

Subject: Claim Your [Points Amount] Bonus Loyalty Points Today!

Dear [Customer Name],

Thank you for being a valued member of [Bank Name]. To show our appreciation, we are offering you an exclusive reward for upgrading your banking experience.

Download our official Mobile Banking App today and receive **[Points Amount] Bonus Loyalty Points** credited directly to your account.

How to claim your reward:

- Download the [Bank Name] App from the App Store or Google Play Store.
- Log in using your existing online banking credentials.
- Your bonus points will be automatically added to your balance within [Number] business days.

With our mobile app, you can manage your accounts, transfer funds, and pay bills anytime, anywhere.

Download the app now to start earning more rewards.

Sincerely,

The [Bank Name] Team