

Date: [Insert Date]

To: [Customer Name]

Address: [Customer Address]

Account Number: [Last 4 Digits of Account]

Subject: Welcome to the Digital Banking Cashback Rewards Program

Dear [Customer Name],

We are pleased to inform you that you have been successfully enrolled in our Digital Banking Cashback Rewards Program. You can now start earning rewards on your everyday digital transactions.

Your Program Benefits:

- Earn [X]% cashback on all online purchases.
- Earn [X]% cashback on monthly utility bill payments made via the app.
- Receive bonus rewards for using [Specific Feature/Digital Wallet].

How to Track Your Rewards:

You can view your accumulated balance and redeem your cashback at any time by logging into your Digital Banking portal and navigating to the "Rewards" tab.

Redemption Options:

- Statement credit applied directly to your account.
- Direct deposit into your savings account.
- Gift cards for popular retailers.

No further action is required on your part. Your next eligible transaction will automatically begin earning rewards.

Thank you for choosing [Bank Name].

Sincerely,

The Digital Banking Team

[Bank Name]

[Customer Service Phone Number]

[Website URL]