



YOUR SAVINGS ESTIMATOR TOOLKIT

CONTENTS

- Overview.....1
- Marketing Copy.....2
- Savings Estimator Image.....3
- Digital/Print Flier.....4
- PowerPoint Slides.....5
- Email HTML.....6



OVERVIEW

Share our savings estimator tool with your members to help them visualize potential savings from everyday purchases using their member discounts. Use the marketing materials in this kit to provide real-life examples and boost their engagement with the program.

PRO TIP:

Your discount program savings estimator URL should be:



You can also find it by going to your discount program website homepage, scrolling to the bottom where it says “**How much can I save?**”, and clicking “**Let’s Find Out.**”

\$ How much can I save?

See how much you could save.

Let's Find Out



MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.



OPTION 1

Did you know [Add Your Discount Program Name Here] members can save money each month on their everyday purchases? Simply go to [Add Your Discount Program Homepage URL Here], scroll to the bottom where it says “How much can I save?”, and click “Let’s Find Out” to see your potential savings!

OPTION 2

Be a savvy saver with [Add Your Discount Program Name Here]! Enjoy monthly discounts on dining, shopping, travel, and more. Curious about your annual savings? Visit [YourDiscountProgramWebsiteHomepageURL/savings-calculator] and see what your yearly savings could be!

OPTION 3

Shop smart and save with [Add Your Discount Program Name Here]! From local eats to shopping, travel, movies, and more, your membership means monthly discounts. Want to know how much you could save yearly? Head to [Add Your Discount Program Homepage URL Here], scroll to the bottom where it says “How much can I save?”, and click “Let’s Find Out” to use the savings estimator. Watch the savings stack up!



SAVINGS ESTIMATOR IMAGE

This image can be added to any of your own marketing materials, social media posts, internal communications, etc. to help show how much members could save using their discount program.

Download Image

 EAT	YEARLY PURCHASES	TYPICAL SAVINGS PER PURCHASE	YEARLY SAVINGS
Breakfast/Coffee	52 purchases	\$3	\$156
Lunch	24 meals	\$3	\$72
Dinner	52 meals	\$5	\$260
Pizza	24 purchases	\$8	\$192
 SHOP			\$680
Apparel	8 purchases	\$15	\$120
Self-Care (Spa, Gym, Makeup, etc.)	6 purchases	\$15	\$90
Flowers/Gifts	4 purchases	\$10	\$40
Home Projects	2 purchases	\$50	\$100
Oil Changes	4 services	\$10	\$40
Misc. Shopping	8 purchases	\$12.50	\$100
Cell Phone Plan	1 purchase	\$125	\$125
 PLAY			\$615
Theme Park/Attraction Visits	4 tickets	\$40	\$160
Bowling/Laser Tag/Mini Golf	4 purchases	\$5	\$20
Concerts/Sports/Event Tickets	4 tickets	\$20	\$80
Movies	6 tickets	\$3	\$18
Golf	4 rounds	\$15	\$60
 TRAVEL			\$338
Hotel Stays	7 nights	\$30	\$210
Car Rental	5 days	\$27	\$135
Flights	2 tickets	\$20	\$40
Cruise	2 tickets	\$100	\$200
TOTAL SAVINGS: \$2,218			\$585



DIGITAL/PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Make sure to add your discount program savings estimator URL before using.

[Add Your
Logo Here]



Try our savings estimator tool and see how much you can save at
[Add Your Discount Program Savings Estimator URL Here]

Download Flier



SEE YOUR SAVINGS IN ACTION

Members enjoy up to 50% off fun, local eats, shopping, adventures, and beyond!

	YEARLY PURCHASES	TYPICAL SAVINGS PER PURCHASE	YEARLY SAVINGS
EAT			
Breakfast/Coffee	52 purchases	\$3	\$156
Lunch	24 meals	\$3	\$72
Dinner	52 meals	\$5	\$260
Pizza	24 purchases	\$8	\$192
			\$680
SHOP			
Apparel	8 purchases	\$15	\$120
Self-Care (Spa, Gym, Makeup, etc.)	6 purchases	\$15	\$90
Flowers/Gifts	4 purchases	\$10	\$40
Home Projects	2 purchases	\$50	\$100
Oil Changes	4 services	\$10	\$40
Misc. Shopping	8 purchases	\$12.50	\$100
Cell Phone Plan	1 purchase	\$125	\$125
			\$615
PLAY			
Theme Park/Attraction Visits	4 tickets	\$40	\$160
Bowling/Laser Tag/Mini Golf	4 purchases	\$5	\$20
Concerts/Sports/Event Tickets	4 tickets	\$20	\$80
Movies	6 tickets	\$3	\$18
Golf	4 rounds	\$15	\$60
			\$338
TRAVEL			
Hotel Stays	7 nights	\$30	\$210
Car Rental	5 days	\$27	\$135
Flights	2 tickets	\$20	\$40
Cruises	2 tickets	\$100	\$200
			\$585
TOTAL SAVINGS: \$2,218			

[Add Your Logo Here]

Try our savings estimator tool and see how much you can save at
[Add Your Discount Program Savings Estimator URL Here]

"The discounts help me get more bang for my buck and allow me to stretch my money better!"
— NORMAN G.



POWERPOINT SLIDES

You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and more.

16:9

4:3

[Download Slides](#)

The image displays a digital marketing campaign for a savings program, presented across three devices: a desktop monitor, a tablet, and a smartphone. All three screens show the same website layout, which is designed to highlight the benefits of the program and guide users through an estimator tool. The website's header features a prominent blue banner with the text "SEE YOUR SAVINGS IN ACTION" and a sub-header stating "Members enjoy up to 50% off fun, local eats, shopping, adventures, and beyond!". Below this, the site is organized into four main categories: EAT, SHOP, PLAY, and TRAVEL. Each category is represented by an icon and a table of savings opportunities. The EAT section lists items like Breakfast/Coffee, Lunch, Dinner, and Pizza. The SHOP section includes Apparel, Self-Care, Flowers/Gifts, Home Projects, Oil Changes, Misc. Shopping, and Cell Phone Plan. The PLAY section covers Theme Park/Attraction Visits, Bowling/Laser Tag/Mini Golf, Concerts/Sports/Event Tickets, Movies, and Golf. The TRAVEL section lists Hotel Stays, Car Rental, Flights, and Cruises. Each table entry specifies the number of purchases, the typical savings per purchase, and the resulting yearly savings. A summary row at the bottom of each table indicates the total yearly savings for that category. To the right of these tables, a section titled "TO USE OUR SAVINGS ESTIMATOR TOOL:" provides a three-step guide: 1. Visit your discount program site. 2. Scroll down to "How much can I save?" and click "Let's Find Out." 3. Plug in your weekly, monthly, and yearly purchases and watch the savings stack up! The visual design is clean and modern, with a color palette dominated by blues, yellows, and whites. A woman in a bright yellow sweater, holding several shopping bags, is featured prominently on the right side of the desktop and tablet views, symbolizing the savings. In the background, a carousel adds a touch of whimsy and suggests fun activities. The overall composition effectively communicates the value and ease of using the savings program.



See Your Savings in Action:

TRY OUR ESTIMATOR TOOL



From local eats to shopping, travel, movies, and more, your membership means monthly discounts.

 EAT	YEARLY PURCHASES	TYPICAL SAVINGS PER PURCHASE	YEARLY SAVINGS
Breakfast/Coffee	52 purchases	\$3	\$156
Lunch	24 meals	\$3	\$72
Dinner	52 meals	\$5	\$260
Pizza	24 purchases	\$8	\$192
			\$680
 SHOP			
Apparel	8 purchases	\$15	\$120
Self-Care (Spa, Gym, Makeup, etc.)	6 purchases	\$15	\$90
Flowers/Gifts	4 purchases	\$10	\$40
Home Projects	2 purchases	\$50	\$100
Oil Changes	4 services	\$10	\$40
Misc. Shopping	8 purchases	\$12.50	\$100
Cell Phone Plan	1 purchase	\$125	\$125

Want to know how much you can save as a member of
[Add Your Discount Program Name Here]?

Find out with our savings estimator tool!

Try It Now

The more you use the program, the more your savings add up.

HAPPY SAVING!

EMAIL HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Download Email HTML

Don't hesitate to contact your Client Success Manager (CSM) if you have any questions about this toolkit and how to get the most out of the assets.

If you don't know who your CSM is, call our customer service number and they can find out for you at **1-800-331-8867**.

