Sign-up Modal From Homepage/Non-monetizing stores:

Save big. Earn cash. Do good. Sign up free now!
Join millions of big-hearted online shoppers saving and giving at 3,XXX brands.

Sign up today and get:

- Red-hot coupon codes at 6,000+ brands revealed
- Up to 2x competitors' cash back rates at 3,000+ brands
- 1-click cash back donations to over 1.7M nonprofits
- Daily payments via debit or credit card, PayPal, or eCheck
- Fast, friendly, customer service

Sign-up Modal From Extension (excluding Deals@Checkout):

Must include value propositions.
Headline must connect with the store page that they just activated cash back with.
Give equal weight to both savings and donations.
Headline must includes merchant's name and CB value.

Copy Required:
Headline
Subhead
Bullet-points with value propositions for GA on top of value proposition for extension.

Value proposition for extension:
- *Easy/convenient cash back activation at checkout*
- *Automatic coupons if merchant has it*
- *SAFE TO USE*

Real good savings. Real safe extension. 100% free.
Join millions of big-hearted online shoppers saving and giving at
3,XXX brands.

Sign up now and get:

- Millions of coupons at 6,000+ brands plus 1-click cash back
  activation in a safe, reliable browser extension
- Coupons tested and applied automatically at select
  merchants

- Up to 2x competitors' cash back rates at 3,000+ brands plus cash back donations to any nonprofit
- Daily payments via debit and credit card, PayPal or eCheck
- Fast, friendly customer service

OR

- A safe, convenient browser extension
- 1-click cash back activation at checkout
- Coupons tested and applied automatically
- Up to 2x competitors' cash back rates at 3,000+ brands
- Red-hot coupon codes at 6,000+ brands revealed
- Cash back donations at checkout to any nonprofit

OR

- Safe browser extension & fast customer service
- 1-click cash back and donation activation at checkout
- Coupon codes tested and applied automatically
- Daily payments via debit or credit card, PayPal or eCheck
- Fast, friendly customer service

Sign-up Modal From Monetizing Store Page:

Must include value propositions.
Headline must connect with the merchant's page they are on.
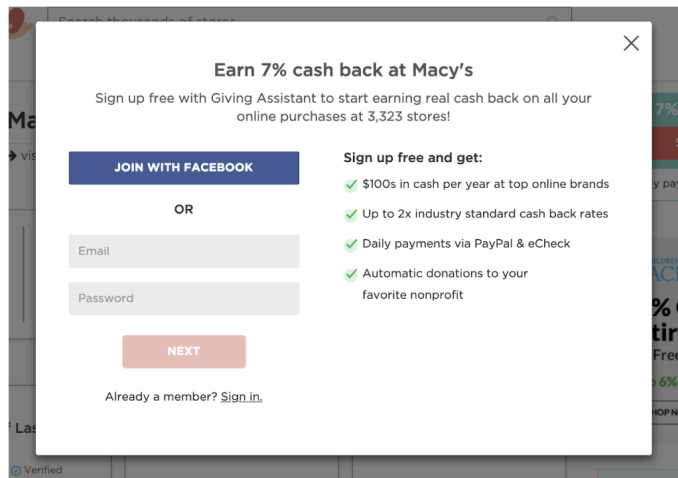*Give more weight to savings than donation.*
Headline must includes merchant's name and CB value.

Copy Required:
Headline
Subhead
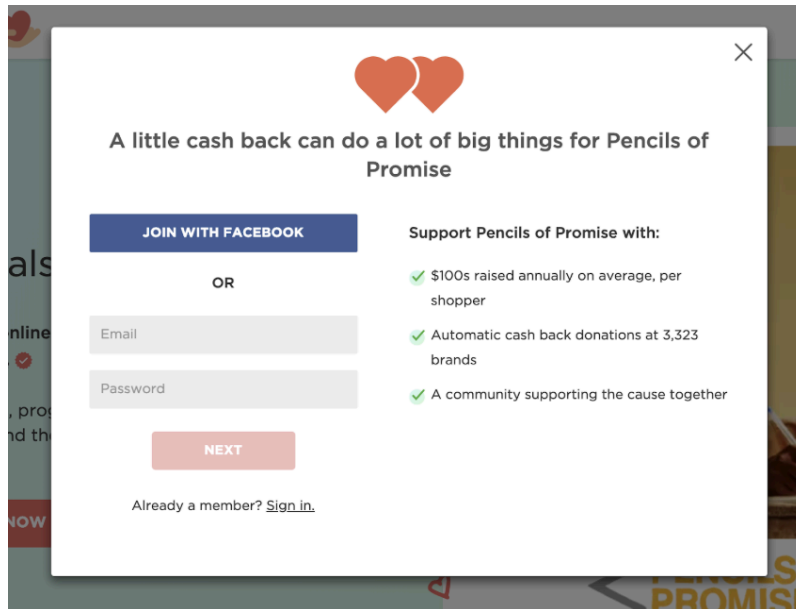*Bullet-points with value propositions*

Sign up free & earn up to X% cash back at [Brand] now
Millions of online shoppers are earning more cash back at 3,XXX brands while supporting good causes.

Join today and get:

- Up to 2x competitors' cash back rates
- Daily payments via debit or credit card, PayPal, or eCheck
- Red-hot coupon codes at 6,000+ brands revealed
- Fast, friendly, customer service
- 1-click cash back donations to over 1.7M nonprofits

Sign-up Modal From Nonprofit Supporter Page:

Must include value propositions.
Headline must connect with nonprofit supporter page.
Give all weight to donation.
Must have nonprofit's name in headline.

Copy Required:
Headline
Subhead
Bullet-points with value propositions

Sign up free and make a difference for Girl Scouts of Southern Indiana at 3,XXX online brands

Millions of big-hearted online shoppers are earning and donating cash back to their favorite nonprofits.

Join today and get:

- Big savings with hot coupon codes at 6,000+ brands
- Cash back you can donate at checkout to Girl Scouts of Southern Indiana
- Up to 2x competitors' cash back rates
- Daily payments via debit or credit card, PayPal, or eCheck
- Fast, friendly, customer service
- A community of shopper supporting good causes together

Sign-up Modal From Homepage/Non-monetizing stores on Mobile:
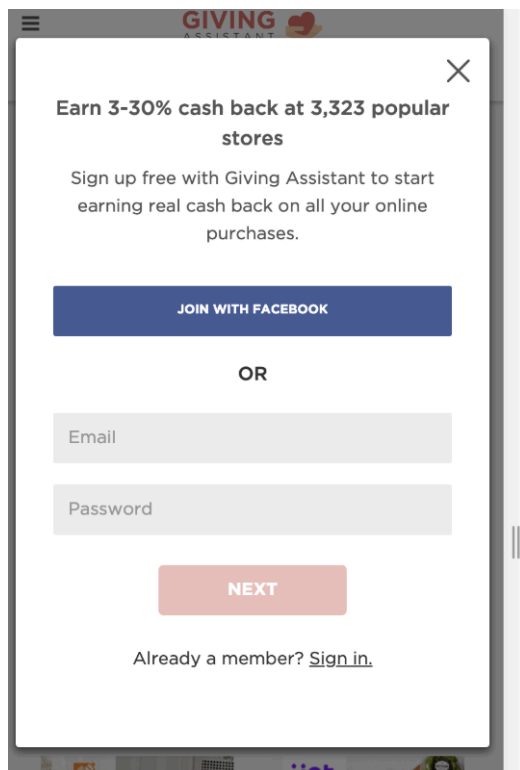
Must include our TOP value propositions.
Headline must connect with new homepage visitor's copy.
Give equal weight to both savings and donations.
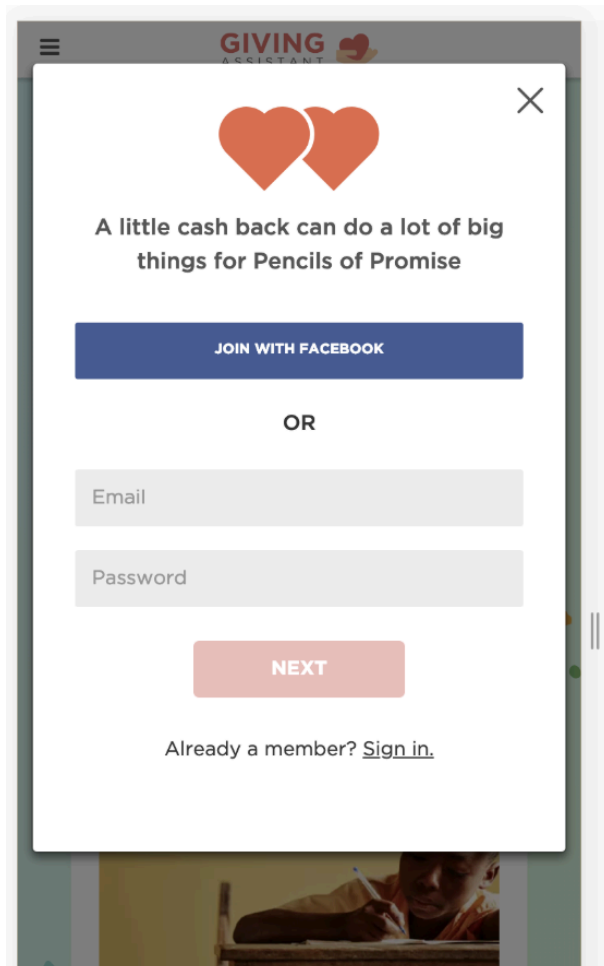
Copy Required:
Headline
Subhead

Save big. Make a big difference.
Join free today & shop online to reveal 6000+ brands' top coupons,
earn up to 2x cash back & support nonprofits.

Sign-up Modal From Nonprofit Supporter Page on Mobile:

Must include our TOP value propositions.
Headline must connect with the nonprofit page supporter.
Give all weight to donation.
Headline must have Nonprofit's name.

Copy Required:
Headline
Subhead

A little cash back can do a lot of big things for Girl Scouts of Southern Indiana.
Join free today. Save money & donate your cash back with every online purchase you make at 3,000+ brands.