

Dear [Customer Name],

Happy Holidays from [Bank Name]!

To celebrate the season of giving, we have a special gift for you. Download and log in to our Mobile Banking App for the first time this month, and we will credit **[\$[Reward Amount]** directly to your account.

How to claim your reward:

- Search for "[App Name]" in the Apple App Store or Google Play Store.
- Download and install the app.
- Log in using your existing Online Banking credentials.
- The \$[Reward Amount] reward will be deposited into your account within [Number] business days.

With our mobile app, you can deposit checks, pay bills, and transfer funds instantly-giving you more time to enjoy the holiday festivities.

This offer expires on [Expiration Date].

Warmest wishes,

[Bank Name] Team

[Website URL]

[Customer Service Phone Number]