

Sample: built from fictional brands and fictional emails. It does not describe any real company or product.

Japan Brand Email Report (sample): Sora

Period: 2026-03-25 to 2026-09-21 (date received, Japan Standard Time)

Coverage: ソラ (news.sora-demo.example), Fashion & apparel — 103 marketing emails

Published by SweetLeap Inc. (Melmaga Zukan), Osaka, Japan. Generated 2026-09-27.

Key numbers

Emails per week	Median max discount	Mention free shipping	Include a coupon
4.0	35%	34%	10%

Reading this report in a Japanese context. Japanese online stores rely heavily on loyalty points ("point-up" campaigns that multiply the points a shopper earns) alongside price discounts, and free-shipping offers are a common lever. Seasonal gifting periods (Ochugen in summer, Oseibo at year-end) and the New Year sales (Hatsuuri, often with lucky bags called Fukubukuro) shape the calendar as much as Black Friday.

How often it runs promotions

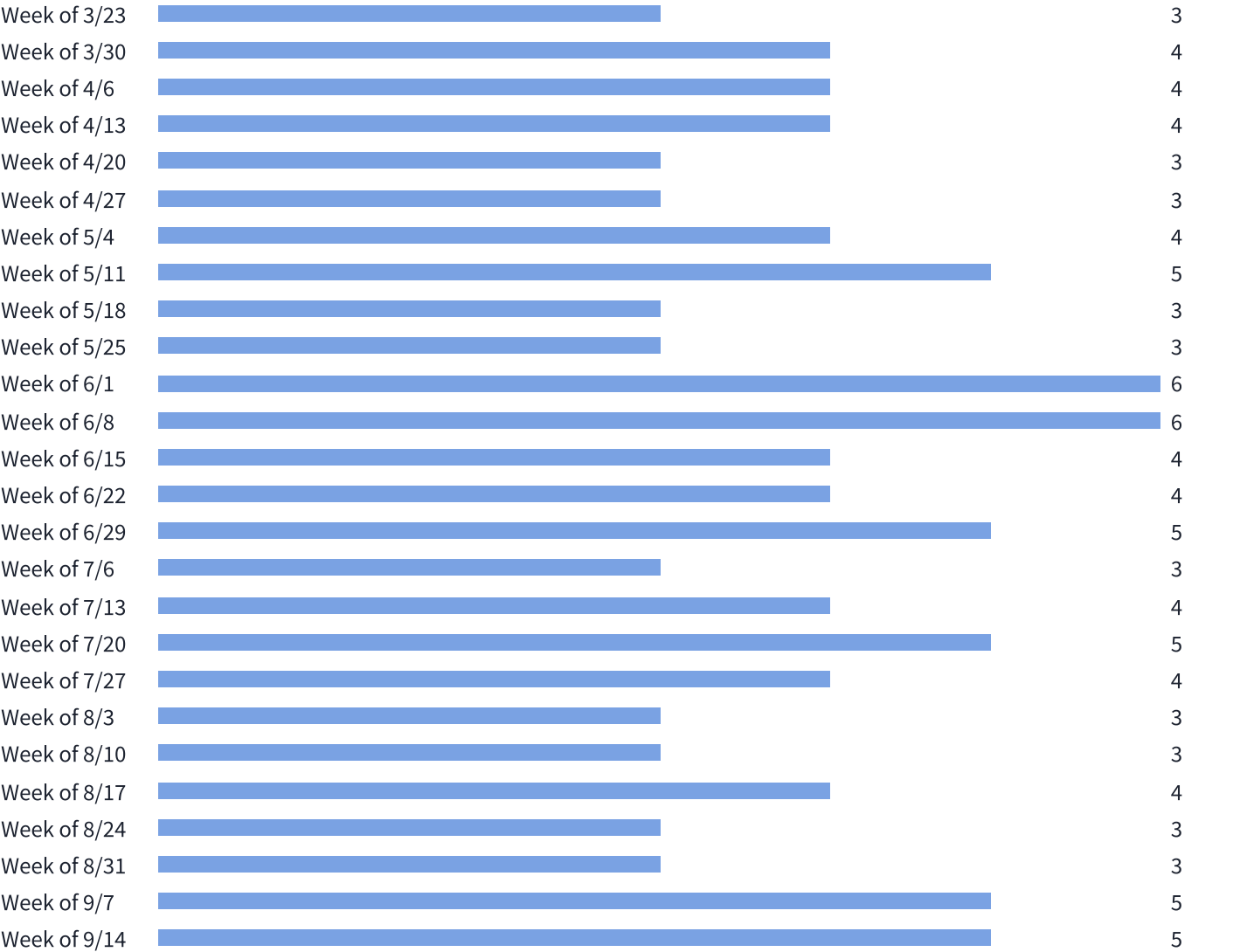
Days with a promotion	Average gap	Shortest / longest gap	Latest promotion
64	2.8 days	1 / 12 days	Sun 9/20

Days on which a sale, coupon or points campaign email arrived. Several emails on the same day count as one day.

Emails by month

Month	Emails	Promotional	Max discount
March 2026	4	4	40%
April 2026	15	4	50%
May 2026	17	10	40%
June 2026	21	13	50%
July 2026	19	15	50%
August 2026	14	11	40%

Emails per week



Day of week and hour (JST)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon													7								4			
Tue													3								6			
Wed													5								7			
Thu													3								6			
Fri													13								12			
Sat													21								5			
Sun													7								4			

Email types and discounts

Type	Emails	Share
Sale	49	48%
New arrivals	12	12%
Coupon	10	10%
Bestseller ranking	9	9%
Editorial / feature	8	8%
Back in stock	7	7%
Loyalty points boost	5	5%
Notice	3	3%

Distribution of the maximum discount stated in each email

0-9%	10-19%	20-29%	30-39%	40-49%	50%+
0	0	16	13	12	8

Points campaigns: 5% of emails.

Subject lines

Avg. length (characters)	Brackets such as 【】	Contain numbers	Contain emoji	Contain "%"	Have preheader
20.1	36%	71%	0%	48%	97%

Japanese subject lines are counted in characters; a Japanese character carries roughly as much meaning as a short English word.

Most common words in subject lines

Word (Japanese)	Meaning	Emails	Share
OFF	OFF	59	57%
最大	up to	49	48%
スタート	starts	14	14%
新作	new	12	12%
クーポン	coupon	10	10%
再入荷	back in stock	7	7%
ポイント	points	5	5%
残りわずか	almost gone	5	5%
限定	limited	2	2%
会員	members	2	2%
本日	today	1	1%

Methodology

We subscribe to each brand's public newsletter with our own inboxes in Japan and analyze the emails received during the period. Types, discounts and deadlines are read automatically from subject lines and bodies; values we could not read are excluded. Emails sent only to members of specific tiers or based on purchase history are not covered, so the figures describe what a new subscriber receives, not a brand's whole email program. This report contains aggregated figures only; it does not reproduce email bodies or images. We are not affiliated with the brands in this report.