



Sleeping Baby

# 2022 Black Friday + Cyber Monday Campaign

## Emails



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BLACK FRIDAY SALE

# 25% off everything

*Shop our biggest sale of the year,  
just in time for the holidays.*

CODE: BFCM2022

SHOP NOW

Offer ends November 28.

## NEW HOLIDAY ARRIVALS



NEW PATTERNS!

*Zipadee-Zips*

SHOP NOW

*One-Piece Pajamas*

SHOP NOW



*Two-Piece Pajama Sets*

SHOP NOW



*Your friends at Sleeping Baby*

25% off with code BFCM2022



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## Safe, deep sleep for your little one (and you)

The holiday season is stressful enough as it is. Help your little one fall asleep faster and stay asleep longer with our bestselling Zipadee-Zip—now in new patterns.

[SHOP NEW PATTERNS](#)

*Black Friday Sale*

# 25% off everything

CODE: BFCM2022

[SHOP NOW](#)

Offer ends November 28.

### CUTE PATTERNS IN CALMING COLORS



*Your friends at Sleeping Baby*



25% off with code BFCM2022



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NEW

## Bamboo Pajamas

The key to good nights and brighter mornings? A pair of cozy PJs your little one loves to wear from bedtime to breakfast (and sometimes even a few hours in between).

[SHOP NEW PJS](#)

*Black Friday Sale*

# 25% off everything

CODE: BFCM2022

[SHOP NOW](#)

Offer ends November 28.

### WHY YOU'LL LOVE THEM



*Breathable bamboo blend fabric*



*Soft as a cloud with just-right stretch*



*Footless style leaves room to grow*



*Ribbed cuffs prevent hiking up during sleep*



*Pair with the Zipadee-Zip for an even better bedtime*

[SHOP ONE-PIECE PJS](#)

[SHOP TWO-PIECE PJ SETS](#)



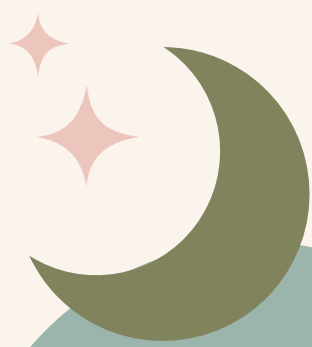
*Your friends at Sleeping Baby*





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FINAL HOURS TO SAVE ON SLEEP!



25% off  
everything

*With savings like this, why not wrap up  
your holiday shopping a little early?*

CODE: BFCM2022

SHOP NOW

Offer ends November 28.

## TOP GIFT PICKS



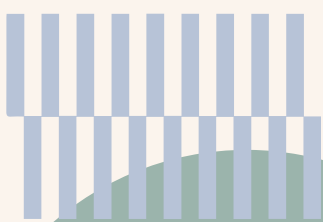
*Your friends at Sleeping Baby*





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BONUS DAY!



25% off  
everything

*Don't miss your last chance to shop  
our biggest sale of the year.*

CODE: BFCM2022

SHOP NOW

Offer ends November 29.

HAVE YOU SEEN THESE NEW ARRIVALS?



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# 2022 Holiday Shipping Deadline Emails





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3 DAYS LEFT

Order by  
December 14

*Wrap up your holiday shopping  
just in time.*

SHOP NOW

25% off everything

CODE: LASTCHANCE22

SHOP NOW

Offer ends December 14

HOLIDAY CHEER STARTS HERE



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2 DAYS LEFT

Order by  
December 14

*Take a deep breath. Your gift can  
still make it in time for Christmas.*

SHOP NOW

25% off everything

CODE: LASTCHANCE22

SHOP NOW

Offer ends December 14

PERFECT PRESENT MATERIAL



*Your friends at Sleeping Baby*





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LAST CHANCE

Holiday shipping  
ends tonight!

*Check your list twice.  
Today is the last day to order  
gifts for Christmas delivery.*

SHOP NOW

25% off everything

CODE: LASTCHANCE22

SHOP NOW

Offer ends December 14

GIVE THE GIFT OF SLEEP



*Your friends at Sleeping Baby*



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AMAZON HOLIDAY DELIVERY

**Order by  
December 21**



*Missed the shipping deadline? No problem.  
Shop our Amazon store to get your gifts  
in the St. Nick of time.*

[SHOP AMAZON](#)

**15% off**

**fleece Zipadee-Zips on Amazon**

CODE: 15SBYXMAS

[SHOP NOW](#)

Offer ends December 21

**COZY CHRISTMAS TO ALL**



*And to all a good night!*



*Your friends at Sleeping Baby*





# 2022 4th of July Campaign

## Emails



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# Let freedom from sleepless nights ring!



Enjoy 30% off our proven sleep solutions with code **JULY4**

[SHOP NOW](#)

*Offer ends July 4, 2023*

## MEET OUR DREAM TEAM



### ZIPPY SWADDLES

*help newborns sleep better & wake up less often*

[SHOP SWADDLES](#)

### ZIPADEE-ZIP SWADDLE TRANSITION

*a safer alternative to swaddling once baby starts to roll*

[SHOP ZIPADEE-ZIPS](#)



### FLYING SQUIRREL WEARABLE BLANKET

*keeps little ones cozy no matter how they toss and turn*

[SHOP FLYING SQUIRRELS](#)

### TWO-PIECE PJS

*made from soft, breathable bamboo with just-right stretch*

[SHOP PJS](#)



Use **code JULY4** at checkout to get this star-studded lineup for **30% off**.

[SHOP NOW](#)

*Wishing you a happy 4th of July filled with fun, family, and restorative sleep!*





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# 30% off everything

*Because a happy, well-rested family  
means more 4th of July fun!*



**USE CODE: JULY4**

**SHOP NOW**

*Offer ends July 4, 2023*

## OUR STAR PERFORMER

The Zipadee-Zip's unique starfish shape helps babies sleep safer, sounder, and longer. But don't just take our word for it...



*"Nothing kept our baby asleep until we tried  
the Zipadee-Zip. GAME CHANGER."*

*-A.*



*"If you're on the fence, don't think any longer  
—just buy one...or several."*

*-K.*



*"My baby went from waking up every 2-4  
hours to sleeping 11 hours straight!"*

*-M.*

Shop now and get the Zipadee-Zip swaddle transition for  
**30% off with code JULY4**

**SHOP NOW**

*Wishing you a happy 4th of July filled with fun, family,  
and restorative sleep!*





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# Last chance to save!

*Treat your little one (and yourself) to better sleep this summer.*

# Z

## 30% off everything

USE CODE: JULY4

SHOP NOW

*Offer ends July 4, 2023*

### SLEEP SOLUTIONS FOR EVERY AGE & STAGE



#### ZIPPY SWADDLES

*A cozy wrap swaddle for newborns 0-3 months*

SHOP SWADDLES

#### ZIPADEE-ZIPS

*A swaddle transition for babies over 3 months who can roll over*

SHOP ZIPADEE-ZIPS



#### FLYING SQUIRRELS

*A wearable blanket for tiny tots 12 months and older*

SHOP FLYING SQUIRRELS

#### TWO-PIECE PJS

*A soft, breathable pajama set toddlers love to wear*

SHOP PJS



*Shop now and get **30% off** any of these proven sleep solutions with the **code JULY4***

SHOP NOW

*Wishing you a happy 4th of July filled with fun, family, and restorative sleep!*