



Time of day content

Day parting is a tried and tested method onsite and for PPC but it is not regularly seen in email. Using day parting, AXA pick and choose what content to display in their email based on the time of day the email is opened. AXA use day parting to promote relevant recipe content based on time of open.

Lunch

Recipe of the month

Herby rice salad

Slow acting carbs in the wholegrain rice makes it the perfect pre-exercise meal to any workout.

[View recipe](#)



Dinner

Recipe of the month

Chilli bean pasta bake

This delicious low-fat bake is a real energy booster.

[View recipe](#)



Email opened at breakfast

