**Version A:**

|  |  |
| --- | --- |
| Email Objective |  |
| Subject Line |  |
| Preheader Text |  |
| Preheader URL |  |
| Hero URL |  |
| Header |  |
| Body Copy |  |
| CTA |  |
| CTA URL |  |

**Version B (if applicable):**

|  |  |
| --- | --- |
| Email Objective |  |
| Preheader Text |  |
| Preheader URL |  |
| Subject Line |  |
| Hero URL |  |
| Header |  |
| Body Copy |  |
| CTA |  |
| CTA URL |  |