

<Friendly From pulled in from Brand Library>

SL: Shopping just got a whole lot easier, %%FIRST\_NAME%%

Use your U.S. Bank Visa Debit Card the next time you pay!

Cardmember Name

Card ending in: 9999

FPO


<Navigation Bar pulled in from Brand Library>

usbank


Tap your way to faster shopping.

Use your U.S. Bank Visa® Debit Card for quick, contactless payments next time you shop.

Find out how



How to use contactless payment




Look

Check for the Contactless Symbol at the store's checkout terminal.



Tap

Bring your card close to the terminal when it's time to pay.



Go

Get the "ok" and go (seriously, it's that easy)!

 **Did you know?** You can also add your U.S. Bank Visa® Debit Card to your favorite digital device and pay directly from the device when you shop - no card necessary!

<Debit statement pulled in from Brand Library>

<Email Security Information pulled in from Brand Library>

<Standard Email Disclosures pulled in from Brand Library>

<Service/Marketing Disclosures pulled in from Brand Library>

<For Marketing campaigns, Opt Out Links pulled in from Brand Library>

<If applicable, Third Party Link Verbiage pulled in from Brand Library>

<Privacy Pledge pulled in from Brand Library>

%%ADDRESS\_BANK%%

<Standard Email Disclosure pulled in from Brand Library>

%%TRACKING\_CODE%%

Mobile

Tap your way to faster shopping.

Use your U.S. Bank Visa® Debit Card for quick, contactless payments next time you shop.

Find out how



# 2005 Debit Triggers – Contactless

[http://preview.4at5.net/email\\_domains/usb/2005/usb\\_2005.html](http://preview.4at5.net/email_domains/usb/2005/usb_2005.html)

## Subject Lines

- **#1**
  - **SL:** Shopping just got a whole lot easier, %%FIRST\_NAME%%
- **#2**
  - **SL:** Tap. Pay. Be on your way!
- **#3**
  - **SL:** Checking out is easy with contactless payment.

## Preheader

- Use your U.S. Bank Visa Debit Card the next time you pay!

## Additional Headline Options

- Tap your way to faster shopping.
- Make check out a breeze.
- Tap. Pay. Be on your way!

## Additional CTA Options

- Find out how
- See how it works
- Tell me more

## Additional Image Options

- #1



- #2



- #3



- **#4**



- **#5**

