

## Redeemable CD - Email Messaging Examples

**Persona #1:** *"I am a long-term saver and want the best rate available. But I also want early withdrawal options."*

**Email:**

[Subject]

How About a CD Rate Without Locking Your Money Up?

[Body]

Hello [First Name],

We want to help you grow your savings, so we've decided to make saving better.

You might have considered CDs for their higher rate. But then you'd have to lock up your money, right?

Not anymore. We've created a better CD that has both a CD rate and early withdrawal options.

Want to learn more?

Button: [Click Here](#)

**Persona #2:** *"I invest a portion of my rainy-day fund in a traditional CD, but I wish my CDs had more options."*

**Email:**

[Subject]

Want the Best Rate for Your Rainy-Day Fund?

[Body]

Hello [First Name],

Have you considered investing some rainy-day savings in traditional CDs for a higher rate?

We know you might need to withdraw those funds early, so we made a CD designed for early withdrawal. Its returns are always the same or better than those of a Traditional CD, even when withdrawing early.

Want to learn more?

Button: Click Here

**Persona #3:** *"I invest in bonds and hold my nose in doing business with the federal government, even though I also pay a fee to a financial advisor. I'd prefer the customer service and technology of my bank, especially when it's not charging me a fee to invest my money."*

**Email:**

[Subject]

Considering buying a U.S. Treasury bond? How About a Better Option.

[Body]

Hello [First Name],

Bonds from the U.S. Treasury offer great rates and exit options.

Did you know you can get all that without paying a fee to a broker?

We've created a better CD with a comparable rate. You can withdraw early and even earn a gain. And you can manage all of this within your mobile app.

Want to learn more?

Button: Click Here