



CardUpdatr™

TopWallet Tools™



ACME FI TopWallet Tools

Messaging



Overarching Messages:
Quick, Easy, Secure

Examples:

- The fastest way to securely update your card at all of your accounts. Unlike tediously updating online accounts one at a time, this app will allow you to do it all in one place. Instantly!
- Update your card where you shop or pay. In one place. At one time. Instantly!
- Just provide the email and password for the accounts you want to update. Enter your billing info once, and let the app do the rest!
- Finally, an experience that saves time and is easy to use!
- Update your accounts in one place!
- Update your online payments in just 3 steps! Select sites you would like to update, enter card information, and enter credentials to selected sites. All of your accounts will be updated at once!
- Earn Rewards by placing your Affinity Card as default card on your favorite sites. Update Sites Now
- Get a new card? Make sure where you shop and pay online is up to date! Use our card updating experience now!
- Avoid subscription service interruptions with our card updating experience! Go to [page link] to make sure your payment accounts are up to date!

ACME FI TopWallet Tools

Online Advertising

UPDATE
YOUR ACME
CARD WHERE
YOU PAY
ONLINE.
IN ONE PLACE.
INSTANTLY!

[LEARN MORE](#)



UPDATE YOUR NEW CARD
WHERE YOU PAY
ONLINE. INSTANTLY.

[TRY IT NOW](#)



UPDATE YOUR
CARD WHERE YOU
SHOP OR PAY.
IN ONE PLACE.
INSTANTLY!

[LEARN MORE](#)



THE FASTEST WAY TO SECURELY UPDATE YOUR CARD
WHERE YOU PAY ONLINE.

[TRY IT NOW](#)



UPDATE YOUR
ACME REWARDS
CREDIT CARD
WHERE YOU
SHOP ONLINE AND
EARN CASH BACK



ACME FI TopWallet Tools

Print Mail

Time for a new card?

Update your card where you
shop or pay.
In one place. At one time.
Instantly!



Dear Loyal Customer,
Acme FI provides the fastest way to securely update your card
at all of your accounts. Unlike tediously updating online
accounts one at a time, this app will allow you to do it all
once in one place.

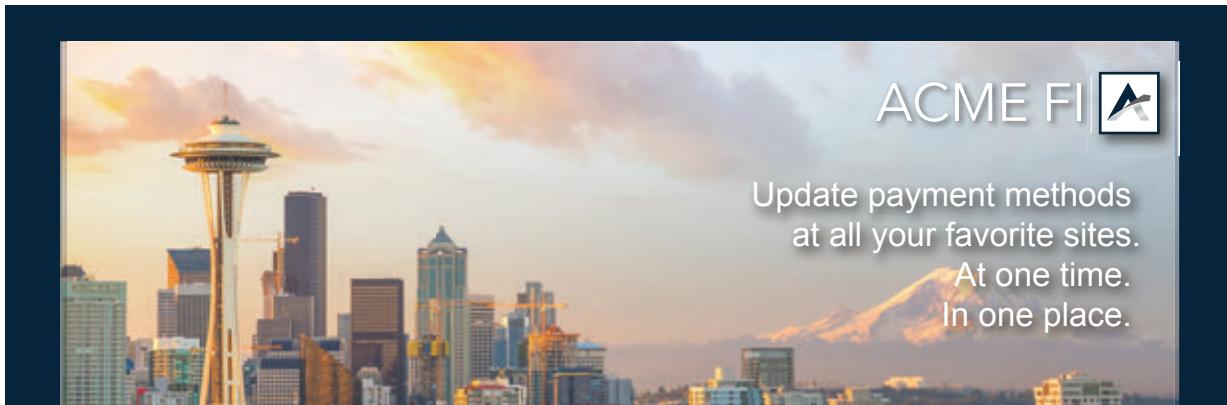
- > Update your card where you shop or pay. In one place. At
one time. Instantly!
- > Just provide the email and password for the accounts you
want to update. Enter your billing info once, and let the
app do the rest!
- > Finally, an app that saves time and is easy to use!
We heard your complaints so we're doing something
about it! Update your accounts in one step!





ACME FI TopWallet Tools

New Card Email



Dear <First Name>,

Congratulations on getting your ACME FI Card!

Update your online accounts and start collecting rewards! With our card updating experience, you can update your favorite accounts in 3 quick steps:

- First select sites you want to place your ACME FI as the default payment method (or all sites!)
- Next enter card information,
- Enter credentials.

That is it! Get started now!

[Learn More](#)

[Try it Now](#)

About the updater app:

The app is completely safe and backed by our financial institution. It relieves the pain of getting a new card and by helping you update your accounts. All that you need are the login credentials for the sites you'd like to update! We're

[Contact ACME](#)

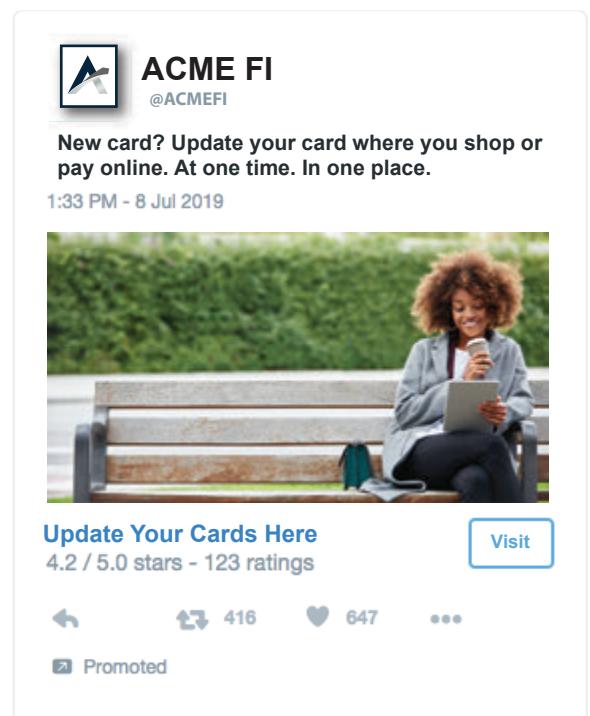
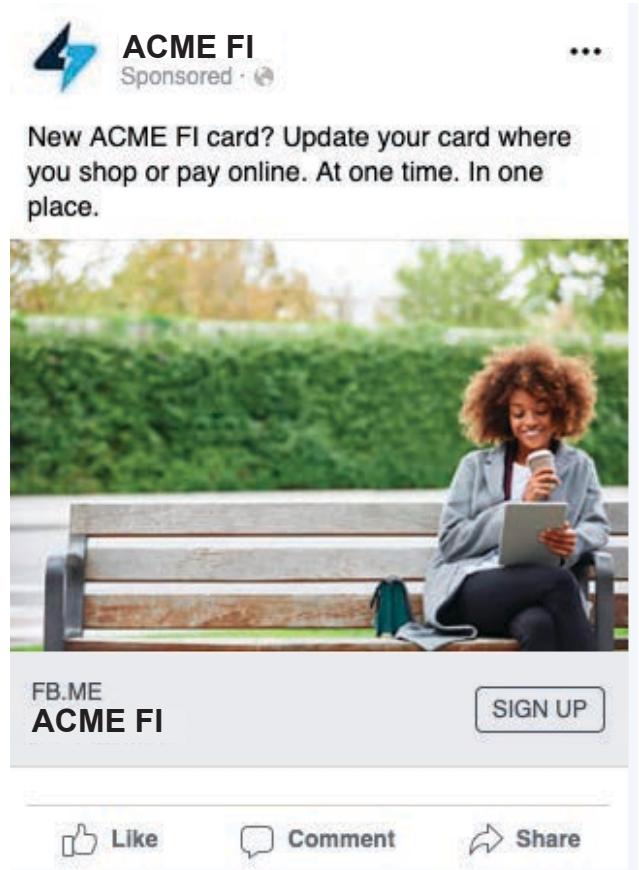
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CardUpdatr is a service of Strivve, Inc.

Strivve, Inc. is located at 615 2nd Ave, Seattle, WA 98104

ACME FI TopWallet Tools

Social Media



ACME FI TopWallet Tools

Social Media



Voicemail



Thank you for calling ACME FI. Have you heard about our new card updating service. You can now place your ACME FI Card as the default payment where you shop or pay online in 3 simple steps. First, go to ACMEFI.ss01.cardupdatr.app and choose which sites you would like to update . Next enter your card information, and Lastly, provide the login credentials for the online sites you had chosen (if you keep a list somewhere of login and passwords you may want to grab it) and that is it! Dont waste your time updating one site at a time and try card updater today!

ACME FI TopWallet Tools

Press Release

(Company Name) Offers Customers New Online Application that Automatically and Instantly Updates Any Customer Credit Card on Any Merchant site

Credit Union Customers SaveTime and Eliminate the Hassle Associated with Alerting Payment Sites When Cards are Newly Issued, Expired, Lost or Stolen

CITY OF DISTRIBUTION (MONTH XXXX)

(City where company is located) -based financial services company (NAME with hyperlink to website) announced today that the credit union now offers a revolutionary new technology and application, that will securely make managing customer credit cards hassle-free. The intuitive web and mobile browser application uses first-of-its kind automation that instantly updates any card on any merchant site in real time, in one place. Consumers now have an easy, convenient and secure way to ensure all their online shopping and billing accounts have the most up-to-date payment information.

"The easy-to-use application will solve a huge and irritating issue faced by card users," said (C-level exec at Company). "Lost, stolen, compromised or newly issued cards generate a lot of work and inconvenience for customers. (Company) is thrilled to be one of the first financial institutions to bring this breakthrough technology service to our valued customers."

Each year, more than 700 million new payment cards are issued, forcing cardholders to update their card information online. The average cardholder has 2.5 cards in their wallet and must update those cards at all of their online accounts anytime it expires or is compromised.

"Whenever a card is changed, it leaves the customer open for late payments, loss of purchasing power and miscommunications with their online merchants. This new product empowers our customers to more efficiently and effortlessly manage all of their online payments," added (C-level executive).

"It used to take me hours to update all my payment information across all of my merchants or vendors when a credit card changed, and many times charges were declined or I'd miss a payment due to a company not having my correct payment data," said credit union customer (name). "Now all I have to do is input the new card information once and the application immediately updates all of my online purchasing sites."

The updating app is a cloud-based software solution that uniquely combines a scalable machine-learning engine and artificial intelligence. The app does not retain cardholder data after use. During use, cardholders can trust that their personal data is protected with the most advanced form of encryption security technology available.

About Credit Union

Insert Boilerplate – (2-3 paragraphs on company, where based, founded, products, differentiation message and social page links)

PR Contact Name

Company Name

Telephone number

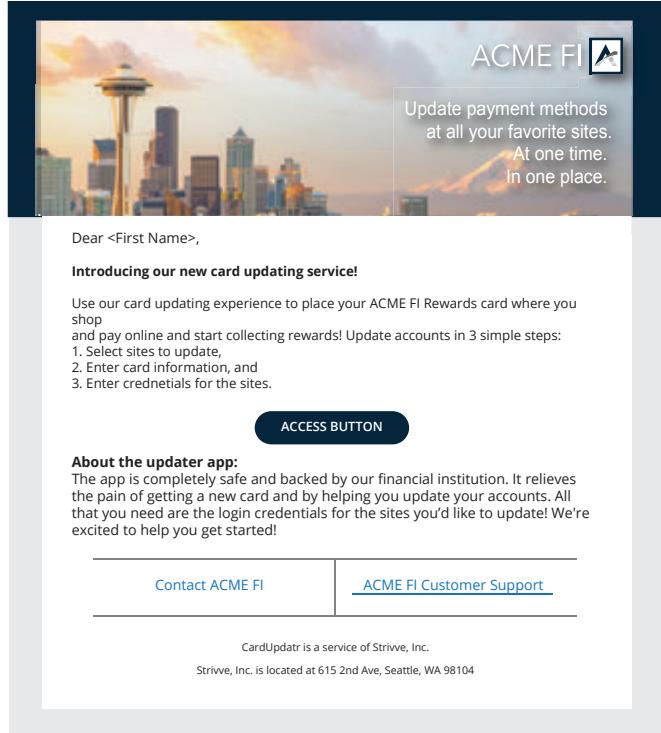
Email



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Additional Email Copy

New Service/ Intro CardUpdatr



Dear <First Name>,

Introducing our new card updating service!

Use our card updating experience to place your ACME FI Rewards card where you shop and pay online and start collecting rewards! Update accounts in 3 simple steps:

1. Select sites to update,
2. Enter card information, and
3. Enter credentials for the sites.

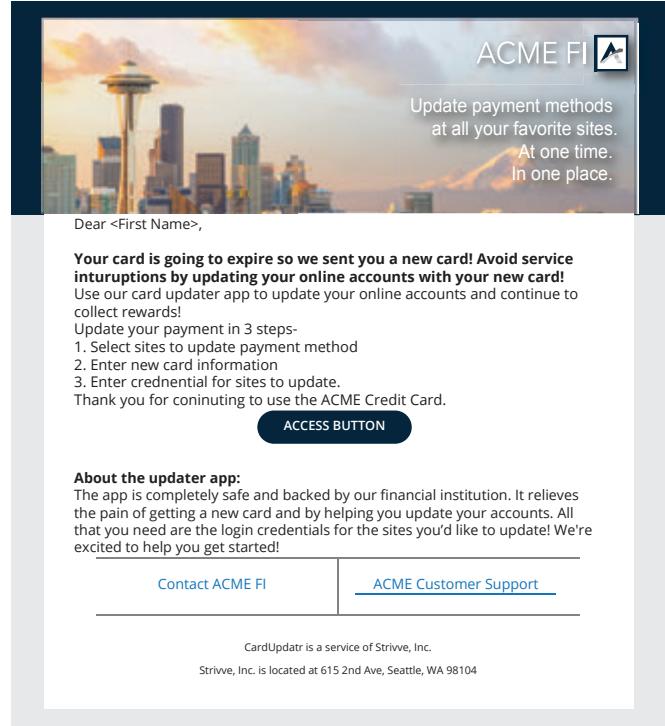
[ACCESS BUTTON](#)

About the updater app:
The app is completely safe and backed by our financial institution. It relieves the pain of getting a new card and by helping you update your accounts. All that you need are the login credentials for the sites you'd like to update! We're excited to help you get started!

[Contact ACME FI](#) | [ACME FI Customer Support](#)

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Expired Cards



Dear <First Name>,

Your card is going to expire so we sent you a new card! Avoid service interruptions by updating your online accounts with your new card!

Use our card updater app to update your online accounts and continue to collect rewards!

Update your payment in 3 steps-

1. Select sites to update payment method
2. Enter new card information
3. Enter credential for sites to update.

Thank you for continuing to use the ACME Credit Card.

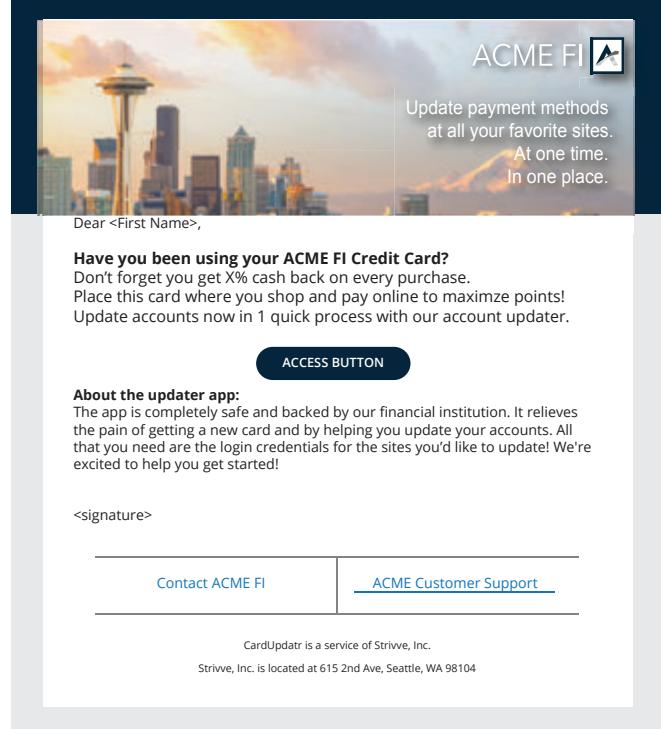
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Under Utilized Cards



Dear <First Name>,

Have you been using your ACME FI Credit Card?

Don't forget you get X% cash back on every purchase. Place this card where you shop and pay online to maximize points! Update accounts now in 1 quick process with our account updater.

[ACCESS BUTTON](#)

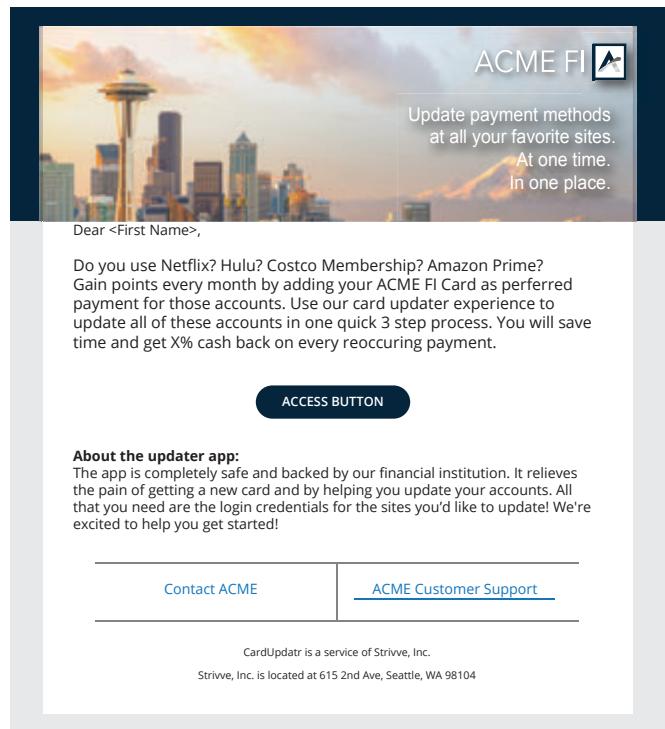
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<signature>

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Reoccurring payments



Dear <First Name>,

Do you use Netflix? Hulu? Costco Membership? Amazon Prime?

Gain points every month by adding your ACME FI Card as preferred payment for those accounts. Use our card updater experience to update all of these accounts in one quick 3 step process. You will save time and get X% cash back on every reoccurring payment.

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Additional Email Copy

Occasion- Covid-19



Dear <First Name>,

Stay safe by staying in! Social distancing may be a pain but we are going to do what we can to eliminate unnecessary cardholder pain.

Use our card updater app to update your online accounts and start collecting rewards!

[ACCESS BUTTON](#)

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Occasion- Holiday Shopping



Dear <First Name>,

'Tis the Season of holiday shopping!

Don't forget to use your ACME FI card this holiday season to get X% cash back for every purchase

Need help getting started? Use our card updater app to update your online accounts and start collecting rewards!

[ACCESS BUTTON](#)

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Occasion- Memorial Day



Occasion- Prime Day



Dear <First Name>,

Did you know Memorial Day is one of the biggest sales days of the year?

Make sure your payment information is up to date on your favorite sites so you can easily take advantage of the savings as well as earn rewards!

[ACCESS BUTTON](#)

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Prime Day is coming up!

Make sure your ACME FI card is up to date on Amazon for prime day! Take advantage of all the savings while earning rewards. Use our Card Updater to update Amazon as well as all of your other favorite sites in 3 simple steps: 1. Select sites to update, 2. Enter card information, and 3. Enter credentials for the sites.

[ACCESS BUTTON](#)

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Envelope Insert

ACME FI

Time for a new card?

Update your card where you shop or pay... In one place... At one time... Instantly!

Go to ACMEFI.cardupdatr.app to update merchant payment methods now!





1. Select the sites at which you would like to update your new ACME FI credit card.



2. Enter your card and billing information for your ACME FI credit card.



3. Provide login information for your selected sites and we'll do the rest.