

YM7
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YM7 SPRING CLEANING | MARCH 1, 2023

The Ask

Develop new YM7 campaign conversion creative that:

- **Builds on our “defeat life’s big little annoyances” tone/style**
- **Tips to spring cleaning (but evergreen encouraged, too)**
- **Focuses on these four messaging buckets:**
 - **General clean-up**
 - **One-tap unsubscribe**
 - **Bulk delete (Android only)**
 - **Swipe settings**
- **Targets IMAP prospects and Existing users; current Android users**

CRM

IMAP 1: Subject Lines

IMAP Acquisition

🌸🧹 Spring clean your inbox with the new Yahoo Mail app.

🌱 Spring in to a clean mailbox with the Yahoo Mail app 🌱

Messy inbox? 🌸 Spring clean 🧹 it fast with The Yahoo Mail app.

Existing user

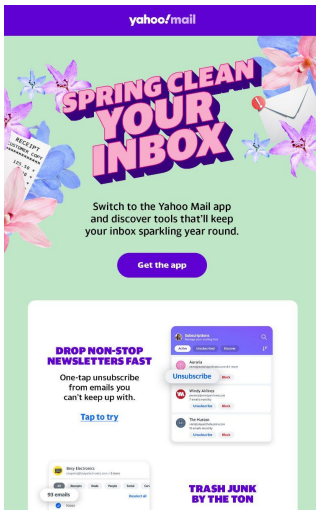
🌸🧹 Spring clean your inbox with the Yahoo Mail app

🌱 Spring in to a clean mailbox with your Yahoo Mail app 🌱

Messy inbox? 🌸 Spring clean 🧹 it fast with The Yahoo Mail app.

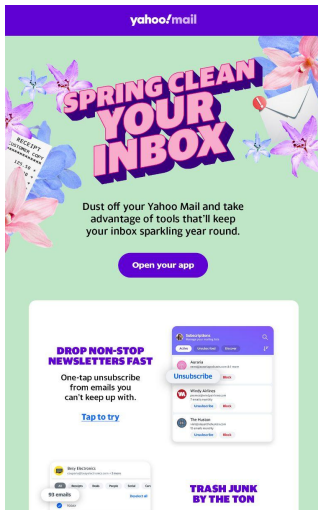
IMAP 1: Springy

New Users

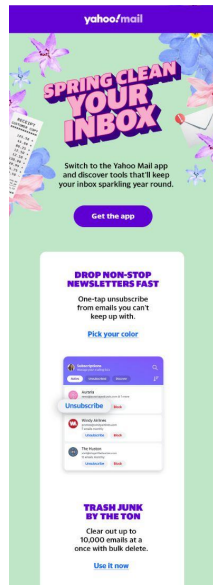


Desktop 640px - 2x

Existing Users

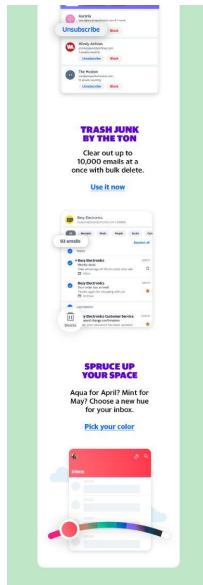
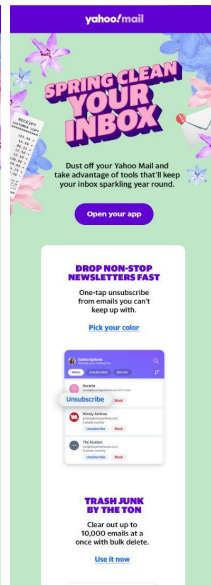


New Users



Mobile 960px - 2x

Existing Users



IMAP 1: Copy

IMAP Acquisition

[HERO/HEADER MOD]

SPRING CLEAN YOUR INBOX

Switch to the Yahoo Mail app and discover tools that'll keep your inbox sparkling year round.

CTA: Get the app

[UNSUB MODULE]

Drop non-stop newsletters fast

One-tap unsubscribe from emails you can't keep up with.

[BULK DELETE MODULE]

Trash junk by the ton

Clear out up to 10,000 emails at a once with bulk delete.

[link] Use it now

[THEMES MODULE]

Spruce up your space

Aqua for April? Mint for May? Choose a new hue for your inbox.

[link] Pick your color

Existing user

[HERO/HEADER MOD]

SPRING CLEAN YOUR INBOX

Dust off your Yahoo Mail and take advantage of tools that'll keep your inbox sparkling year round.

CTA: [Open your app](#)

[UNSUB MODULE]

Drop non-stop newsletters fast

One-tap unsubscribe from emails you can't keep up with.

[link] Tap to try

[SWIPE MODULE]

Trash junk by the ton

Clear out up to 10,000 emails at a once with bulk delete.

[link] Use it now

[THEMES MODULE]

Spruce up your space

Aqua for April? Mint for May? Choose a new hue for your inbox.

[link] Pick your color

IMAP 2: Subject Lines

IMAP Acquisition

Looks like your email could use a little 🌼 spring cleaning 🧹

Refresh your inbox for 🌱 spring 🌼 with the Yahoo Mail app

Get ready for some good, clean fun with the Yahoo Mail app

Existing user

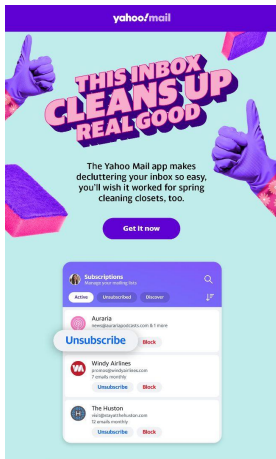
Inbox a mess? 🌼 Spring clean 🧹 it with your Yahoo Mail app

🧹 Spring clean your email routine with your Yahoo Mail app

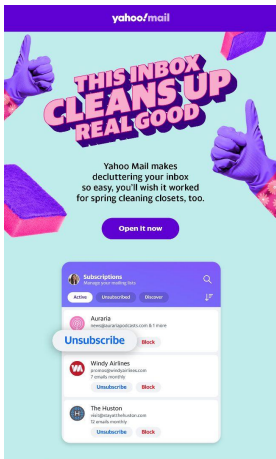
Get ready for some good, clean fun with your Yahoo Mail app

IMAP 2: Clean up

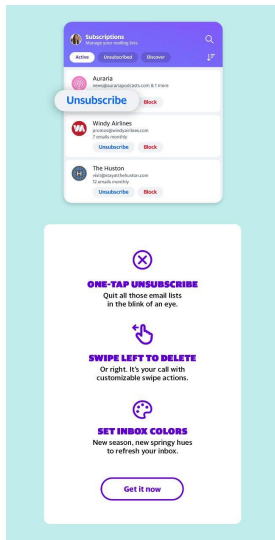
New Users



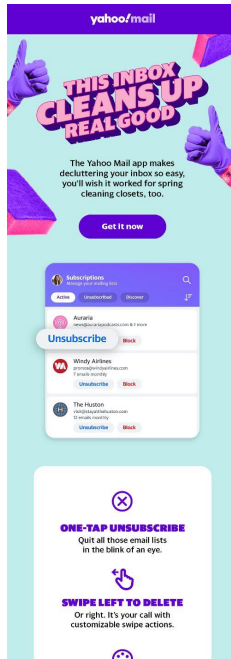
Existing Users



Desktop 640px - 2x

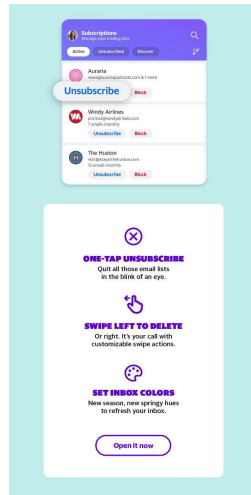
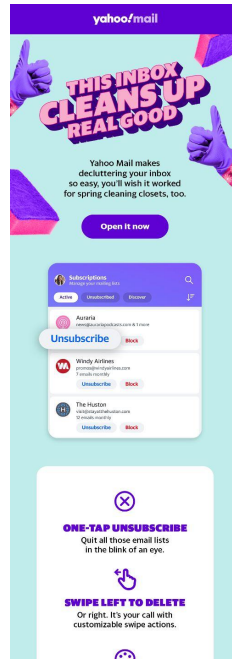


New Users



Mobile 480px - 2x

Existing Users



IMAP 2: Copy

IMAP Acquisition

[HERO/HEADER MOD]

THIS INBOX CLEANS UP REAL GOOD

The Yahoo Mail app makes decluttering your inbox so easy, you'll wish it worked for spring cleaning closets, too.

CTA: Get it now

[ICON MOD]

One-tap unsubscribe

Quit all those email lists in the blink of an eye.

Swipe left to delete

Or right. It's your call with customizable swipe actions.

Set inbox colors

New season, new springy hues to refresh your inbox.

CTA: Get it now

Existing user

[HERO/HEADER MOD]

THIS INBOX CLEANS UP REAL GOOD

Yahoo Mail makes decluttering your inbox so easy, you'll wish it worked for spring cleaning closets, too.

CTA: Open it now

[ICON MOD]

One-tap unsubscribe

Quit all those email lists in the blink of an eye.

Swipe left to delete

Or right. It's your call with customizable swipe actions.

Set inbox colors

New season, new springy hues to refresh your inbox.

CTA: Open it now

IMAP 3: Subject Lines

IMAP Acquisition

Junk mail has met its match. 🌼 Spring clean 🧹 with the Yahoo Mail app.

Is your inbox overstuffed? 🌼 Spring clean 🧹 it with Yahoo Mail.

Spring cleaning your email is easy-peasey with Yahoo Mail

Existing user

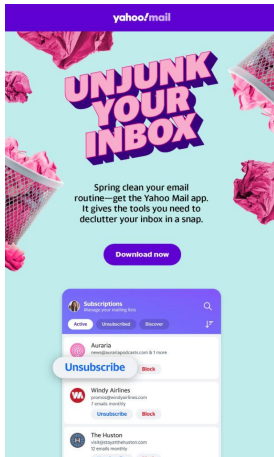
The best way to declutter your email? Use your Yahoo Mail app.

Is your inbox overstuffed? 🌼 Spring clean 🧹 it with your Yahoo Mail app.

Spring cleaning your email is easy-peasey with your Yahoo Mail app

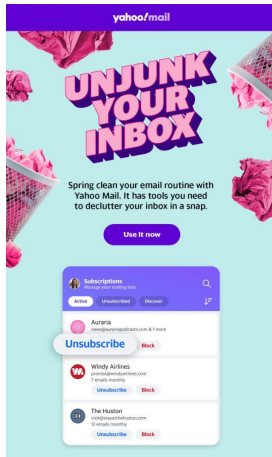
IMAP 3: Unjunk

New Users

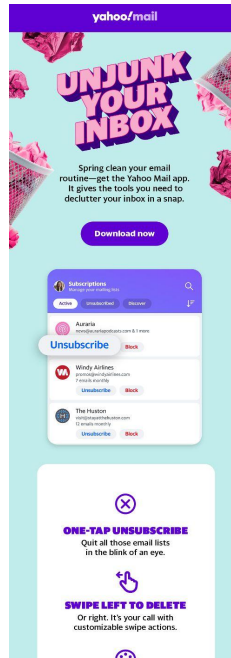


Desktop 640px - 2x

Existing Users

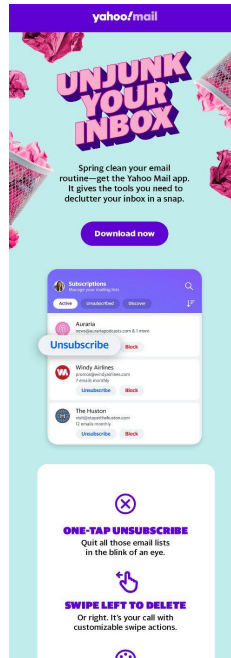
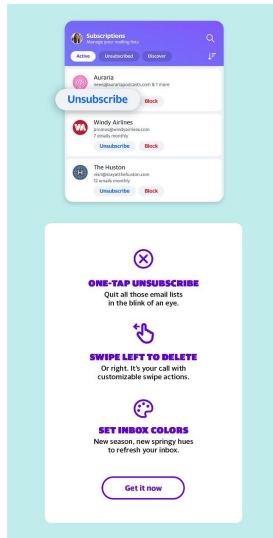
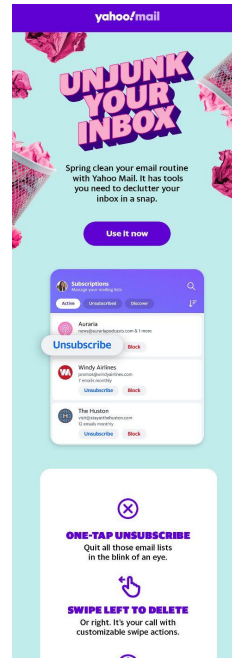


New Users

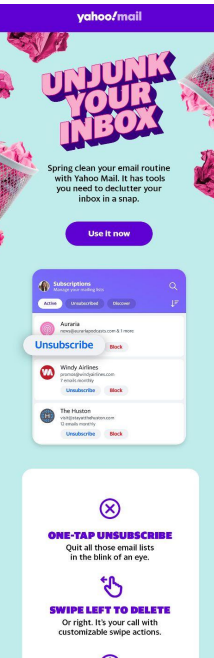


Mobile 480px - 2x

Existing Users



Mobile 480px - 2x



IMAP 3: Acquisition

[HERO/HEADER MOD]

UNJUNK YOUR INBOX

Spring clean your email routine—get the Yahoo Mail app. It gives the tools you need to declutter your inbox in a snap.

CTA: Download now

[ICON MOD]

One-tap unsubscribe

Quit all those email lists in the blink of an eye.

Swipe left to delete

Or right. It's your call with customizable swipe actions.

Set inbox colors

New season, new springy hues to refresh your inbox.

Existing user

[HERO/HEADER MOD]

UNJUNK YOUR INBOX

Spring clean your email routine with Yahoo Mail. It has tools you need to declutter your inbox in a snap.

CTA: Use it now

[ICON MOD]

One-tap unsubscribe

Quit all those email lists in the blink of an eye.

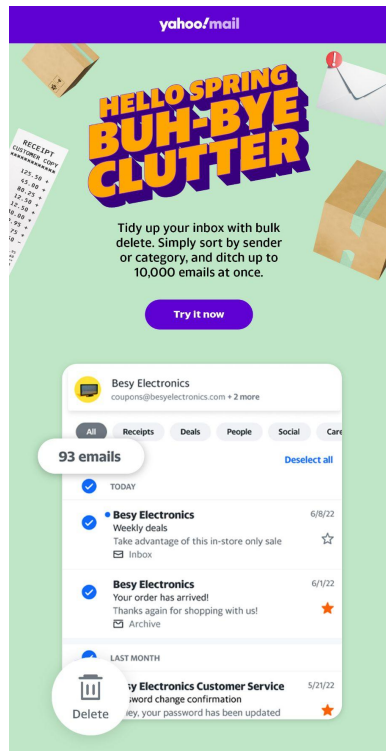
Swipe left to delete

Or right. It's your call with customizable swipe actions.

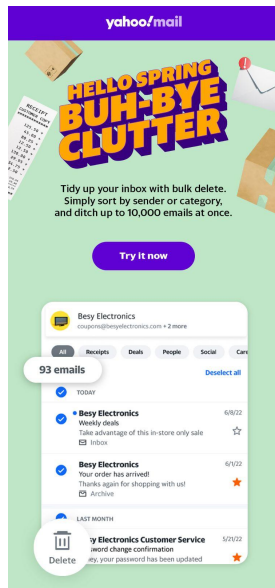
Set inbox colors

New season, new springy hues to refresh your inbox.

Bulk Delete



Desktop 640px - 2x



Mobile 480px - 2x

SUBJECT LINES

Junk mail has met its match. Meet bulk delete.

Now you see 10,000 junk emails. Now you don't. See how.

Trash 10,000 junk emails in an instant. Yes, please.

🌸 Spring clean in seconds 🕒

HERO/HEADER MOD

HELLO SPRING BUH-BYE CLUTTER

Tidy up your inbox with bulk delete.

Simply sort by sender or category,
and ditch up to 10,000 emails at once.

CTA: Try it now

Recap

IMAP 1: Springy

yahoo/mail

SPRING CLEAN YOUR INBOX

Switch to the Yahoo Mail app and discover tools that'll keep your inbox sparkling year round.

[Get the app](#)

DROP NON-STOP NEWSLETTERS FAST

One-tap unsubscribe from emails you can't keep up with.

[Tap to try](#)

TRASH JUNK BY THE TON

Use bulk delete to remove up to 10,000 emails at once.

[Use it now](#)

SPRUCE UP YOUR SPACE

Aqua for April? Mint for May? Choose a new hue for your inbox.

[Pick your color](#)

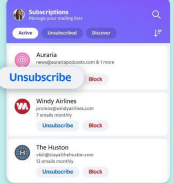
IMAP 2: Clean up

yahoo/mail

THIS INBOX CLEANS UP REAL GOOD

The Yahoo Mail app makes decluttering your inbox so easy, you'll wish it worked for spring cleaning closets, too.

[Get it now](#)



ONE-TAP UNSUBSCRIBE

Quit all those email lists in the blink of an eye.

SWIPE LEFT TO DELETE

Or right. It's your call with customizable swipe actions.

SET INBOX COLORS

New season, new springy hues to refresh your inbox.

[Get it now](#)

yahoo/mail

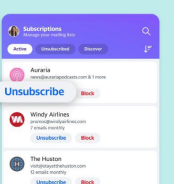
IMAP 3: Unjunk

yahoo/mail

UNJUNK YOUR INBOX

Spring clean your email routine—get the Yahoo Mail app. It gives the tools you need to declutter your inbox in a snap.

[Get the app](#)



ONE-TAP UNSUBSCRIBE

Quit all those email lists in the blink of an eye.

SWIPE LEFT TO DELETE

Or right. It's your call with customizable swipe actions.

SET INBOX COLORS

New season, new springy hues to refresh your inbox.

[Get it now](#)

yahoo/mail

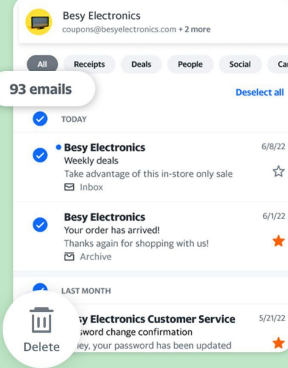
Android: Bulk Delete

yahoo/mail

HELLO SPRING BUH-BYE CLUTTER

Tidy up your inbox with bulk delete. Simply sort by sender or category, and ditch up to 10,000 emails at once.

[Get the app](#)



93 emails [Deselect all](#)

TODAY

- Besy Electronics** Weekly deals Take advantage of this in-store only sale 6/8/22
- Besy Electronics** Your order has arrived! Thanks again for shopping with us! 6/1/22

LAST MONTH

- y Electronics Customer Service** word change confirmation 5/21/22

[Delete](#)

GOOGLE UAC

The Ask

Re-engage existing users/acquire new users by bringing awareness to features that help them declutter/manage their inbox

- Builds on our “defeat life’s big little annoyances” tone/style
- Tips to spring cleaning and general messaging
- Focuses on these four messaging buckets:
 - General clean-up
 - One-tap unsubscribe
 - Bulk delete (Android only)
 - Themes
- Targets new users and Existing users; current Android users
- Deep links to inbox and Themes for existing users

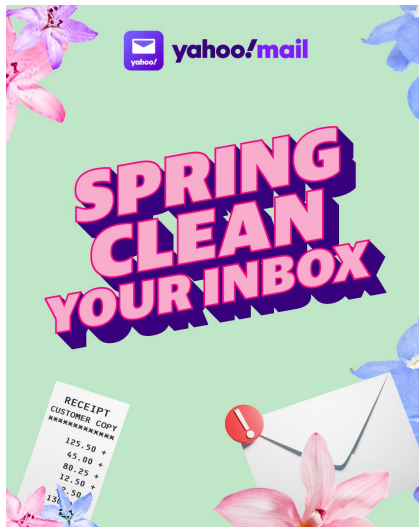
Approach: We explored two themes based on CRM

- Spring clean your inbox
 - Seasonally specific
- Unjunk your inbox
 - Evergreen productivity/cleaning messaging most strongly aligned with YM7

UAC Banners - Springy: General



1200 x 1200



960 x 1200

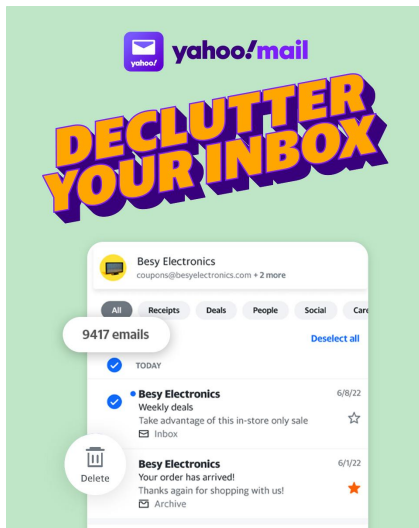


1200 x 628

UAC Banners - Springy: Bulk Delete



1200 x 1200

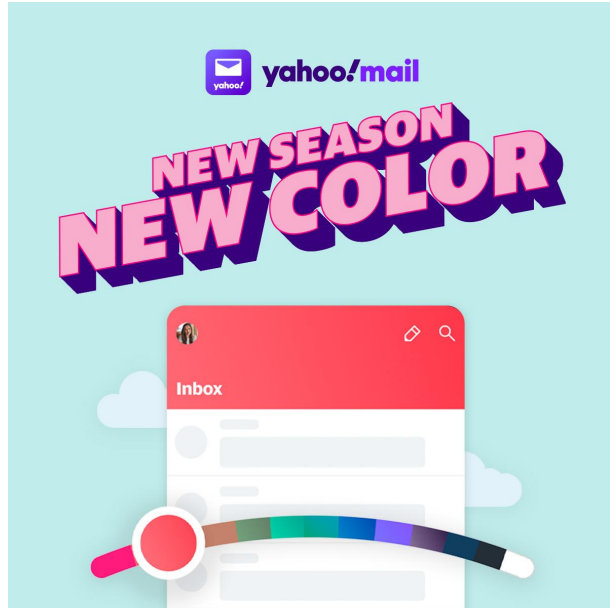


960 x 1200

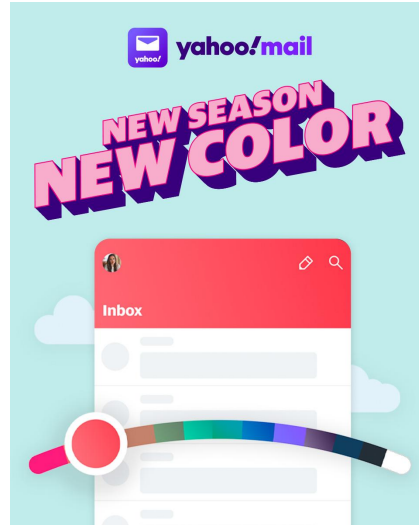


1200 x 628

UAC Banners - Springy: Themes



1200 x 1200

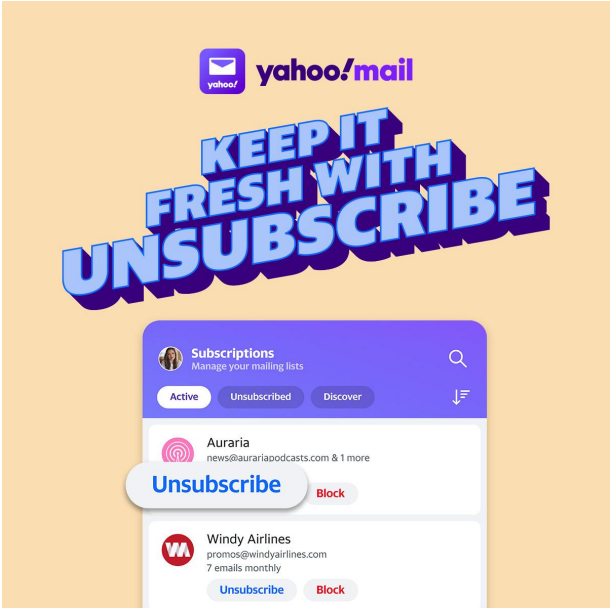


960 x 1200

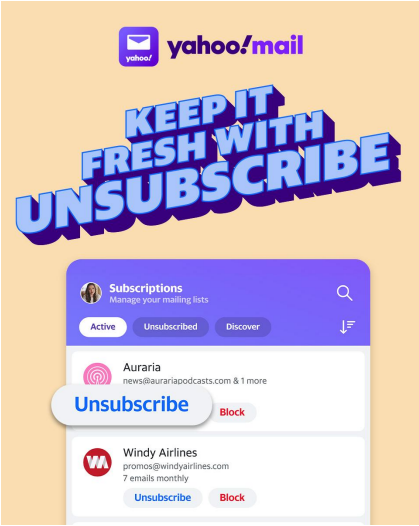


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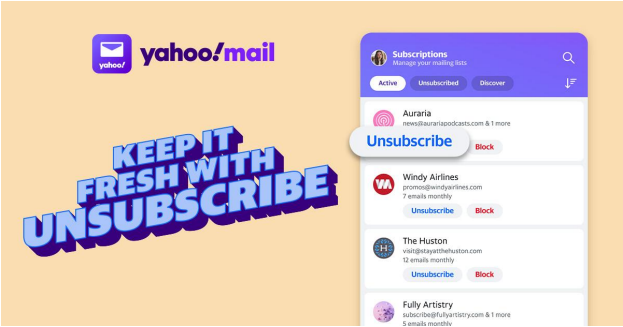
UAC Banners - Springy: Unsubscribe



1200 x 1200



960 x 1200



1200 x 628

UAC Banners - Unjunk: General



1200 x 1200



960 x 1200

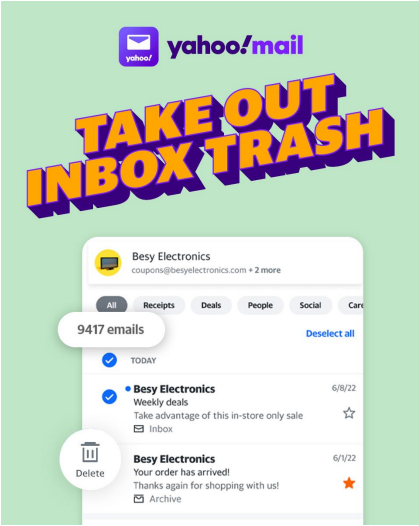


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UAC Banners - Unjunk: Bulk Delete



1200 x 1200

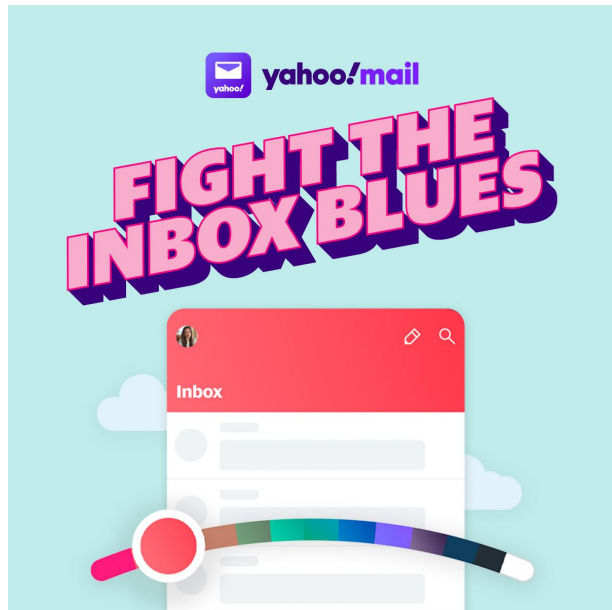


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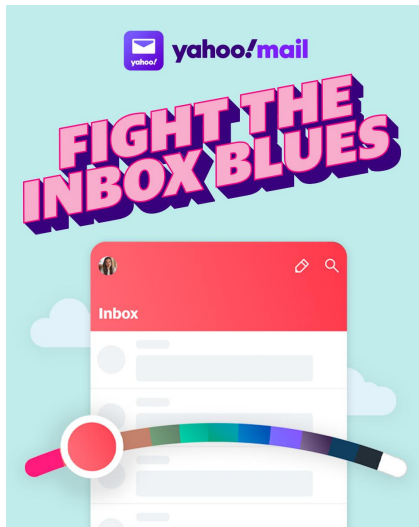


1200 x 628

UAC Banners - Unjunk: Themes



1200 x 1200

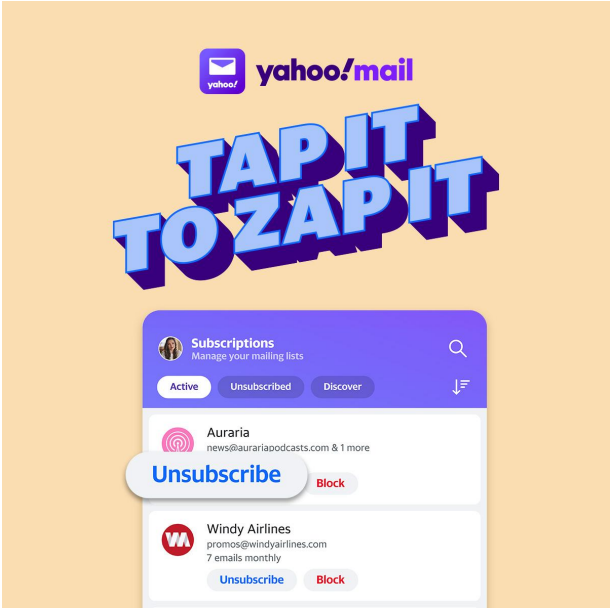


960 x 1200

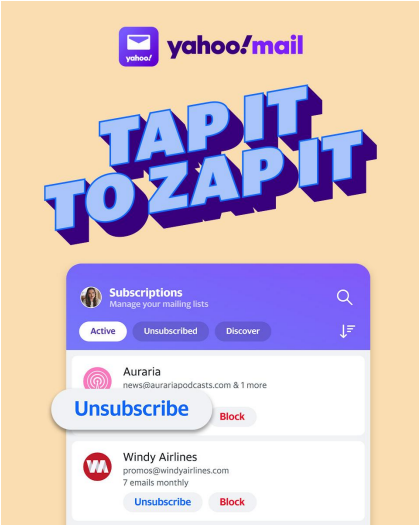


1200 x 628

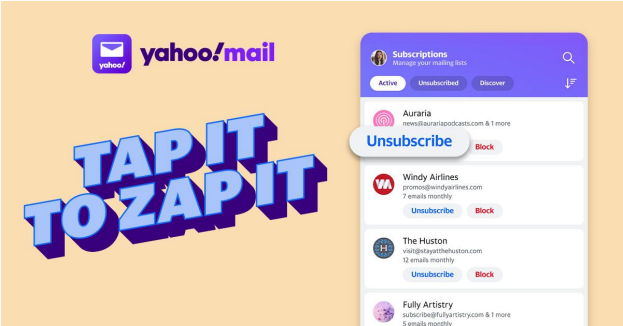
UAC Banners - Unjunk: Unsubscribe



1200 x 1200



960 x 1200



1200 x 628

UAC Copy: Spring Cleaning Overview

Asset	Copy
Headline 1	Clear up inbox clutter.
Headline 2	Freshen up your inbox.
Headline 3	Spring into a clean inbox.
Headline 4	This inbox cleans up real good.
Desc 1	Spring clean from your couch with one-tap unsubscribe, bulk delete and brand-new themes.
Desc 2	Bet you wish organizing your garage was this easy. Spring clean in a sec with Yahoo Mail.
Desc 3	Swipe your junk mail under the rug. It's the easiest spring cleaning you'll ever do.
Desc 4	Forget your garage—spring clean your inbox. Thanks, Yahoo Mail.



Spring cleaning



Unjunk

UAC Copy: Bulk Delete

Asset	Copy
Headline 1	Inbox junk is so last season.
Headline 2	Try a super strength delete.
Headline 3	No more inbox clutter.
Headline 4	Turn unread into unseen.
Desc 1	Too bad you can't bulk delete gunk in your sink. Clean your inbox instead with Yahoo Mail.
Desc 2	Notifications piling up? Delete all your junk at once with a few taps.
Desc 3	Clean up your inbox from your couch. It's easy when you can delete junk in bulk.
Desc 4	Cleaning your inbox totally counts as being productive. Delete junk mail in bulk.
Desc 4	Delete up to 10,000 emails at once. No junk, no problem.



Spring cleaning



Unjunk

UAC Copy: Themes

Asset	Copy
Headline 1	Try a li'l color in your inbox.
Headline 2	Paint the town—or your inbox.
Headline 3	Makeover your inbox for spring.
Headline 4	Try a fresh inbox color.
Desc 1	Pretty in pink. Or mint. Or aqua. It's your inbox—you pick the theme.
Desc 2	Orange is the new inbox. Or maybe mint. Try a new theme in the Yahoo Mail app.
Desc 3	Go ahead. Brighten your inbox with a brand new theme.
Desc 4	Fight the inbox blues. Get a bold new color with the Yahoo Mail app.



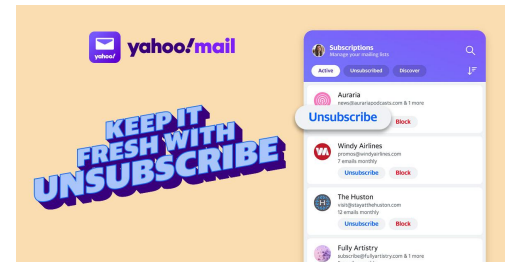
Spring cleaning



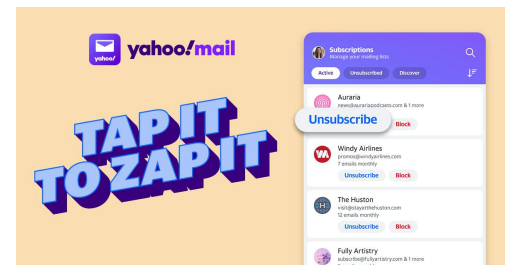
Unjunk

UAC Copy: One-Tap Unsubscribe

Asset	Copy
Headline 1	One tap and junk is gone.
Headline 2	Zap crap—unsubscribe in a tap.
Headline 3	Unsubscribe with a single tap.
Headline 4	Drop needy newsletters fast.
Desc 1	Cleaning your garage? Hard. Cleaning your inbox? Easy. Try one-tap unsubscribe.
Desc 2	Over junk emails? See less of them. Unsubscribe with just a tap.
Desc 3	One tap gets rid of all the crap. Check out one-tap unsubscribe in the Yahoo Mail app.
Desc 4	Spring clean with a single tap. Try one-tap unsubscribe in the Yahoo Mail app.



Spring cleaning

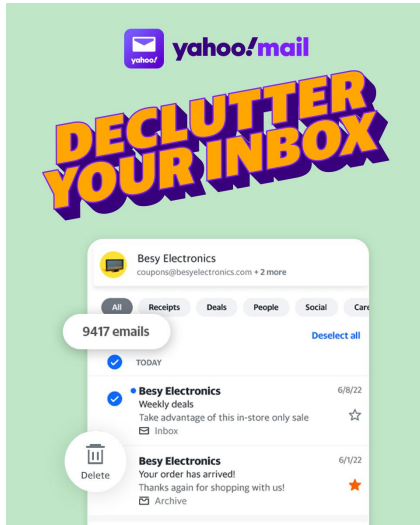


Unjunk

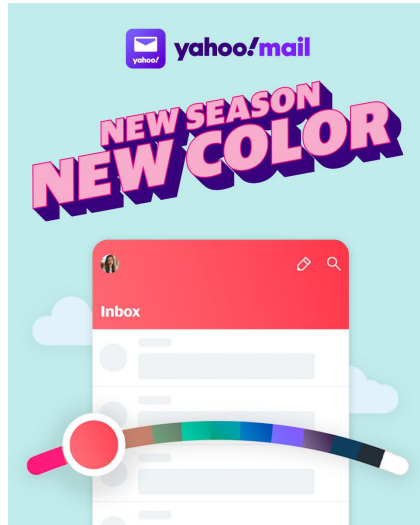
Banners Recap: Springy



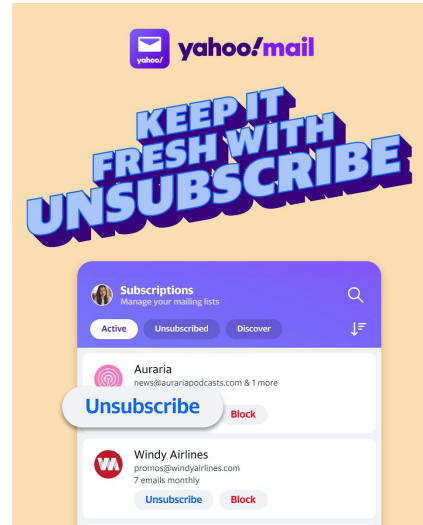
General



Bulk Delete

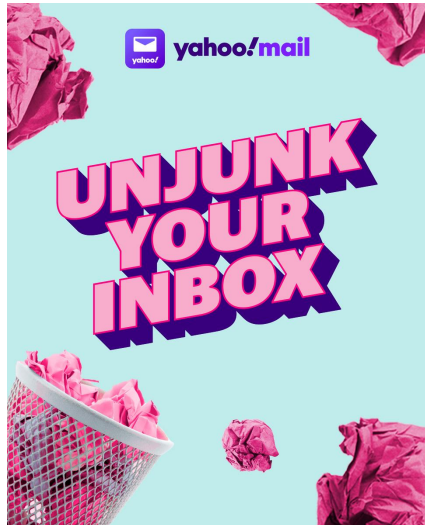


Themes

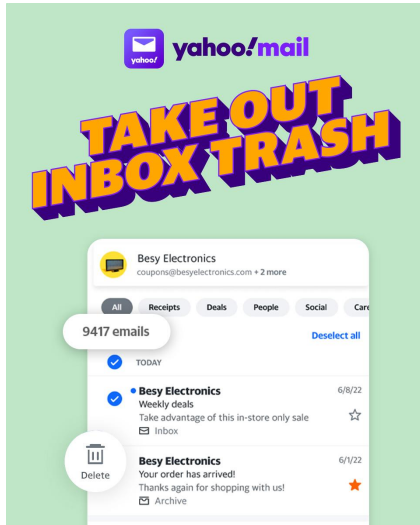


Unsubscribe

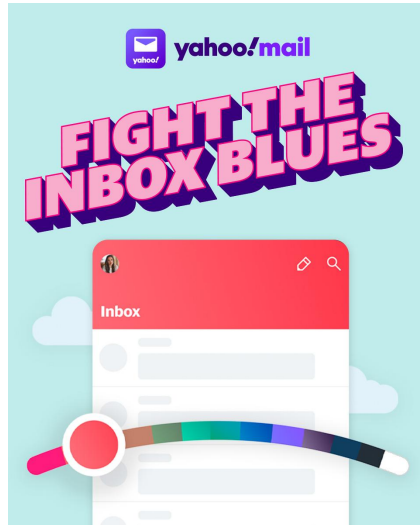
Banners Recap: Unjunk



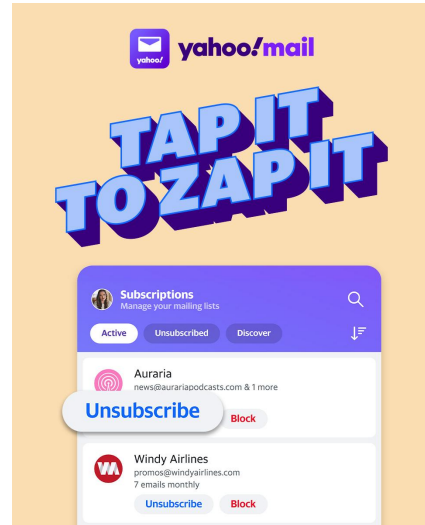
General



Bulk Delete



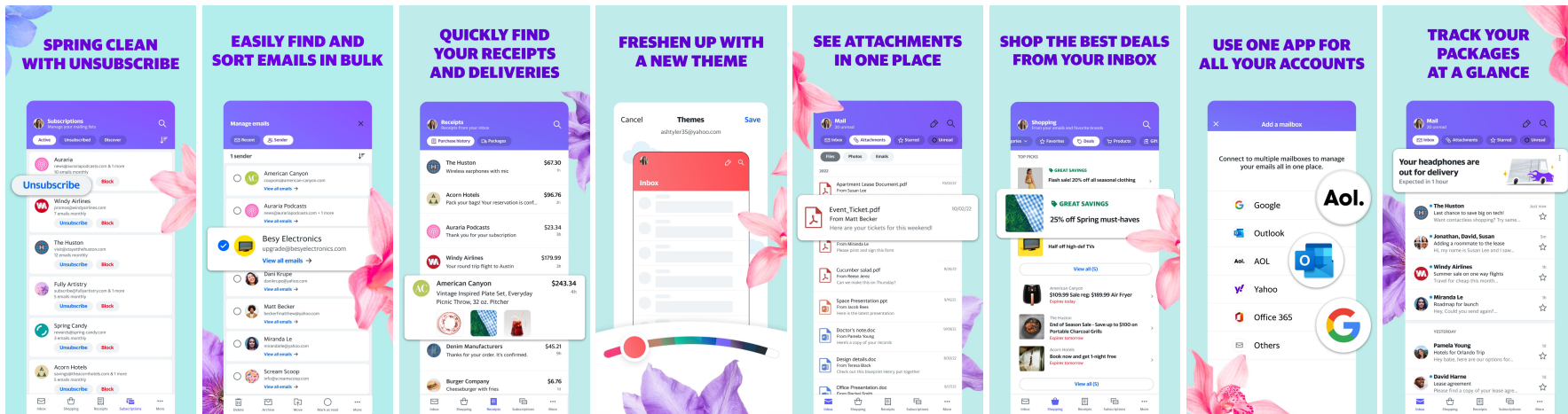
Themes



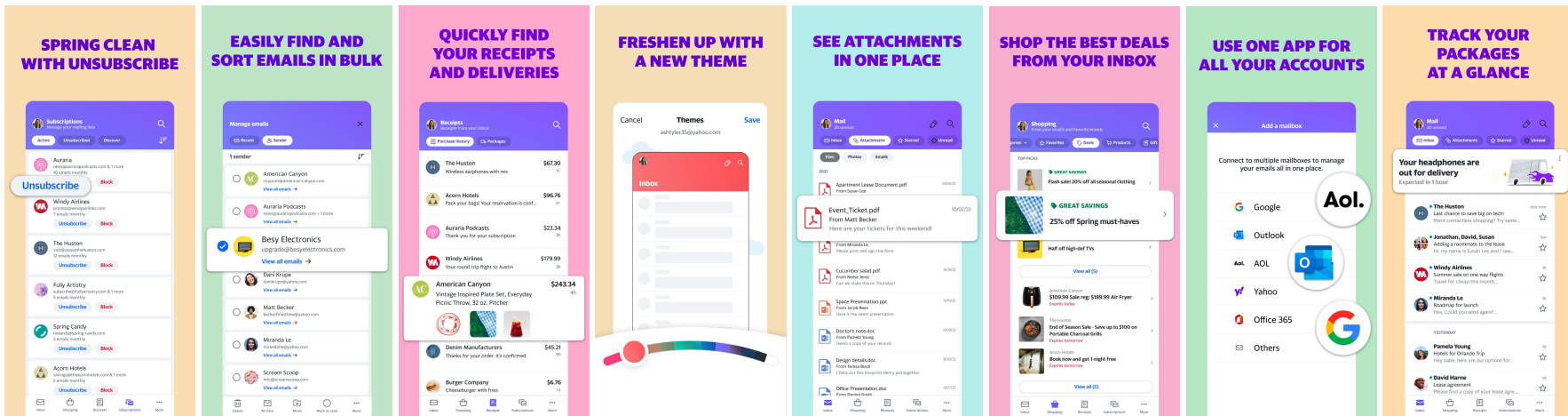
Unsubscribe

APP STORE SCREENSHOTS

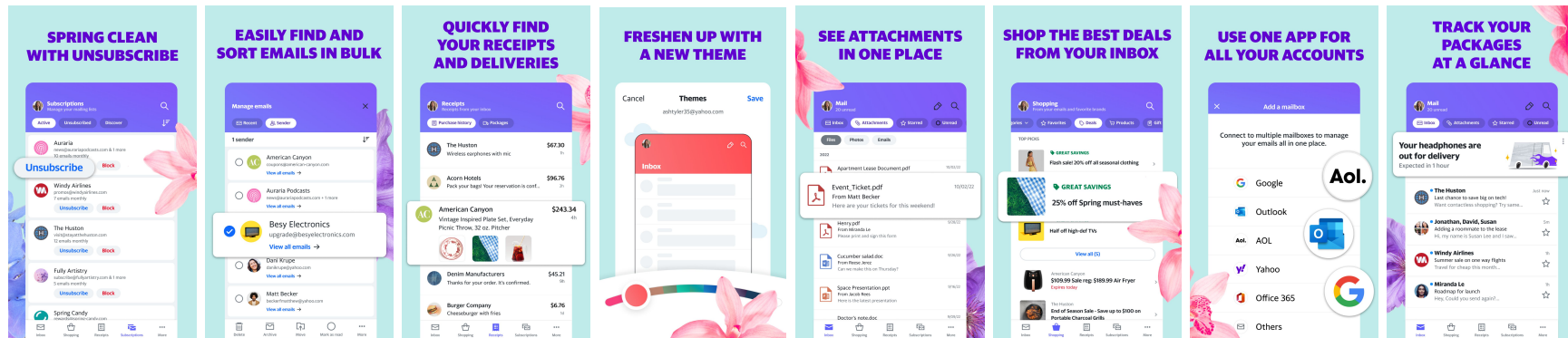
ios 6.5 - 1284x2778



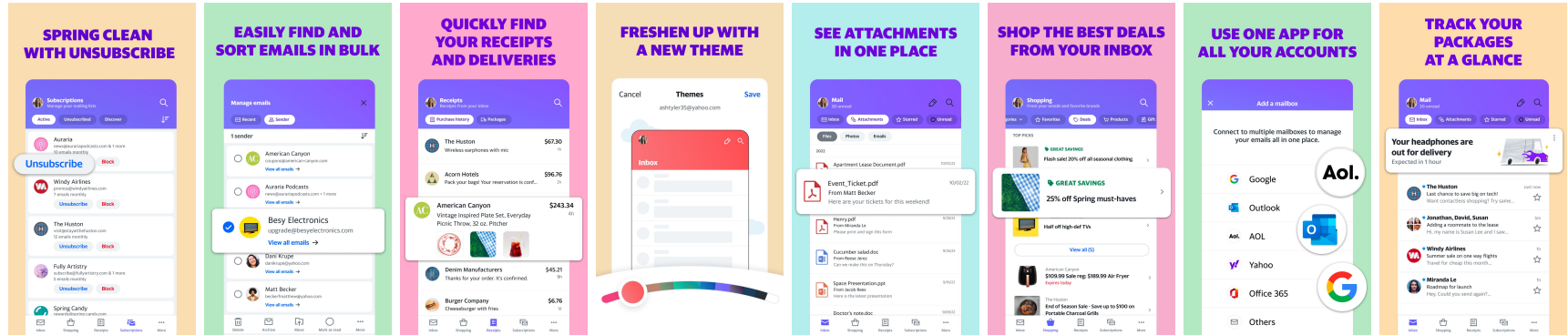
ios 6.5 - 1284x2778 - ALT



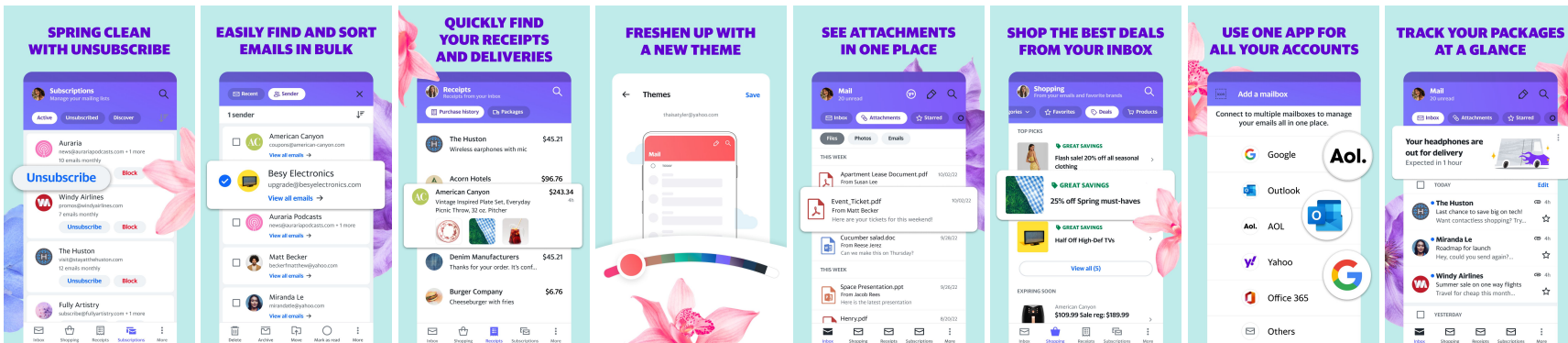
ios 5.5 - 1242x2208



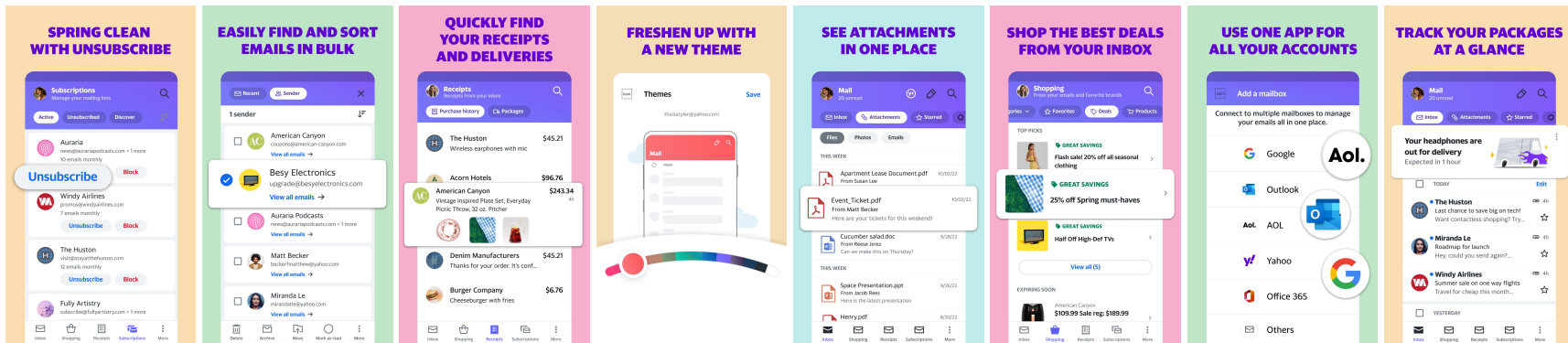
ios 5.5 - 1242x2208 - ALT



Android 1080x1920



Android 1080x1920 - ALT



Feature Graphic - 1024x500



Banners + App Store Timing

- **Wed 3/15:** Feedback due
- **Fri 3/10 or Mon 3/13:** R2 PMM & CRM Review
- **Mon 3/13:** Submit for Legal & Brand Check Review
- **Thur 3/16:** Creative Approved
- **Fri 3/17:** Deliver PSDs for Coding

Thank you

Project Timing

- **Wed 3/8:** Feedback due
- **Fri 3/10 or Mon 3/13:** R2 PMM & CRM Review; **R1 UAC + App Store**
- **Mon 3/13:** Submit CRM for Legal & Brand Check Review
- **Thur 3/16:** Creative Approved
- **Fri 3/17:** Deliver PSDs for Coding

Bulk Delete Alt Copy

OPTION 2

[SINGLE MOD EMAIL]

SPRING CLEAN

WITHOUT THE ELBOW GREASE

With bulk delete, you can trash up to 10,000 junk emails at once.
Don't worry, that little trash can on your screen can take it.

CTA: Try it now

OPTION 3

[SINGLE MOD EMAIL]

SPRING CLEAN IN SECONDS

Now you see 10,000 junk emails. Now you don't.
It's that fast and easy to clean out your inbox
with bulk delete. (Now, if only it worked on garages.)

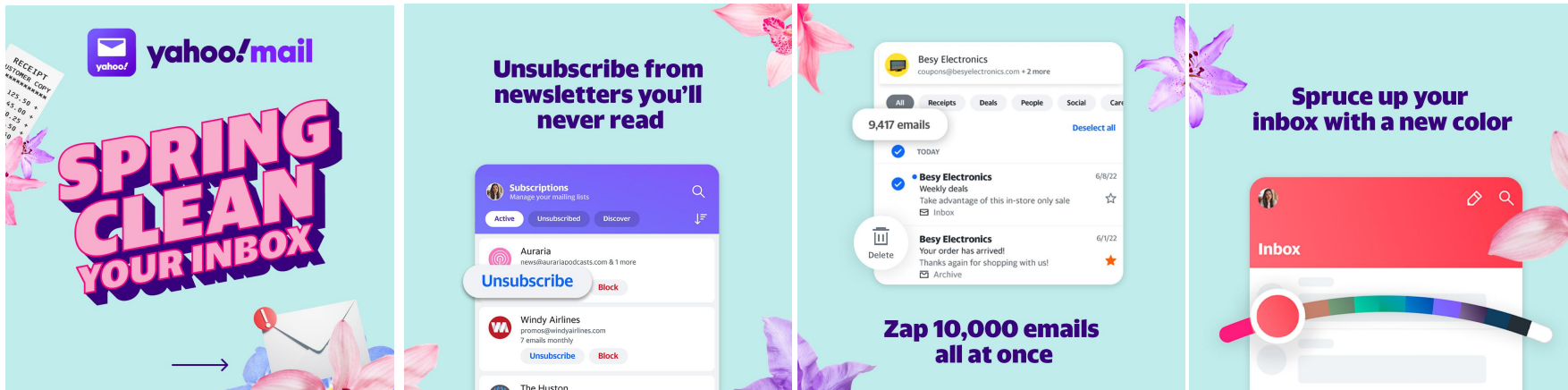
[UI]

CTA: Get started

ORGANIC SOCIAL CAROUSELS

Carousel Post: Spring Cleaning Overview

All Features



1. Spring clean your inbox
2. Unsubscribe from newsletters you'll never read
3. Zap 9417 emails all at once
4. Spruce up your inbox with a new color

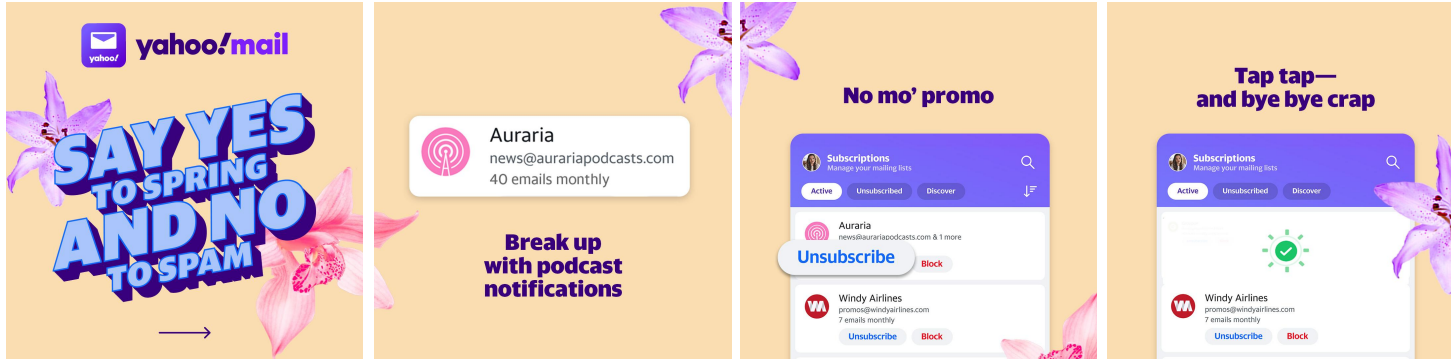
Carousel Post: Spring Cleaning Overview

Copy

Caption Options

1. Spring cleaning isn't a chore. It's a breeze 🌬️ Try the new Yahoo Mail app and declutter your inbox #easybreezy
 2. Spring cleaning isn't a chore. It's a breeze. Try the new Yahoo Mail app and declutter your inbox.
-
1. Spring into action and clean up that messy inbox 🙄 There's no better time than now #springcleaning
 2. Spring into action and clean up that messy inbox. There's no better time than now—and Yahoo Mail makes it super easy.
-
1. Conquer 🧹 your 🧹 clutter 🧹 with powerful tools like One-tap Unsubscribe and Bulk Delete #doitwithyahoo
 2. Conquer your clutter with powerful tools like One-tap Unsubscribe and Bulk Delete. The new Yahoo Mail app makes spring cleaning a snap.

Carousel Post: Unsubscribe



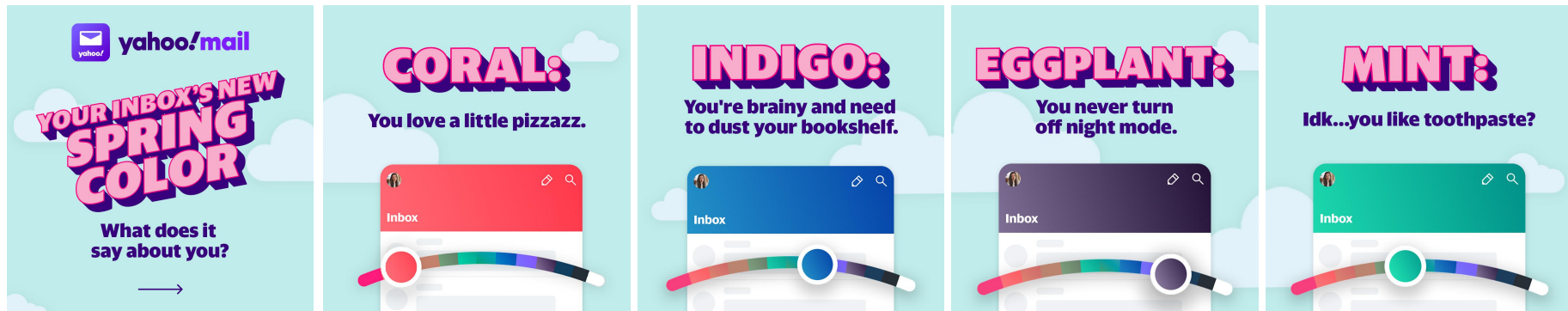
1. Say yes to spring and no to spam
2. Break up with podcast notifications
3. No mo' promo
4. Tap tap—and bye bye crap

Carousel Post: Unsubscribe

Caption Options

1. Tired of junk mail cluttering your inbox? One-tap unsubscribe with Yahoo Mail 🙋 #nomorejunkmail
 2. Tired of junk mail cluttering your inbox? Unsubscribe with a tap in the new Yahoo Mail app.
-
1. Sick of sifting through spam? We all are 😩 Unsubscribe with a single tap—meet the new Yahoo Mail app 🚫📧
 2. Sick of sifting through spam? We all are. Unsubscribe with a single tap—only in the new Yahoo Mail app.
-
1. Get rid of unwanted emails faster than you can say 'spring cleaning' 🌸🌸 Unsubscribe with just one tap #byebyejunkmail
 2. Get rid of unwanted emails faster than you can say 'spring cleaning.' Unsubscribe with just one tap. Bye bye, junk mail.

Carousel Post: Themes



1. YOUR INBOX'S NEW SPRING COLOR
 - a. What does it say about you?
2. Coral: you love a little pizzazz
3. Indigo: You're brainy and need to dust your bookshelf
4. Eggplant: You never turn off night mode
5. Mint: idk...you like toothpaste?

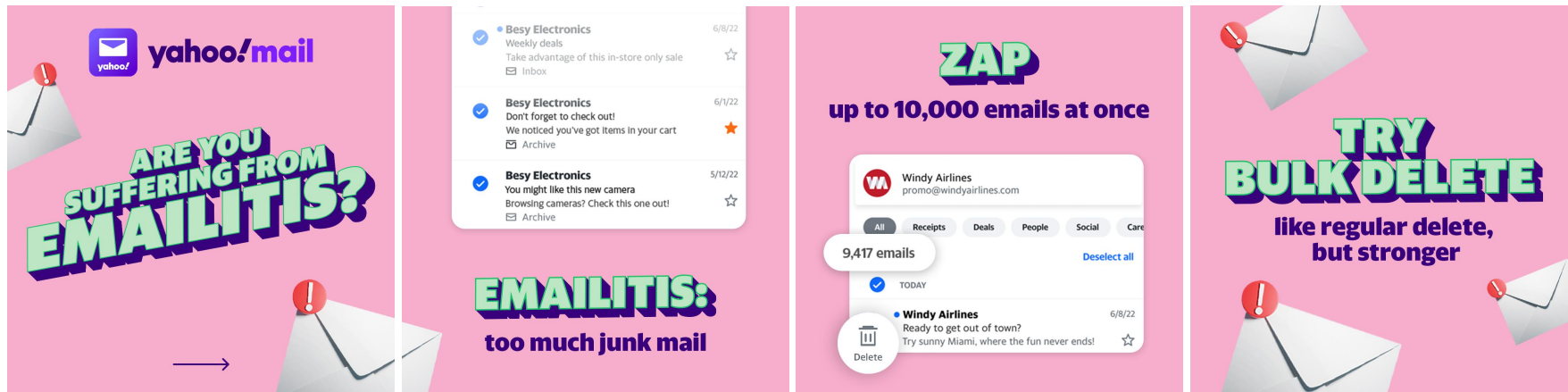
Carousel Post: Themes

Copy

Caption Options

1. Out with the old, in with the new 🎨 Refresh your inbox with a bold new color #freshstart
 2. Out with the old, in with the new. Refresh your inbox with a bold new color. That's what we call a fresh start.
-
1. Make your inbox sparkle ✨ this spring 🌸 with a fresh new color. Try the Yahoo Mail app #newcolorwhothis
 2. Make your inbox sparkle this spring with a fresh new color. Only in the Yahoo Mail app.

Carousel Post: Bulk Delete



1. Are you suffering from emailitis?
2. Emailitis
 - a. too much junk mail
3. Zap up to 10,000 emails at once
4. Try bulk delete—like regular delete, but stronger

Carousel Post: Bulk Delete

Copy

Caption Options

1. Spring cleaning is easier than ever. Just swipe all the junk under the rug 🧹🗑️
 2. Spring cleaning is easier than ever. Just swipe all the junk under the rug.
-
1. This spring commit to a clutter-free inbox. Bulk Delete—it's like an 💪extra strength💪 delete
 2. This spring, commit to a clutter-free inbox. Try Bulk Delete—it's like regular delete, but in extra strength.
-
1. Spring cleaning tip: declutter your inbox 🗑️📧 Tap, tap, tap—and up to 10,000 junk emails are gone #cleansweep
 2. Spring cleaning tip: declutter your inbox. All it takes is a few taps—and up to 10,000 junk emails are gone. Talk about a clean sweep.

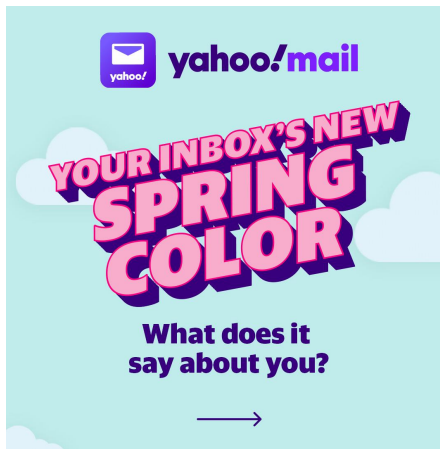
Carousel Post: Recap



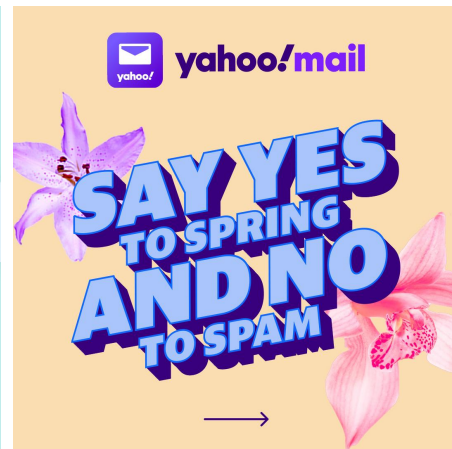
General Spring Overview



Bulk Delete



Themes



Unsubscribe

General messaging

Refresh your inbox.

Just in time for spring.

Cleaning your garage? Hard.

Organizing your inbox? Easy.

Do a little spring cleaning from your couch.

Clean your gutter—or clear up inbox clutter.

One's easier than the other.

Spring clean the easy way.

Spring's here.

How's your inbox looking?

Detox your inbox

Spring into a clean inbox

Overcome inbox overload

Cut the clutter

Unjunk your inbox (we've used this line before)

Spring clean your inbox (while barely lifting a finger)

Less crap. More color. Done.

This inbox cleans up real good

Unsubscribe messaging

Bet you wish you could unsubscribe to the clutter in your garage.

Unsubscribe.

So much easier than spring cleaning.

Hello, unsubscribe.

Bye bye, clutter.

Tackle that inbox.

Unsubscribe's got your back.

Initiate snoozeletter smackdown

(with just one finger)

Zap crap in a single tap

Bye-bye, TMI

Over it? Tap it to zap it.

On no you don't spring sales

(unsubscribe before the email deluge)

Give spring promos the finger (variation on a well-used theme)

Bulk delete messaging

Say goodbye to clutter.

Bet you wish you could bulk delete the clutter in your garage.

Junk is so last season.

Bulk delete.

Spring cleaning that won't suck up your whole weekend.

9,232 unreads: you're going down

10,000 emails gone in a snap

It's like delete on steroids

Unsee the unread

Junk mail has met its match

Now you see 10,000 emails.

Now you don't.

Delete like you mean it

Take out the trash fast

Swipe messaging

Good, clean fun.

No, we mean it. Declutter your inbox with one swipe.

Spring cleaning in a single swipe.

Swipe your junk mail under the rug.

One swipe and you're done.

1,697 reasons to declutter your inbox.

Just one swipe.

[paired with YM app icon with notifications]

Swipe out the junk

Take a swipe at chaos

Control chaos in two swipes

Swipe left on spam.

(Or right if that's your thing.)

Set your swipes. Own your inbox.

Swiiiiipe out

Theme messaging

Pretty in pink.

Or red. Or yellow. It's your theme—you pick.

New season, new color.

Refresh your inbox theme.

Put down the house paint.

Try a new color in your inbox instead.

Paint the town.

Or just your inbox. Try a new theme.

Fight the inbox blues

(with [color choices here])

Go Roy G. Biv on your inbox

Orange is the new inbox

Throw some new shade

Brighten your inbox

Shift your inbox vibe

Give your inbox a spring makeover