

## Holiday Email Copy Guide

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<b>Subject Line:</b>	Pay Over Time with Credova this Holiday Season!
<b>Header:</b>	Spread your payments over time this season with Credova!
<b>Paragraph Copy:</b>	Hey {{first name}}, Embrace the true spirit of the season without the worry of upfront costs. Credova lets you shop for gifts, decorations, and all things festive, while spreading your payments over time. It's the perfect way to make this holiday season unforgettable without breaking the bank.
<b>CTA (Button):</b>	<a href="#">Click here to get started!</a> (Link to your website)

<b>Credova Value Props:</b>	<p><b>No credit impact</b> Get approved with no impact to your credit.</p> <p><b>Approval amounts</b> Get approved for up to \$10,000.</p> <p><b>More time to pay</b> Take up to 60 months to pay for your purchase.</p> <p><b>Got questions?</b> Credova's dedicated support team will assist with all your questions.</p>
<b>CTA (Button):</b>	<a href="#">Shop now</a> (Link to your website)

<b>How Credova Works:</b>	<b>How it works:</b> With Credova, you can buy products now and pay for them over time in small monthly payments. Apply directly on our website during checkout, get approved quickly, and get the products you want now.
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<b>How Credova Works</b> <i>continued:</i>	<p><b>Step 1</b>  <b>Fill your cart</b>  Fill your cart and select Credova as your payment method at checkout.</p> <p><b>Step 2</b>  <b>See how much you can spend</b>  Get approved without affecting your credit score.</p> <p><b>Step 3</b>  <b>Pay over time</b>  Choose your payment plan and complete your purchase.</p>
<b>Credova Payment Image:</b>	Insert Credova payment image. <i>In your zip file, locate the "Images" folder and select the file name "Credova-Payment-Image.png". Download image, then upload and place into your email.</i>
<b>CTA (Button):</b>	<u>Shop now</u> (Link to your website)

<b>Products:</b>	Insert your products and include Credova ALA.
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<b>Closing Heading:</b>	Pay over time with Credova.
<b>Paragraph:</b>	Get outside and get exploring.
<b>CTA (Button):</b>	<u>Learn More</u> (Link to <a href="https://credova.com/forshoppers">https://credova.com/forshoppers</a> )

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