



# Maslow's Hierarchy of Needs: Email Edition

Charma Parker and April Mullen

# Hi There!



**Charma Parker**

CRM Strategy Manager at Home Depot  
Active Member of Women of Email



**April Mullen**

Director of Strategic Insights at SparkPost  
Co-Founder of Women of Email

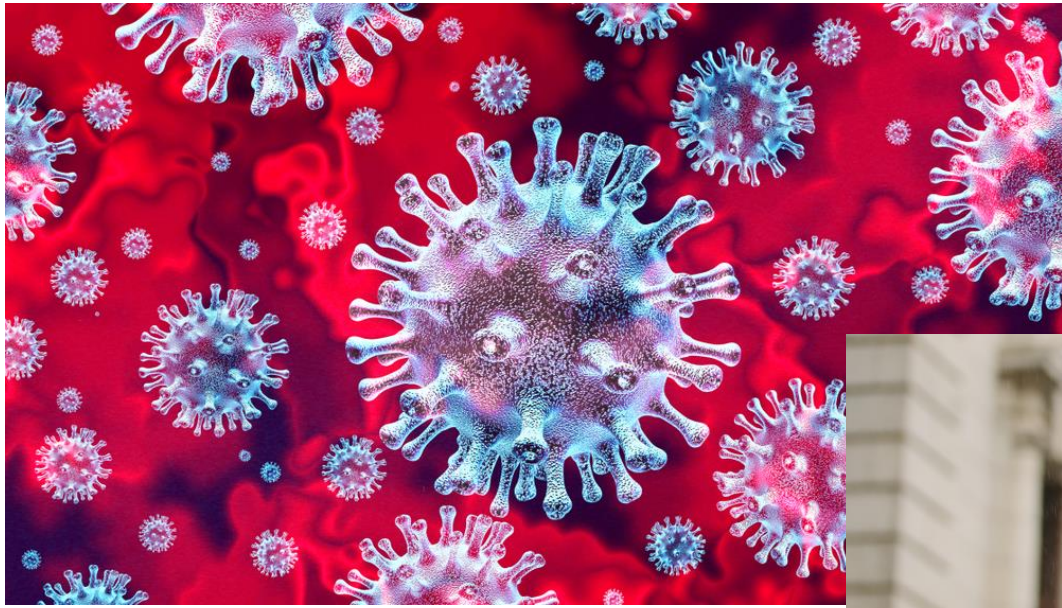






# Maslow's Hierarchy of Needs







52%



Managing  
Shifting Priorities  
and Strategies





# Maslow's Hierarchy of Needs



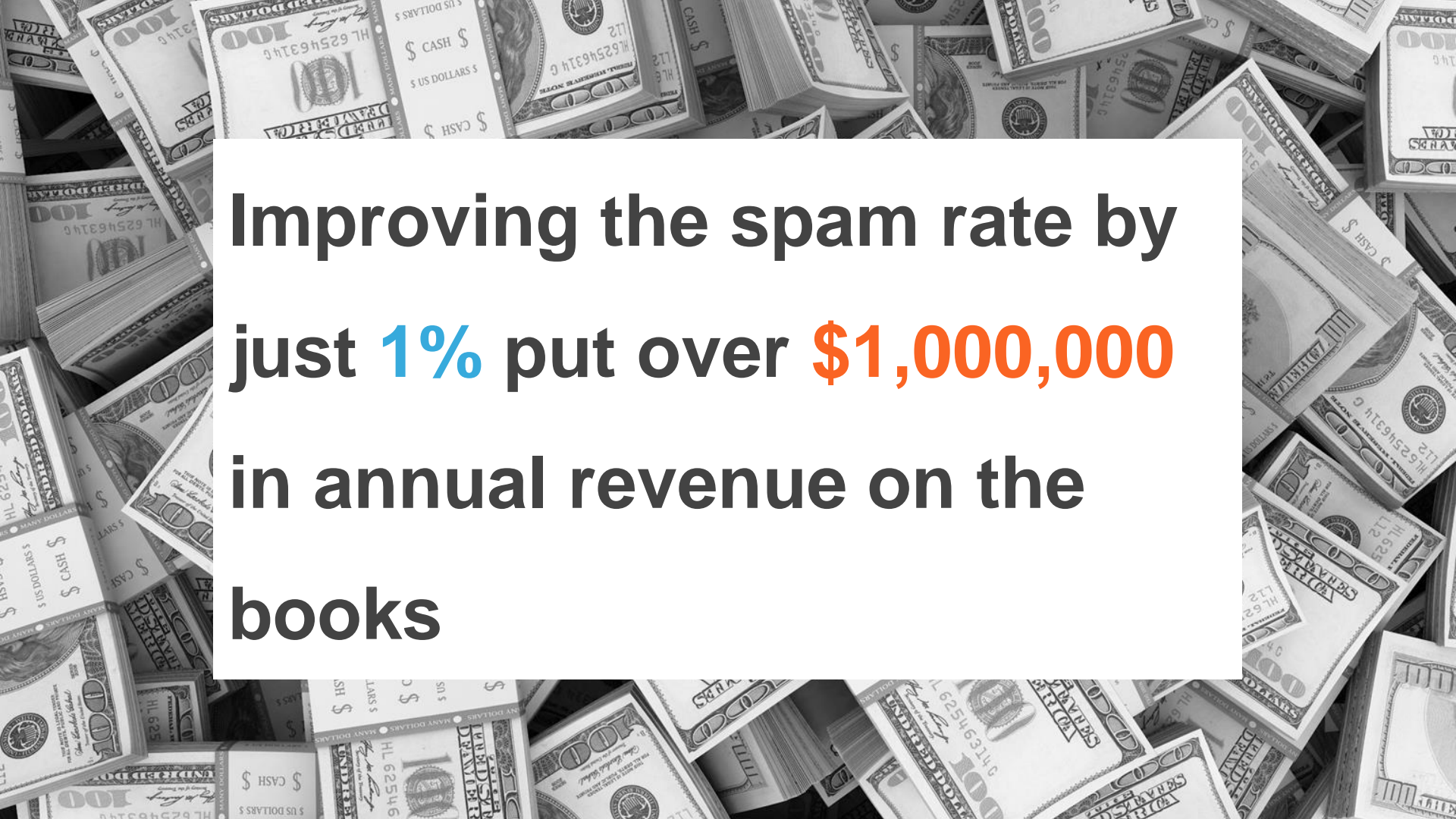
# *Physiological Needs*



***Get to the Inbox***

**20%+**

**of all permissioned mail ends up in the spam folder**



**Improving the spam rate by  
just 1% put over \$1,000,000  
in annual revenue on the  
books**



## Three major ways to improve deliverability

1. Use advanced email delivery analytics that go beyond your ESP to understand where your emails are going.
2. Only use acquisition sources that are close to your brand.
3. Segment and personalize where you can.

***Provide Timely and Relevant  
Information***





## Add these staples to your next order.



### Breads & Bagels

A selection of our freshly baked breads and bagels for breakfast, sandwiches, and more.



### Dairy

Gallons of milk, creamy Greek yogurt, cream cheese spread, and Kids' Yogurt Tubes.



### Produce

Fresh apples, grapes, vine-ripened tomatoes, avocado, and more.



Order Online



Our Menu



Find A Cafe



My Rewards

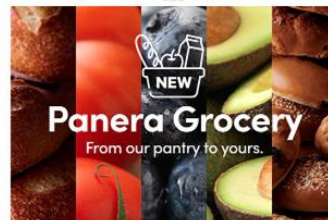


New Panera Grocery is here.

Hi April

Panera

Order Online



We're making it easier to stay safely at home, while still getting the groceries you need for your family. Now you can order your Panera favorites [and groceries](#) for pick-up or Contactless Delivery.

Order Groceries

Plus, enjoy **FREE DELIVERY** on every order of \$15 or more\* through 4/15 with code:

**FREEDELIVERY**

## Add these staples to your next order.



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A selection of our freshly baked breads and bagels for breakfast, sandwiches, and more.



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Gallons of milk, creamy Greek yogurt, cream cheese spread, and Kids' Yogurt Tubes.



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Fresh apples, grapes, vine-ripened tomatoes, avocado, and more.

Order Online

Our Menu

Find A Cafe

My Rewards



Connect with Panera on social media





## How we can help

We offer services that may help minimize your exposure to risk or if you're experiencing illness.

### Get free delivery on Rx and other store essentials

Available on 1-2 day delivery when your prescription is ready for pick-up.

[Get started >](#)



### Plan a Video Visit

Get consultation and support from the comfort of your home.\*

[Learn more >](#)



### Get a flu shot

The CDC recommends you get the flu vaccine to help prevent the spread of flu and possible unnecessary evaluation for COVID-19.\*

[Find out more >](#)



Coronavirus information and resources

## Stay informed on the coronavirus (COVID-19)

Your health is our top priority, so we're connecting you to resources including:

- Prevention & prep tips
- Tools & services
- FAQs

[Learn more](#)



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[ExtraCare](#)

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One CVS Drive, Woonsocket, RI 02895

\*FOR FLU SHOT: Flu shots available when immunizing pharmacist or MinuteClinic® health care provider is on duty. Age restrictions apply. Eligible patients will not pay any co-payments unless otherwise required by their plan, including Medicare Part B.





## Why am I not receiving my regular emails from Publix?

At this time, our focus for email is providing our customers critical information about store operations and hours. You can always find the current weekly ad at [publix.com](https://publix.com). When the time is appropriate, we will resume normal email delivery.



Images not loading? View online.



## Thank you, first responders and hospital staff.

You're taking care of others. Allow us to return the favor. We've reserved 8 – 9 p.m. on Thursdays and 7 – 8 a.m. on Fridays to give these valuable members of our community a little extra time to shop for themselves and their families.

[LEARN MORE](#)



Images not loading? View online.



## Check out touch-free.

Pay with the Publix app for touch-free checkout and to opt in to e-receipts. We also welcome contactless cards and most mobile pay apps. Touch-free checkout is one way to look out for ourselves and for each other. Want other ideas for your next checkout?

[GET TIPS HERE](#)

Store Hours: 6 a.m. – 8 p.m.  
Pharmacy: Mon-Fri: 9 a.m. – 7 p.m.  
Saturday/Sunday: For weekend Publix Pharmacy hours, visit the [store locator](#).

Reserved senior shopping hours: 7 a.m. – 8 a.m.  
Tuesdays and Wednesdays for customers age 65+.

# *Safety Needs*



# Maslow's Hierarchy of Needs



*Ensure They Know It's You*

# The Inbox is a Crazy Place!

The screenshot displays the Gmail interface. At the top left, there is a menu icon, the Gmail logo, and a search bar labeled "Search mail". On the right side of the header, there are icons for help, grid view, and a profile picture. Below the header, the left sidebar contains navigation options: "Compose", "Inbox" (with 116 items), "Starred", " Snoozed", " Important", " Sent", and " Drafts" (with 4 items). A "Sign in" button is also present in the sidebar, with a note that signing in will sign you into Hangouts across Google. The main inbox area shows a list of emails with columns for checkboxes, stars, sender names, subject lines, and timestamps. The emails include advertisements from HomeAdvisor and 1800Flowers.com, and various promotional messages from BaubleBar, VICE, Lauri Rhinehart, Am., The Economist, Wayfair, iHeartDogs, Poshmark, The Vitamin Shoppe, ALL MODERN, and ACLU. The top of the inbox shows "1-50 of 224" and navigation arrows. On the right side of the inbox, there are icons for social media, updates (5 new), and forums (18 new).

**Compose**

**Inbox** 116

Starred

Snoozed

Important

Sent

Drafts 4

Sign in

Signing in will sign you into Hangouts across Google [Learn more](#)

Search mail

1-50 of 224

Primary Social 1 new Promotions Updates 5 new Forums 18 new

Nextdoor Spencer Creek... Green Bean Delivery, Wi... via Email, Jaffer, via, Chr...

HomeAdvisor **Ad** Have A Home Project? - Hire A Professional, Get The Job Done Right. Compare Prices & Book Online. Al...

1800Flowers.com **Ad** Deliver Early & Save - Deliver a Mother's Day gift early this year. Free Shipping & No Service Charge.

BaubleBar **Half off for Happy Hour** - Take 50% off the Centauri Ear Jackets. Prices as marked. ... 2:25 PM

VICE **Scientists know where aliens might be, but humans will never see them** - Beyond the impenetrable cos... 2:05 PM

Lauri Rhinehart, Am. **Update: Red Cross Response** - Help us reach this crucial goal Having trouble viewing this message? Clic... 1:45 PM

The Economist this . **Risky procedures** - In response to the pandemic, some governments have been granted emergency pow... 1:37 PM

Wayfair | Save Big,. **Sheets And Sheet Sets + BIG Sale. (Up to 80% OFF!)** - It's on! Take up to 80% OFF and help support COVI... 1:17 PM

iHeartDogs Newslett. **Adoption Prank Reveals Incredible Surprise For Rescue Founder (WOW!) + A Freebie!** - If Your Breed Is ... 1:14 PM

Poshmark Shopping **Easy lounging in these** - Poshmark Feed Shop News My Closet Poshmark Trending Now Brands and tren... 1:07 PM

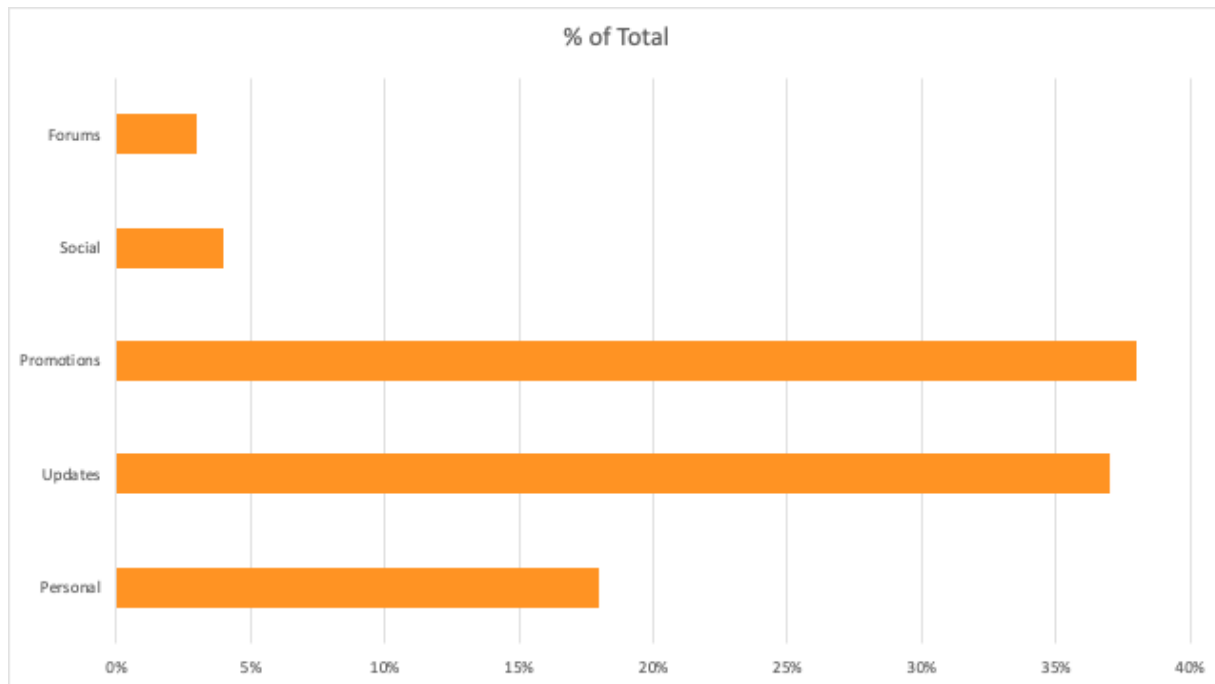
The Vitamin Shoppe **April, last chance to bag \$30 off** - This coupon expires soon ... 1:05 PM

ALL MODERN **Starts now || The planter SALE that gives back →** - Support COVID-19 relief + save Free shipping on ord... 12:58 PM

ACLU **A hard truth** - Here's what we can do about it. 12:53 PM



## The Promotions Tab is Especially Crowded!



Source: SparkPost Panel Data Calculation Across U.S. Gmail Inboxes

# Uptick in Scams

MORE ≡

FBI



Search FBI



## COVID-19 News from the FBI



### Protect Yourself from Pandemic Scammers

The head of our Financial Crimes Section discusses scams and crimes related to the COVID-19 pandemic and offers tips on how to protect yourself.

05.13.2020 [FBI and CISA Warn Against Chinese Targeting of COVID-19 Research Organizations](#)

05.13.2020 [People's Republic of China \(PRC\) Targeting of COVID-19 Research Organizations](#)

04.22.2020 [Department of Justice Announces Disruption of Hundreds of Online COVID-19-Related Scams](#)

04.20.2020 [Online Extortion Scams Increasing During the COVID-19 Crisis](#)

04.15.2020 [FBI and Secret Service Working Against COVID-19 Threats](#)

04.13.2020 [FBI Warns of Advance Fee and BEC Schemes Related to Procurement of PPE and Other Supplies During COVID-19 Pandemic](#)

04.13.2020 [FBI Expects a Rise in Scams Involving Cryptocurrency Related to the COVID-19 Pandemic](#)

04.13.2020 [FBI Warns of Emerging Health Care Fraud Schemes Related to COVID-19 Pandemic](#)

04.06.2020 [FBI Warns of Money Mule Schemes Exploiting the COVID-19 Pandemic](#)

04.06.2020 [FBI Anticipates Rise in Business Email Compromise Schemes Related to the COVID-19 Pandemic](#)

Sender Policy  
Framework (SPF)



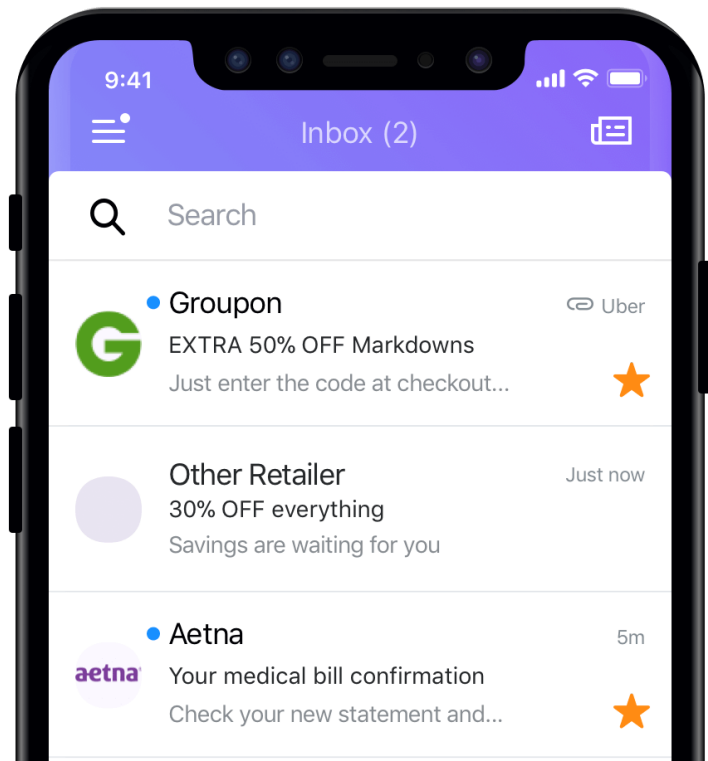
Domain Keys  
Identified Mail (DKIM)



Domain-Based Message  
Authentication (DMARC)



# Brand Indicators for Messaging Identification (BIMI)



Displays brand logo in the inbox to help your emails stand out

Four major benefits:

- Brand recognition
- Protection against spoofing
- Building trust with subscribers
- Helps with deliverability in mailbox providers that support BIMI

Image source: Yahoo Mail

## BIMI Shows Some Promise

**Are you thinking of adopting BIMI (Brand Indicator for Message Identification) in the future?**



- **49.6%** No plans
- **50.4%** Yes, plan on implementing it in the future

# *Share Safety Information*

**TOGETHER**  
EVERY STEP OF THE WAY

**COME ON IN**  
(WE'VE GOT YOU COVERED)

**NEW! STORE TRY-ON AREAS**

**WE'RE DESIGNATING SAFE SPACES TO TRY ON SHOES.**

**YOUR HEALTH & SAFETY COME FIRST**

**HERE'S WHAT WE'RE DOING TO KEEP YOU SAFE**

- KEEPING THINGS CLEAN**
- TAKING EXTRA PRECAUTIONS**
- LIMITING SHOPPERS IN STORE**
- ACCEPTING CREDIT CARDS ONLY**
- SUPPORTING SOCIAL DISTANCING**
- CONTACTLESS CURBSIDE PICK-UP, RETURNS, & SHOE DONATION**

**DSW CAMP CREEK MARKETPLACE IS OPEN**  
10 AM - 7 PM DAILY

We're following CDC guidelines to protect your health & safety. [LEARN MORE](#)

**TOGETHER**  
EVERY STEP OF THE WAY

**COME ON IN**  
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**NEW! STORE TRY-ON AREAS**

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**YOUR HEALTH & SAFETY COME FIRST**

"I really appreciate all the efforts your stores are making to keep everyone safe."  
—Marlene, DSW customer

"Quick, efficient, friendly, and safe."  
—Michelle, parent/child, DSW customer

"I felt safe at the store. There were free masks and a sanitizer at the entrance and the associate disinfects the counter after each customer."  
—Stephanie, mom, DSW customer

**HERE'S WHAT WE'RE DOING TO KEEP YOU SAFE**

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**Take Our Survey**



**Atlanta's Ultimate Trampoline Park & Fun Center!**

**Opening Friday, May 29th to Fly High Memberships Only**

We are proud to serve this community and want to assure you the health and well-being of our Guests and Team Members remain our first priority. Whenever you're ready to come jump, you will see some changes in our parks to create an environment that promotes cleanliness and social distancing. But don't worry, you will still see and feel the same thrills and excitement that you know and love at Xdrenaline.

We're taking our park cleaning procedures and frequency to the next level, including daily disinfectant spraying or fogging of the entire park using products that meet the EPA criteria for use against SARS-CoV-2, the novel coronavirus that causes COVID-19. We are also implementing new standards to reduce capacity, stable social distancing, and promote good hygiene practices within the park.

We are incredibly grateful for all the joyful memories we've made together and we look forward to making more soon. We'll bounce back from this together. See you soon!



Thank you for your support during this difficult time. We

**SPARKPOST**



Want opt-out of Mother's Day emails?  
No problem.

[Unsubscribe](#)



Lucy at Bloom & Wild

To You

13:02



Hello Gemma

I wanted to get in touch as I know that Mother's Day can be a very sensitive time for some of us. So if you don't want us to send you any Mother's Day reminders this month, we won't. Just let us know by [opting out here](#). Then we'll do the rest.

And don't worry, if you opt out we'll still keep you updated with everything else, like normal.

Best wishes,

Lucy

Lucy Evans | Customer Experience Manager

T: [020 7352 9499](tel:02073529499) • [www.bloomandwild.com](http://www.bloomandwild.com)



# ***Belongingness and Love Needs***



# Maslow's Hierarchy of Needs



# *Foster a Sense of Community*



American Airlines is partnering with the American Red Cross to raise funds for their efforts on the frontlines of the COVID-19 outbreak.

Monetary donations are the best way to assist those in need at this time, which will help provide support for blood drives and critical relief services through trained Red Cross personnel who are on the ground, assisting with the outbreak.

From now through April 30, AAdvantage® members can earn 10 miles for every dollar donated to the Red Cross with a minimum \$25 donation.

We thank you for your support.



Hello, Smiles Davis

AAdvantage® member  
6500500

Donate, earn miles and impact lives



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We thank you for your support.

[IMPACT LIVES. DONATE NOW.](#)



## SAVE UP TO 50% AND DONATE A ROOM NIGHT

On stays from July 6, 2020 to  
October 29, 2020

PROMO CODE:  
THANKYOU

Book Dates: 5/4/20 - 5/17/20

Stay Dates: 7/6/20 - 10/29/20

Water Park Passes: Included

BOOK NOW



### OUR PAW PLEDGE Travel Flexibility

We want you to feel confident about making future plans. With our Free Cancellation or Change Program, you can cancel for a full refund, or change to a future date without penalties on any new or existing reservation up until June 16, 2020.

GREAT WOLF LODGE



## SAVE UP TO 50% AND GIVE BACK TO LOCAL HEALTHCARE HEROES

For every room booked before May 17, we'll donate a one-night stay to nurses working on the frontlines.

To show our support to the selfless nurses confronting the COVID-19 outbreak and in honor of National Nurses Week, we're extending our **Nights for Nurses** promotion until Sunday, May 17. If you book a room now for a future stay at Great Wolf Lodge, we'll donate a room night to a nurse so they can enjoy some much-deserved time with their families. We're partnering with the American Nurses Association to distribute the stays to nurses, and hope to donate up to 10,000 room nights with this effort. We hope you'll join us.

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SPARKPOST





shop now

show us your #softselfie



AKA a selfie that evokes a feeling, emotion or mood related to softness (something we could all use right now).

Share yours by tagging #softselfie.

double-tap-worthy

spoiler alert

Wondering how you'll feel in our Signaturesoft Plush shorts? We'll let these five-star reviews give you a hint.



the best shorts in the world

I thought I would like these shorts. I was wrong. I LOVED THEM! They are so soft and pretty and just the best purchase ever.

—A Lou & Grey fan from Los Angeles, California

(Customers receive a sweepstakes entry for submitting a review.)



exactly what i wanted

Amazing fit and feel! And that COLOR. OMG I am in HEAVEN in these.

—A Lou & Grey fan from Moore, Oklahoma

(Customers receive a sweepstakes entry for submitting a review.)

hey April join our loyalty program, get major perks, win at life

spoiler alert

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Share yours by tagging #softselfie.

double-tap-worthy



Our African American Associate Resource Group has developed an [Allyship Resource Guide](#) that they've shared with all of us, available for downloading at [TheKrogerCo.com](#). I'm thankful for the individuals who helped us quickly take this step forward, providing insightful resources for all of us to review, reflect on and learn from.

We strive to be a company that empowers and supports our associates. We not only have to listen, but we must act.

As a demonstration of our commitment to being part of the solution, and as a first step toward being a catalyst for change, our company is establishing a \$5 million fund to support the advancement of racial equity and justice. This investment will be earmarked within The Kroger Co. Foundation for improving diversity, equity and inclusion.



Charmia,

At Kroger, Our Purpose is to Feed the Human Spirit, which means we're always driven to do more and help make the lives of those around us better - whether that's our own associates, or our customers and communities. Our commitment to help and support is critical now, as so many of us are hurting, frustrated and angry.

The senseless killings of George Floyd, Ahmad Arbery, Breonna Taylor - and so many more, too many more across our country - have shaken us to our core. I share in everyone's feelings of sadness and outrage for the victims. The pain is deep and raw. My heart goes out to their families, friends and communities.

We cannot remain silent. We must use our voice to express that we're against racism and injustice toward the Black community, we can and must do better, as a company, community and country.

To become a greater part of the solution, we believe the most important next step is to listen. We're creating more opportunities for our associates to openly share their thoughts and feelings about their experiences with discrimination - and for our company and leaders to more deeply and deliberately listen.

We'll continue to educate and show our leaders and associates how to be stronger allies - to be more empathetic, supportive and aware of our own unconscious bias. So that together, we can build a better, more inclusive Kroger. It starts with all of us. And as CEO, that starts with me.

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This has been a moment of clarity and reflection that has revealed the deeper work we must do. We're committed. We're openly listening to our associates and community partners, and we're engaging advocacy groups to further understand what more we can do. We'll take action and share our progress.

To our Black associates, customers and allies: We see you. We hear you. We support you, and I stand with you.

One of my favorite Nelson Mandela quotes states, "One of the most difficult things is not to change society - but to change yourself."

With that in mind, now and each day, we remain guided by Our Purpose and Our Values of Integrity and Honesty, Safety and Respect, Diversity and Inclusion. These are our core beliefs - the essence of who we are - and they do not change, no matter the circumstances.

Thank you for shopping with us, and for being a loyal customer.

Sincerely,

Rodney McMillen  
Chairman and CEO

[Watch Video](#)





For anyone seeking to learn more about social justice and racial inequality, we've [curated a collection of courses](#) to help deepen our understanding of these vital issues. These courses come from world-renowned experts and thought leaders.

In addition, as a company, we are taking more action and responsibility toward a more inclusive and just future.

- Coursera employees around the world are making financial donations to organizations dedicated to ending racism and promoting social justice.
- We are going to fund new courses dedicated to educating our global community on the topics of anti-racism, diversity, social justice, and inclusion.
- We are expanding our social impact program to provide free Coursera catalog access to additional organizations serving underrepresented communities.
- We are going to intensify our efforts towards hiring, developing, and retaining a more diverse workforce at Coursera.

We recognize that we all need to do more. Together as a community, we can develop a better, more equitable future for all.

coursera

We stand against racism.  
We stand for social justice.  
We believe learning is a force for positive change.

coursera

Many of us are hurt and outraged by the tragic deaths of Ahmaud Arbery, George Floyd, Tony McDade, and Breonna Taylor. These tragedies bring to the forefront the fears and injustices that Black Americans have faced every day for generations.

There is a critical need for us all to confront racism and inequality. We must come together to build a deeper understanding of issues around social justice and equity for all.

At Coursera, we believe that learning is a source of human progress and achieving enduring change. We are deeply committed to providing relevant and actionable learning that furthers the cause of social justice in our world.

For anyone seeking to learn more about social justice and racial inequality, we've [curated a collection of courses](#) to help deepen our understanding of these vital issues. These courses come from world-renowned experts and thought leaders.

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 **Race and Cultural Diversity in American Life and History**  
University of Illinois at Urbana-Champaign | Free

 **Hot Topics in Criminal Justice**  
Vanderbilt University | Free to Audit

 **Revolutionary Ideas: Utility, Justice, Equality, Freedom**  
Rutgers the State University of New Jersey | Free

***Connect Beyond Commerce***

The Skillshare logo is displayed in white on a dark blue background. The word "SKILL" is on the top line and "SHARE." is on the bottom line. A small green dot is positioned above the letter "A" in "SHARE."The Skillshare logo is displayed in white on a dark blue background. The word "SKILL" is on the top line and "SHARE." is on the bottom line. A small green dot is positioned above the letter "A" in "SHARE."

# We're all in this together

We all feel it: it's been a tough week. This is a new time for us all, and we recognize the many ways this is affecting artists, freelancers, and many in our own community.

And yet, we're so grateful to be charting these times together. We remain committed to fostering creativity as a powerful force to bring us together, and we hope that this newsletter can serve as a small bright spot amidst changing times.

SKILL  
SHARE.

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### Classes for Getting Creative Indoors

If you're looking to pass the time indoors, we've hand-picked popular classes to help you explore your creativity, all from the comfort of home.

[Explore Now](#)



### Falling In Love with Your Home

Now more than ever, as we practice social distancing, many of us find ourselves forming a new relationship with our home. We chatted with teacher and minimalist Erin Boyle about creating a space that fosters calm and creativity.

[Read More](#)



### Our Teachers Share Advice on Working from Home

With many of us now working from home for the first time, we spoke with popular Skillshare teachers about their tips and tricks.

[Learn More](#)

SKILL  
SHARE.

f t @

35 E 2nd Street, New York, NY 10003

Being creative can be challenging.  
So pay your attention.

Download on the  
App Store

GET IT ON  
Google Play

Classes for Getting Creative Indoors

If you're looking to pass the time indoors, we've hand-picked popular classes to help you explore your creativity, all from the comfort of home.

[Explore Now](#)



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[Read More](#)



### Our Teachers Share Advice on Working from Home

With many of us now working from home for the first time, we spoke with



Make your very own McMuffin™. Just open up to find out how...  
Can't see the small text? Click here  
Had a change of heart? Click to unsubscribe



## Make your own Sausage and Egg McMuffin®



Our restaurants may be closed, but you can still enjoy a taste of McDonald's for breakfast. Follow the steps below and rustle up your own version of the iconic Sausage and Egg McMuffin® at home.\*

### What you'll need...



**English Muffin**

Toast until golden brown.



**75g Sausage meat**

Season with a pinch of salt and pepper then shape into balls. Flatten into patty shapes and cook under a pre-heated grill for 6-7 minutes on each side (or as per instructions on packaging).



**1 Egg**

Brush the inside of a metal ring with a little oil and place in a small frying pan. Pour in just enough water to cover the base then bring to the boil. Crack the egg into the ring, cover the pan and cook for 2-3 minutes.



**1 American Cheese Slice**

Assemble your McMuffin® by layering the patty and egg on top of a slice of cheese...and enjoy!



## Make your own Sausage and Egg McMuffin®



Our restaurants may be closed, but you can still enjoy a taste of McDonald's for breakfast! Follow the steps below and rustle up your own version of the iconic Sausage and Egg McMuffin® at home.

### What you'll need...



**English Muffin**

Toast until golden brown.



**75g Sausage meat**

Season with a pinch of salt and pepper then shape into balls. Flatten into patty shapes and cook under a pre-heated grill for 6-7 minutes on each side (or as per instructions on packaging).



**1 Egg**

Brush the inside of a metal ring with a little oil and place in a small frying pan. Pour in just enough water to cover the base then bring to the boil. Crack the egg into the ring, cover the pan and cook for 2-3 minutes.



**1 American Cheese Slice**

Assemble your McMuffin® by layering the patty and egg on top of a slice of cheese...and enjoy!

### Know a McMuffin® lover?

Share the recipe!  
#JustLikeMcDonalds



### Go to town. Add a hash brown.

To make a hash brown, grate a potato into a bowl. Mix in an egg then season with salt and pepper. Heat a splash of oil in a pan then add a spoonful of the mix. Flatten and cook until golden brown on both sides.

### Did you know...

We've been using the ring-egg device that makes since 1958. We're passionate about working with the very best suppliers. That's why all the eggs across our breakfast menu are free range, from UK or Irish farmers who really look after their hens.







## Become a quizmaster in every sense of the word

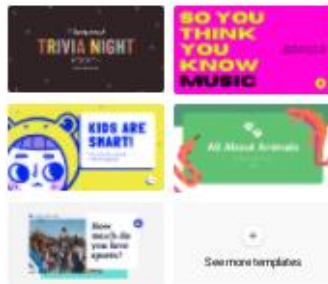
People are keeping themselves entertained at home by taking part in virtual quiz nights. So, this next time you're hosting one, make it a bit with Canva. We've designed a range of new quiz templates to help you stand out while challenging your friends and family. Quizzes have never looked so good.

[See quiz templates](#)



## Design and host a great quiz

Whether you want to test your friends' knowledge of music, movies, or sports - we've got you covered. Simply choose a quiz template, customise or play as is, then present to your participants. With our templates, you'll be a true quizmaster.



[See more templates](#)

## A background for any occasion

We've added even more Zoom virtual background templates to our collection. Giving you even more choice when it comes to making your video conferences as fun or as professional as you like.

They're fully customizable and completely free, so what are you waiting for? Create a new background for your next casual catch up with friends and family or team meeting at work.

[Browse templates](#)



## Focus on the background



Choose from our range of Zoom Virtual Background templates.



Customize your design and download the file.



Upload your design to Zoom and transport yourself.



## 5 playlists that take you there

In the coming weeks, your fellow travelers at Expedia want to bring the spirit of exploration to your inbox. Because even if taking a trip isn't in your immediate plans, there are still ways to feel like you're miles away. Here, we've gathered playlists inspired by some of our travelers' favorite destinations.



### Dreaming of Hawaii

Enjoy the beach-inspired music of the Hawaiian Islands, from Israel Kamakawiwo'ole to "Tiny Bubbles."

[Listen in: Hawaii](#)

### 5 playlists that take you there

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**Dreaming of Hawaii**  
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[Listen in: Hawaii](#)



**Viva Las Vegas**  
From Frank Sinatra to Beyoncé, let's bring the neon and the show into your playlist this week.

[Listen in: Las Vegas](#)



**Los Angeles vibes**  
Malibu, Culver City, Beverly Hills, and Santa Monica: the fun of vibrant Los Angeles is just a click away.

[Listen in: LA](#)



**New York, New York**  
For New York, try the city that never sleeps. The only city that never sleeps, the only city that never sleeps, the only city that never sleeps.

[Listen in: NYC](#)



**Celebrate Mexico**  
Mexico has a vibrant musical heritage that spans back centuries. From mariachi bands to salsa, let's celebrate the rich musical heritage of Mexico.

[Listen in: Mexico](#)



**Did you know?**  
Hawaii is the only state to be founded by a single person. It's also the only state in the country that has a state seal.



**Test your travel knowledge**  
Where in the world is this scene? Take our quiz and see how you do. The answers are in the comments.

# *Esteem Needs*



# Maslow's Hierarchy of Needs



# *Reward Loyalty and Show Appreciation*



- **Extensions for SkyMiles Members:** I appreciate how much you value your Status and benefits, which is why we're **making adjustments** so you can continue to enjoy them whenever you're ready to travel again. You will see these updates automatically reflected in MyProfile/MyWallet before they go into effect.

**Medallion Status:** Your current Medallion Status will automatically be extended through 2021 whether or not you requalify. In addition, all of your 2020 Medallion Qualification Miles (MQMs) will be rolled over in 2021. If you are enrolled in Status promotions, you will also receive additional flexibility to complete those requirements.

**Program travel benefits:** Eligible Delta SkyMiles American Express Card Members will get more time to enjoy benefits, including Companion Certificates and the \$100 Delta flight credits. SkyMiles Members with Upgrade Certificates or \$200 Travel Vouchers will also have additional time to enjoy those benefits.

**Delta Sky Club® access:** If you are a Delta Sky Club Member, you'll receive an additional six months of club membership free of charge.



Diamond Medallion®  
286,444 Miles

## COMMITTED TO KEEPING YOU INFORMED

Your Update from Ed



Dear April,

I hope wherever you are in the world – whether at home with loved ones or on the front lines fighting this pandemic – that you are staying healthy and safe. We thank you for your patience and understanding over the last month as you've experienced unprecedented schedule changes and travel disruptions. Our focus today, as always, is on getting you and your loved ones where you need to be quickly and safely.

I want to let you know about some important decisions regarding SkyMiles® Medallion® Status and benefits, travel waivers and cleanliness that will help ensure that we're meeting your needs in this extraordinary time:

- **Extensions for SkyMiles Members:** I appreciate how much you value your Status and benefits, which is why we're **making adjustments** so you can continue to enjoy them whenever you're ready to travel again. You will see these updates automatically reflected in MyProfile/MyWallet before they go into effect.

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# NATIVE

**Yes! Your Order is  
Confirmed!**

Today at 9:30 AM

---

## NATIVE

**Jeannette, You Rock!**

It was just another mundane day at our office when suddenly, Jackie took a look at the computer and her eyes widened. "We did it," she exclaimed! "We got an order from Jeannette Kocsis!"

Laura jumped out of her chair and ran to Jackie's desk. She didn't even read the entire email – she just saw "Jeannette" and started screaming in delight! "O.M.G." Laura shouted. "This is real! We have an order from Jeannette!"

**SPARKPOST**

# ***Self-Actualization***





# Maslow's Hierarchy of Needs



*Turn Them Into Advocates*

# Uber

## WHO YOU ARE



LIFETIME TRIPS

134

★ YOUR RATING

4.70

## WHERE YOU'VE BEEN

0 3 5 0

Total miles traveled this year

Go long! Your mileage equates to 5,133 football fields.

## YOUR YEAR IN NUMBERS

TRIPS IN THE LAST YEAR

46

5-STAR TRIPS EARNED

★ 36

## YOU'RE AN EVERYDAY EXPLORER



You like exploring every corner of the city. You're Ubering all over town during the week.

Thank you for choosing Uber, here's to more trips together.



ARKPOST

The image shows a Gmail interface with a promotional email from lendingtree. The email content is as follows:

**lendingtree**

## QUIZ TIME

- Are you looking to buy a home?
- Need to pay down your credit card debt?
- Just need a little extra cash?

Take a 10 second quiz to see which product we recommend!

Are you a homeowner?



YOU MADE IT OFFICIAL ON  
**05 • 28 • 09**

Time flies when you're getting perks. Can't see this? View in browser.

**DSW** Member Rewards | HE, CHARMA | VIP STATUS: CLUB  
**SPEND \$54 TO GET YOUR NEXT REWARD**

[WOMEN](#) [MEN](#) [KIDS](#) [BRANDS](#) [CLEARANCE](#)

**WE CARE ABOUT YOUR HEALTH & SAFETY.**  
[READ OUR COVID-19 RESPONSE](#)

# HAPPY ANNIVERSARY CHARMA

YOU'VE BEEN A VIP FOR 11 YEARS (3)

Thanks for being a VIP! It's definitely more awesome with you as a member. We've got a ton of good stuff coming, and we can't wait to share it with you.

Here's to you!

From all of us at DSW,

Roger Rawlins  
Chief Executive Officer

## A LOOK BACK AT THE GOOD TIMES

YOU MADE IT OFFICIAL ON

**05 • 28 • 09**

AND GET

**50**

POINTS WHEN YOU DONATE SHOES



LOG IN

LEARN MORE







GUILDA 🐾 @guilda\_h · Apr 28



So thankful for the email marketers, developers, architects, designers and technical marketers. These are unprecedented times we currently find ourselves in yet they are still innovating, creating, coding, analyzing, developing, building, partnering & strategizing. [#emailgeeks](#)



**Megan launched a new website! Boshuyzen** @megbosh · Mar 18



Good morning my beautiful [#emailgeeks](#)!

It's a new day and new emails need to be sent! Our jobs connecting with others are more important than ever. We have the unique ability to affect how people feel when they wake up and go to sleep. Don't waste it.



**Thank You and  
Ever Forward**

**[april.mullen@sparkpost.com](mailto:april.mullen@sparkpost.com)  
**@aprildmullen****