**Templates Description**

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| **Template Name** | **Description** |
| all\_star\_game | Template Describes opportunity to win All star game trip and tickets like world-series,regular-season tickets |
| beginner\_games | Template Describes the NBA beginner games for test their fantasy skills against other new players. |
| contact\_us | Template Describes the user can contact DraftOff for their queries. |
| free\_ticket | Template Describes the free ticket offers to user. |
| game\_time | Template Describes the user contests details that are started and watch the game score in live |
| getfree\_cash | Template Describes the opportunity to earn free cash offers of user. |
| headtohead\_game | Template Describes the opportunity of free exclusive game for new players. |
| Invitefrnd | Template Describes the user can invite his friends to play DraftOff |
| newuser\_offer | Template Describes offers available for new users. |
| own\_contest | Template Describes users can create their own contest and play against with friends |
| password\_reset | Template provides links and guidelines to reset the user's password |
| referafriend | Template Describes user can refer his friends to play DraftOff. |
| reminder | Template Describes exclusive free entry to an MLB contest |
| turn\_into | Template Describes user can turn towards big cash prizes and test his fantasy skills. |
| welcome\_to\_draftoff | This is a welcome mail to newly joined users. |

**List of Tags Used in Various Email Templates**

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| Template Name | Tags Used |
| welcome\_to\_draftoff | username, playfreelink, faqlink, supportmail, facebookpagelink, twitterpagelink, companyhomelink, companycontactuslink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| turn\_into | username, depositnow, referafriendlink, quarterarcadelink, applestoredownloadlink, useremail, facebookpagelink, twitterpagelink, privacypolicylink, unsubscribe, |
| reminder | username, depositnow, referafriendlink, playnowlink, freeentry, depositnow, useremail, facebookpagelink, twitterpagelink, applestoredownloadlink, privacypolicylink, unsubscribe |
| referafriend | username, depositnow, referafriendlink, freeentry, playfree, supportmail, useremail, facebookpagelink, twitterpagelink, applestoredownloadlink, privacypolicylink, unsubscribe |
| password\_reset | username, myaccountlink, passwordresetlink, supportmail, facebookpagelink, twitterpagelink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| own\_contest | learnmorelink, createchallengenowlink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| newuser\_offer | username, depositnow, referafriendlink, playforonelink, fiftyfiftylink, draftnowlink3, draftnowlink5, facebookpagelink, twitterpagelink, applestoredownloadlink¸ privacypolicylink, unsubscribe |
| headtohead\_game | hthgamelink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| getfree\_cash | freecashlink, username, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, applestoredownloadlink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| gametime | username, userbalance, myaccountlink, contestname1, entryfee1, prizepool1, watchlivelink1, contestname2, entryfee2, prizepool2, watchlivelink2, lobbylink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| free\_ticket | username, playticketlink, freeticketlink, supportmail, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, applestoredownloadlink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| beginner\_games | bcname1, bcentryfee1, bcprizepool1, bcplaylink1, bcname2, bcentryfee2, bcprizepool2, bcplaylink2, bcname3, bcentryfee3, bcprizepool3, bcplaylink3, lobbylink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| all\_star\_game | username, depositnow, referafriendlink, playfreenowlink, officialruleslink, facebookpagelink, twitterpagelink, applestoredownloadlink, privacypolicylink, unsubscribe, |
| invitefrnd | friendmessage, playnowlink, companywebsitelink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |
| contact\_us | username, myaccountlink, companyhomelink, companycontactuslink, companytermsofuselink, privacypolicylink, myaccountlink, mycontestslink, passwordhelplink, facebookpagelink, twitterpagelink, googlepluslink, pinterestlink, unsubscribe, signuplink, loginlink |