

Hi ##CHANGE_TO_CUSTOM1##,

A bonus just for you.

Thank you for playing at PartyCasino.com. We hope you've enjoyed the time you've spent with us so far.

We're giving you a special deposit bonus to make sure you get the most out of the Party experience. To take advantage of this exclusive first deposit offer, just use bonus code: **CASINO25BONUS** and get 25% up to \$100. [Deposit Now.](#)

What's new?

Virtual Racing has arrived at PartyCasino.com. Enjoy the thrills of the horse and dog tracks, and take advantage of all the great benefits and games on offer at the casino. We've also added PartyBets.com to our gaming platform.

Share the fun

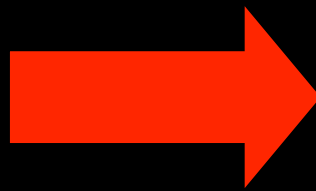
Tell your friends about all the fun at PartyCasino.com now. We'll give you a 50 USD bonus every time one of your friends signs up and makes a real money deposit. Plus, your friend will get a 25 USD bonus.

[Find out more about our Tell-a-Friend offer.](#)

Thanks for choosing PartyCasino.com.

Sincerely,
The PartyCasino.com Team

[Terms and conditions apply](#)



Your details: Account name: ##CHANGE_TO_CUSTOM3## | [Forgotten Password?](#)

Get 150% extra, free

Hi ##CHANGE_TO_CUSTOM1##,

We're boosting your next deposit by ##CHANGE_TO_CUSTOM4## %.

Get ##CURRENCY2## absolutely free when on your next deposit at PartyCasino.com.

You have five days to claim your free cash. Just use bonus code ##CHANGE_TO_CUSTOM5##.

You could be our next jackpot winner.

Enjoy your bonus and have fun at the tables.

Sincerely,
The PartyCasino.com Team



Claim your bonus now



info@partycasino.com
1-866-901-2766 (Canada) 00-800-7789-2766 (Europe)
+ 350-43001 (International, Charges Apply)



The mailer on the left is the old mailer. I reduced the copy, made the offer much clearer, and the response rate improved considerably

PartyPoker.com
The World's Largest Poker Room

Pick up a big bonus this March

Hi ##CHANGE_TO_CUSTOM1##,

Don't miss out on this great bonus:
We're giving you ##CHANGE_TO_CUSTOM6###% extra (up to \$##CHANGE_TO_CUSTOM7## USD) on your next deposit*.

Make a minimum deposit of \$10 USD using bonus code ##CHANGE_TO_CUSTOM9## and start playing. Hurry, though: You've only got ##CHANGE_TO_CUSTOM5## days left to claim your bonus.

Make your deposit today

Remember, you can also earn this bonus at [PartyCasino.com](#) or [PartyBingo.com](#).

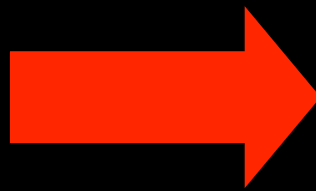
The latest Party news

\$5,000,000 USD
We now guarantee more than \$5,000,000 USD in tournament prize pools **every month**. And our biggest weekly tournament just got bigger: The \$300,000 Guaranteed Sunday plays every Sunday at 12:45 ET USD - get an overview of all the qualifiers [here](#).

Test the Steps / play more tables
The Steps Challenge is on. Running 24/7, this is your shot at turning \$3 into \$2,000. Learn more about the [Steps Challenge](#) here. And we've got good news for players who fancy taking on the challenge of more than six tables at a time: You can now play on up to 12 tables at the same time.

2007 World Series of Poker
Play your cards right and you could soon be playing for a share of poker's biggest pot: PartyPoker.com has hundreds of seats at the 2007 World Series of Poker to give away.

PartyPoker.com Players Club
Earn PartyPoints in real time by playing at



PartyPoker.com
The World's Largest Poker Room

Raise

Get 150% EXTRA
YOU DEPOSIT. WE RAISE.
IT'S YOUR CALL...

RELOAD TODAY and get up to \$100 extra as we **RAISE** your deposit by 150%

What are you waiting for?

RELOAD TODAY **Make your deposit today**

Use bonus code **Reload1** and watch us stack the chips in your favour.

Start winning at [PartyPoker.com](#) before you even see a card. You've got only **thirteen days left** to claim your bonus.

Heads-up Sit & Go Replays

Sit & Go Tournament Rematches

\$5,000 Guaranteed Tournaments

2007 World Series of Poker

Sincerely,
The PartyPoker.com Team

Useful links: [Your PartyAccount](#) | [24hr. Help](#) | [Responsible Gaming](#) | [Homepage](#) | [News](#)

KNOW YOUR LIMITS | info@partypoker.com
1-866-848-7537 (Canada) 011-800-7789-7537 (Canada)
00-800-7789-7537 (Europe) +350-50509 (International. Charges Apply)

PartyPoker.com **PartyBets.com** **PartyCasino.com** **PartyBingo.com** **PartyGaming.com**

Unsubscribe:
To be removed from this mailing list, [click here](#). Please note, you received our newsletter because your email address was used to create an account at [PartyPoker.com](#).

For more information or to report abuse complaints, unsubscribe link not working or other privacy issues, please email privacy@partypoker.com, or mail us at: WPC Productions Limited, PartyGaming Centre.

The mailer on the left is the old mailer. I reduced the copy, made the offer much clearer, and the response rate improved considerably

Get 15% EXTRA

**YOU DEPOSIT. WE RAISE.
IT'S YOUR CALL...**

Hi Paul,

Don't forget to claim your 15% bonus, worth up to £50.00 GBP*.

Just make a deposit using bonus code RELOAD15C and watch us stack the chips in your favor.



Hurry, though: You've only got 3 days left to pick up your bonus, so top up [your account](#) today.

Remember, you can also earn this bonus at [PartyCasino.com](#), [PartyBets.com](#), [PartyGammon.com](#), or [PartyBingo.com](#).

Dealing now at PartyPoker.com:

PartyPoints



Sit&Go
Tournament
Replays



Heads-Up Sit &
Go Tournament
Rematches



World Series of
Poker 2007



We'll see you at the tables.

Sincerely,

Mike O'Malley
Poker Room Manager

Straight to business headline

An eye catching, on topic, and engaging introduction

Show them 'the money' in black and white: deposit X - get Y

Instant response button

Use of the words 'today' and 'hurry' to create sense of urgency

This is the ideal format for a straight bonus offer mail.

What it lacks is personality

Personality plus product equals brand. This engenders the vital relationship between us and our customer

Personality needs to shine through in bespoke promotions and special offers

Your details: Account name: ##CHANGE_TO_CUSTOM3## | [Forgotten Password?](#)

Hi ##CHANGE_TO_CUSTOM1##

The wheel's in motion

Join us to celebrate the launch of our exclusive new European roulette game and you could walk away with a share of €10,000.

With slick new bodywork and a turbocharged engine, PartyCasino.com's European roulette takes pole position for looks, performance, and excitement.

Give it a spin this weekend and you could be one of 175 lucky players to receive a cash bonus worth up to €500.

That's not all: **Bet just €25 at our new roulette game and you'll automatically qualify for a 25% deposit bonus worth up to €75.**

You could win one of the following cash prizes every time you spin the wheel from June 10 through 11:

- **Three players will receive €500**
- **Five players will receive €250**
- **Seven players will receive €150**
- **10 players will receive €100**
- **20 players will receive €75**
- **30 players will receive €50**
- **100 players will receive €25**

Get ready to put your foot down and play for the prize.

Everyone's a winner with the chance to win both a cash prize and a reload bonus.

We'll see you at the tables.

The PartyCasino.com team

***Players must log in on Monday, June 12 to see how much they have won.**



[Click here](#)

Spend: 20K
Return: 120K
Response rate: 41%



Roll 'em. Spin 'em. Turn 'em. Play 'em.

We've credited your account with some free chips for you to enjoy at PartyCasino.com*. It's simple: We pay, you play...

With better odds than Las Vegas, monster jackpots, and edge-of-the-seat action, PartyCasino.com delivers the ultimate online casino experience.



Use your chips to:

- Play a little tournament blackjack – the world's number one card game just got competitive
- Spin the slots – you could be our next jackpot winner
- Back a winner at our virtual race track
- Try Pai Gow, Caribbean Stud, or any of our exciting card and table games

Enjoy PartyCasino.com on us. Good luck.

* [Read our Terms and Conditions](#)

1. This offer is valid only for selected players
2. The offer is only valid for five days after the bonus issue date.
3. This offer is valid on all games, except roulette and single-deck blackjack. Read our list of valid games.
4. Log in to Partypoker.com and click the 'Opt in' button in the Bonus section to claim your bonus.
5. We will contact eligible players through emails and onsite messaging.
6. The bonus is promotional in nature and for entertainment purposes only.
7. You must wager 12 times the bonus amount before trying to cash out any winnings.

40% response rate.
4k plus increase in casino
APD's