

Sign Up Modals

This is an old doc pulled from a creative brief, demonstrating the various iterations of UX copy I give designers as close to the required word count as possible. Comments have been removed, but typically I comment on or highlight my favorite ones, to cut down on designers' decision-making time while still offering them a few options.

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 include 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.

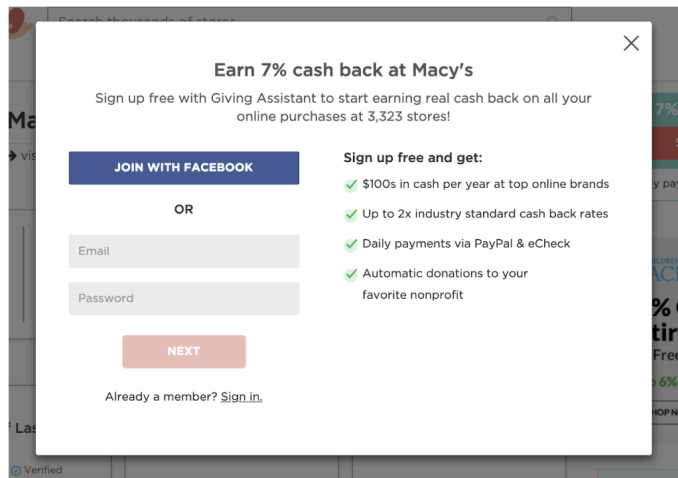
Headline must include merchant's name and CB value.

Copy Required:

Headline

Subhead

Bullet-points with value propositions

A screenshot of a sign-up modal for Macy's Giving Assistant. The modal has a white background with a grey border and a close button (X) in the top right corner. The headline reads "Earn 7% cash back at Macy's". Below it, the subhead says "Sign up free with Giving Assistant to start earning real cash back on all your online purchases at 3,323 stores!". On the left, there is a "JOIN WITH FACEBOOK" button, followed by "OR", and then input fields for "Email" and "Password". Below these is a "NEXT" button. At the bottom left, it says "Already a member? Sign in.". On the right, under the heading "Sign up free and get:", there are four bullet points with green checkmarks: "\$100s in cash per year at top online brands", "Up to 2x industry standard cash back rates", "Daily payments via PayPal & eCheck", and "Automatic donations to your favorite nonprofit".

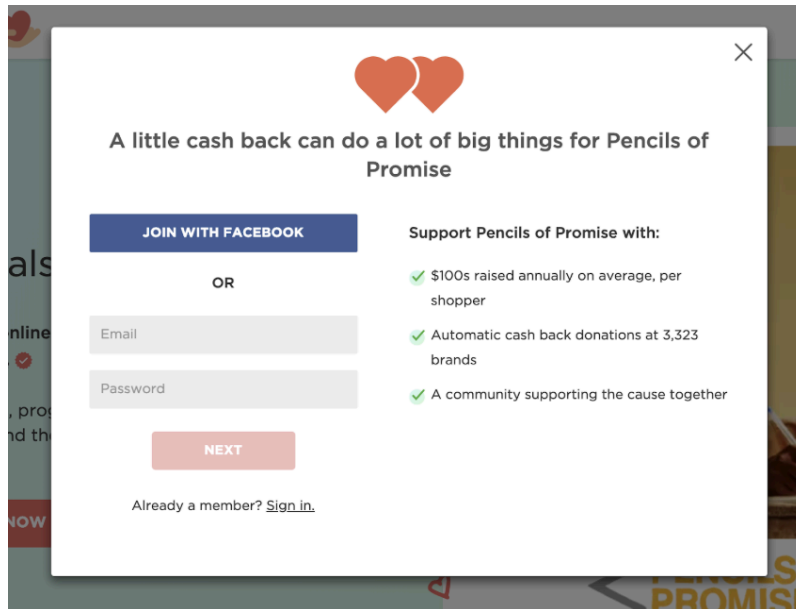
Sign up free & earn up to X% cash back at [Brand] now

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:

A sign-up modal for Pencils of Promise. At the top, there are two red hearts and a close button (X). The headline reads: "A little cash back can do a lot of big things for Pencils of Promise". Below this, there is a blue button labeled "JOIN WITH FACEBOOK". Underneath the button is the word "OR". Below "OR" are two input fields: "Email" and "Password". Below the input fields is a red button labeled "NEXT". At the bottom, there is a link: "Already a member? [Sign in.](#)". To the right of the input fields, there is a section titled "Support Pencils of Promise with:" followed by three bullet points, each with a green checkmark: "\$100s raised annually on average, per shopper", "Automatic cash back donations at 3,323 brands", and "A community supporting the cause together".

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.

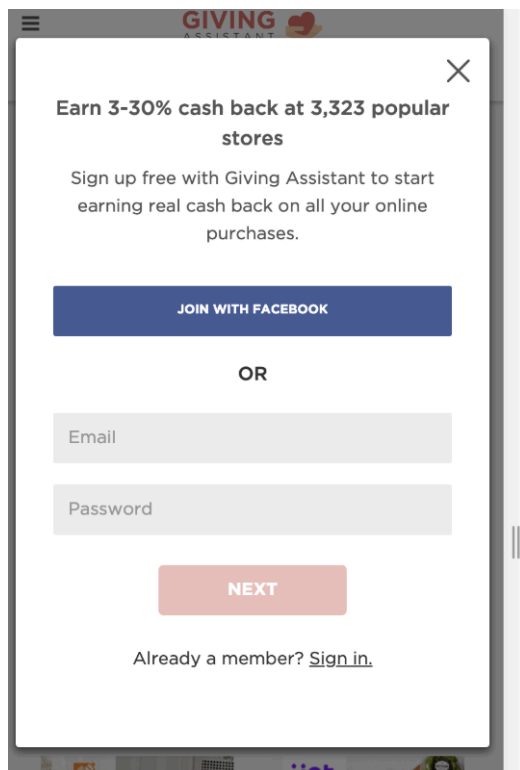
Headline must connect with new homepage visitor's copy.

Give equal weight to both savings and donations.

Copy Required:

Headline

Subhead

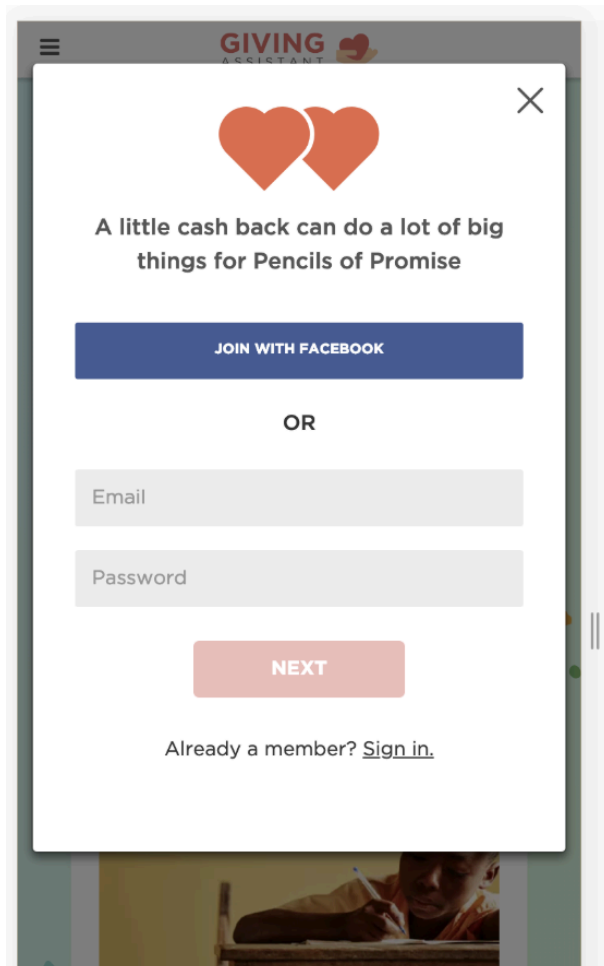


The image shows a mobile app interface for 'GIVING ASSISTANT'. At the top, there's a header with the logo and a hamburger menu icon. Below the header, a modal is displayed with a close button (X) in the top right corner. The modal text reads: 'Earn 3-30% cash back at 3,323 popular stores'. Below this, it says 'Sign up free with Giving Assistant to start earning real cash back on all your online purchases.' There are two options for signing up: 'JOIN WITH FACEBOOK' (a blue button) and 'OR' followed by email and password fields. Below the fields is a 'NEXT' button (a red button). At the bottom of the modal, it says 'Already a member? [Sign in.](#)'.

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.