Customer Announcement Email - Long 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} -

There's something new on the {YOUR BRAND NAME} website and below are all the details about how it's going to make your shopping experience even better!

We introduced Route to our checkout and shipping process - now every order placed through our online store will receive premium package tracking services from Route. We also recommend downloading the Route App to keep visual tabs on your package, monitor shipping progress with push notifications and keep track of every online order all in one place!

We also implemented Route's premium shipping protection; Route+. Add Route+ at checkout to ensure your order is protected in the unfortunate case of a lost, stolen or damaged package.

Route+ benefits:

- 100% coverage of lost, stolen or damaged packages
- Effortless claims filing* through the Route App
- Basic claim resolutions within 24 hours of approval
- Customer service reps available 24/7

**Domestic claims are eligible to be filed within 30 days from when the item shipped; International: 45 days.*

We love our customers and are always striving to provide you with the best possible shopping experience and hope the addition of Route will help you shop with even more confidence!

{YOUR BRAND NAME}