

CHO 0351 POINTS.COM

SL: DAY 3: Get 40% More Points!

PH: The Madness is unlocked — now's the time to stock up on points!

CN SL: DAY 2: Get 40% More Points!

Hero Module

Calendar Banner Headline: TODAY'S MADNESS: 40% MORE POINTS

Image Headline: 40% MORE POINTS

Headline: Get 40% More Points — Stock Up Now!

Copy: You'll get 40% more points on all points purchases made during Members Only Madness. Plus, we've lifted the points purchase limit to 250,000 just for this offer!

Spoiler alert: You can buy points to redeem for gift cards and free nights now or use them at 50+ luxury resorts starting in December. An offer this good won't come around again soon!

CTA: BUY POINTS NOW

Secondary Module

alt tag: Buy points now to book beachfront resorts later

Callout: Coming Soon!

Headline: Buy Points Now. Escape to Paradise Later.

Copy: Turn your points into beachfront stays at 50+ all-inclusive resorts across Mexico and the Caribbean. Choice Privileges® members will soon be able to use points at luxury brands like Secrets®, Dreams®, Now® and more.

CTA: Explore Resorts

Account Module

Tracker: Get 40% More Points