mobility and recovery days. Get guidance that adapts with you.
- Buttons:**
 - Lock in 50% off**
 - Upgrade now!**

[TEST] 50% off to move like Erika...  

Previews available on the Apple App Store | [Get it on Google Play](#) | [App Store](#) | [Google Play](#)

Move more

NEW

Little movements, more often.

50%
50%
50%
50%

50%

Get 50% off your Coach.

In our new Swift Tips series, you'll meet some of the 14 faces behind [iFit](#) and see their tips for making summer (and year-round) [iFit](#) training more fun. [iFit](#) is now the [iFit](#) app to move more often and move like Erika.

How Erika keeps it moving

"I actively try to plan movement breaks in my day. It can be in a park, like our [Tone & Tighten](#) training, or it can also be a walk outside together with a friend or colleague, or grabbing a cup of tea on the way home."

More Swift Tips

Erika's fave Training Journey:
Tone and Tighten

Erika, our [Tone & Tighten](#) trainer, says it's all about consistency. "I actively try to plan movement breaks in my day. It can be in a park, like our [Tone & Tighten](#) training, or it can also be a walk outside together with a friend or colleague, or grabbing a cup of tea on the way home."

Train like Erika

50% off

Join Erika and the millions of other [iFit](#) athletes and make your move to a fitter, healthier you by getting your personalized Coach now for 50% off.

Upgrade now



What about AI?



Convergence

AI CONTENT WRITING

Standing Out Is Harder

Generic AI content saturates channels, making distinction increasingly difficult.

AI INBOX AGENTS

Loss of Intrigue & Flavor

Automated workflows can sterilize communication and remove personal spark.

THE KEY DIFFERENTIATOR

Personality

Fight slop with... sloppy copy?

01 Write how you speak.

02 Keep it conversational.

03 Be honest.

04 Be real.

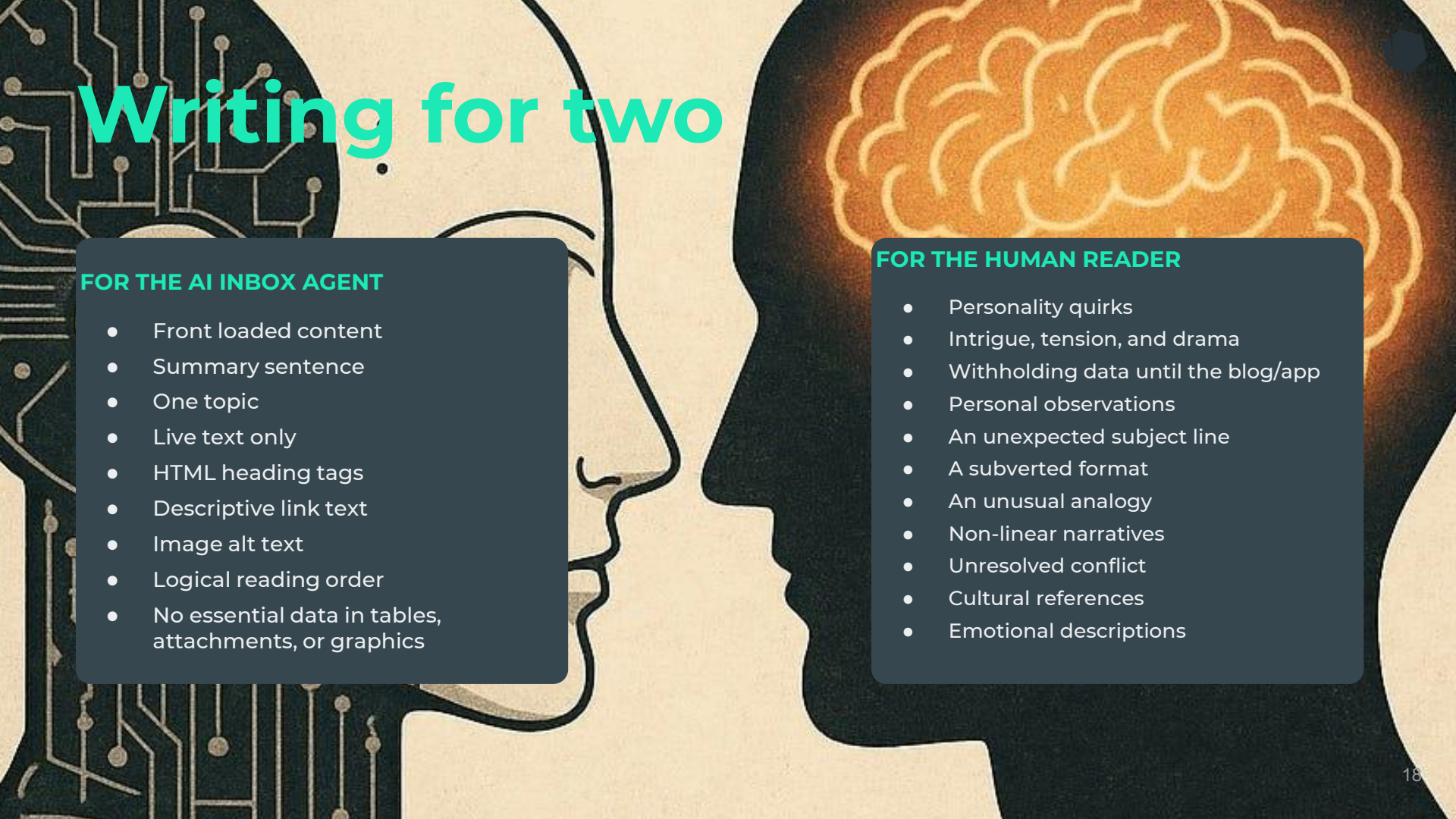
05 Have an opinion.

06 Be weird.

07
Add items of flair.



Writing for two

The background of the slide features a stylized illustration of two human profiles facing each other. The profile on the left is filled with a dark blue and black circuit board pattern, representing an AI or digital entity. The profile on the right is filled with a warm, orange and yellow brain pattern, representing a human. The overall style is graphic and modern.

FOR THE AI INBOX AGENT

- Front loaded content
- Summary sentence
- One topic
- Live text only
- HTML heading tags
- Descriptive link text
- Image alt text
- Logical reading order
- No essential data in tables, attachments, or graphics

FOR THE HUMAN READER

- Personality quirks
- Intrigue, tension, and drama
- Withholding data until the blog/app
- Personal observations
- An unexpected subject line
- A subverted format
- An unusual analogy
- Non-linear narratives
- Unresolved conflict
- Cultural references
- Emotional descriptions

SUBJECT LINE

Fitness hacks that actually work

AI SUMMARY

Power tips from Transformation Challenge heroes;
read full blog for insights.

Stay on track with
these 5 hacks



How do you keep pushing all the way through a Training Journey – and how do you keep the results after it's over?

Check out these tried-and-true power tips from some of our real Transformation Challenge heroes that actually work:

-  **Train early.**
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[See all the tips](#)

As per my last email: **refreshed**



BEFORE

We're excited to announce...

Big news!

Hurry!

Don't miss out!

We value you.

We noticed you haven't...

Unlock your potential!

You've got this!

AFTER

Pausing your workout is now a thing.

You might want to sit down for this.

This deal has a plane to catch. ✈️

Your plan is waiting. This deal won't.

Your effort inspires us.

Workouts feeling stale? We see you.

See how far you can go.

The power to change is inside you.

The CRM email cocktail recipe

A close-up photograph of a glass filled with a dark, smoky cocktail. The glass is garnished with a sprig of rosemary, a slice of orange, and a small piece of chocolate. A thick layer of white foam sits on top of the drink. Wisps of white smoke rise from the glass, creating a dramatic effect. The background is a blurred bar setting with various bottles and brass barware.

1. Pick a potent base

Focus on one topic you can write about with authority and clarity.

2. Measure your pour

Be generous with insight but tight with content.

3. Balance the mix

Keep people coming back for more by having a variety of topics.

4. Season to taste

Get spicy with dashes of real personality, honesty, and genuine inspiration.

5. Garnish

Finish with bold, irresistibly intriguing subject lines and images worth their pixels.