## Customer Announcement Email - Short Version

***Note:*** *You can find copies of all images seen below in the "Email" section of the Customer Marketing Kit zip file and in the online Customer Marketing Kit resource center located here.*

**Sample Subject Line:** Your Shopping Experience Just Got Even Better!

**Call To Action (CTA):** Try Route with your next purchase! {REDIRECT LINK BACK TO YOUR BRAND'S WEBSITE}

YOUR BRAND'S LOGO HERE* + ROUTE

*A blank copy of this header can be found in the "Email" section of the Customer Marketing Kit zip file and in the online Customer Marketing Kit resource center.

Hi {NAME} -

Exciting news! {YOUR BRAND NAME} has partnered with Route to bring you the best post-purchase experience possible. With Route, you will be able to visually track your online orders, monitor progress with timely push notifications and resolve issues like lost, stolen or damaged packages effortlessly.

Add Route+ package protection at checkout:

Download the Route App (iOS) to monitor shipping progress:

[Download]

We love our customers and are so excited to keep bringing you the best products on the market!

Thanks,

{YOUR BRAND NAME}