

An email campaign that will target SME clients that have accounts remaining, but have not submitted any new accounts to TSI within the last 90 days will start deploying on September 27. This campaign is similar to the Magazine Offer Campaign that we ran this past July, but will feature different magazine choices. The objective is to drive usage. We will be offering them a free one-year subscription to magazines such as *Sports Illustrated* or *Money* magazine if they submit at least 3 accounts to TSI within 5 business days of receiving the email. A sample email is printed below for your reference. This is strictly an inbound campaign so no additional work is needed on your part. This promotion cannot be offered by any DSA or IC to a new or existing client. It is via email only.

Campaign Name:

Magazine Offer Campaign

Objectives:

Encourage usage by offering a one-year subscription of magazines such as *Sports Illustrated* or *Money* magazine for submitting at least 3 new accounts to TSI within 5 business days.

Deployment Date:

The email will deploy on September 27, 2016.

Audience:

SME customers (non-PAU) in the USA who have accounts left and have not submitted any new accounts to TSI within the last 90 days. All clients associated with a "partnership code" will be excluded from the promotion.

Channel:

Email

Contact Information Included:

844-475-9114 and OCP link

Subject line:

Exclusive Offer for Our Valued Clients

Email Send Address:

Heather.Shepherd@transworldsystems.com

Copy of email:

Hello!

I noticed you haven't submitted accounts lately and want to remind you that the longer an account sits inactive, the less likely it will be paid. You have accounts available to use, I would like to encourage you to take a moment and submit past due accounts and let us go to work collecting the money that is owed to you.

Now is the perfect time to submit accounts for recovery because for a **limited time**, if you submit at least three past due accounts to TSI within the next 5 business days, TSI will say thanks by sending

you a subscription of your choice to publications such as *Sports Illustrated* or *Money* magazine*!
That's right; a one year subscription simply for using your existing profit recovery system and letting us help collect money that's owed to you.

Start receiving payments from past due accounts and receive your magazine subscription by submitting your accounts [online](#) or by contacting your TSI Client Service department directly at 844-475-9114.

Sincerely,

Heather Shepherd
Vice President Client Service and Sales Support
Heather.Shepherd@transworldsystems.com

**Once qualifying criteria are met, client will receive a promotional code and link to complete the magazine subscription. Offer expires five days from the date of this email.*