

Giving Assistant Product Announcement

This was a series of announcements I wrote to inform over 300k shoppers that they could now receive their cash back payments directly to their debit cards. One email went to international shoppers, one to U.S. shoppers, and the others were in-app pop-ups. I offered the product team various options on subject lines.

U.S. users ↴

Subject: New Ways to Get Paid!

Subject: [New!] Cash back sent to your debit or credit card!

Subject: [New!] More Payment Options!

Subject: [New!] Debit & Credit Card Cash Back Payments

New! Debit & Credit Card Cash Back Payments

Grab your wallet, Erika:

In addition to PayPal and eChecks, **all that sweet, sweet cash back can now be sent directly to your debit or credit card!** You can [update your payment preferences](#) anytime.

Debit and credit card payments mean faster access to your payable earnings, even without a PayPal account or a trip to the bank to deposit an eCheck.

If you have any questions or would like to offer feedback, just reply to this email.

Happy shopping!

Love,
Alison

International users ↴

Subject: New Ways to Get Paid!

Subject: [New!] Cash back sent to your debit or credit card!

Subject: [New!] More Payment Options!

Subject: [New!] Debit & Credit Card Cash Back Payments

New! Debit & Credit Card Cash Back Payments

Grab your wallet, Erika:

Now, in addition to PayPal, **all that sweet, sweet cash back can be sent directly to your debit or credit card**, including most international (non-U.S.) cards!

You'll enjoy more convenient access to your payable cash back, even without a PayPal account.

If you have any questions or would like to offer feedback, just reply to this email.

Happy shopping!

Love,
Allison

In-App 1 ↴

We have news!

Now, in addition to PayPal or eCheck, you can have your payable cash back earnings deposited directly to your debit or credit card.

It's easy, secure, and fast. No need for a PayPal account or a trip to the bank to deposit an eCheck.

Update your payment preferences anytime. It takes just seconds.

Reply here with questions or feedback, and happy shopping!

-Allison

In-App 2 ↴

NEW! Debit and credit card cash back payments are now available, in addition to PayPal and eCheck!

Debit and credit card payments are fast, easy, and secure—no need for a PayPal account or a trip to the bank to deposit an eCheck. (Plus, most international cards are accepted!)

You can update your payment preferences in seconds.

Reply to this message with any questions or feedback!

-Allison

