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| --- | --- |
| Event | Notification |
| Flight tickets booked – Inland – Hotel, sightseeing trips, events | Dear fname, lname  We are delighted to provide you with exciting offers at <location>  <car rentals> <hotel stay offer > <Day trip offers> <finedining> |
| Flight tickets booked = International - -hotel, forex, stay, sightseeing | Dear fname,lname  We see that you are off to the international location at <location>. To make your trip pleasant and hassle free we would like to bring to your notice a few offers at this location  <forex> , <sim card> , <sightseeing trips>, <bnb>, <car rentals> |
| Movie tickets books – location – restaurants, discount offers around the area | Dear fname,lname  We understand that You plan to enjoy movie <movie name> on <dt> at <theather>. Since you would be in and around <location> we would like to make some offers which you could take advantage of along with enjoying your movie |
| Upcoming Birthday – Discount offers at restaurants, spa, hobby classes, clothes, jewellery | Dear fname,lname  Wish you a very Happy Birthday ! Here are some offers from us to make your birthday more pleasant and joyful !  <discounts in apparels> <fine dining offers> <jewellery discounts> <spa treatments> <hobby classes discount> |
| Upcoming Spouse Birthday - Discount offers at restaurants, spa, hobby classes, clothes, jewellery | Dear fname,lname  It’s your wife/husband’s birthday on <date>. Here’s few offers from us to dazzle him/her with gifts and make it a memorable birthday for him/her  <Fine dining > <jewellery> <spa treaments> |
| Upcoming Marriage – lifevent – venue,jewellery,clothes, trip, loan |  |
| Upcoming Marriage Anniversary – gift, trip, clothes, jewellery |  |
| Hotel booking paid – location |  |
| Balance in the account over a threshold for more than a specific period - Investment options |  |
| Upcoming Children Birthday – Event organizers, gift options, kids apparel vouchers |  |