

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.



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	



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.



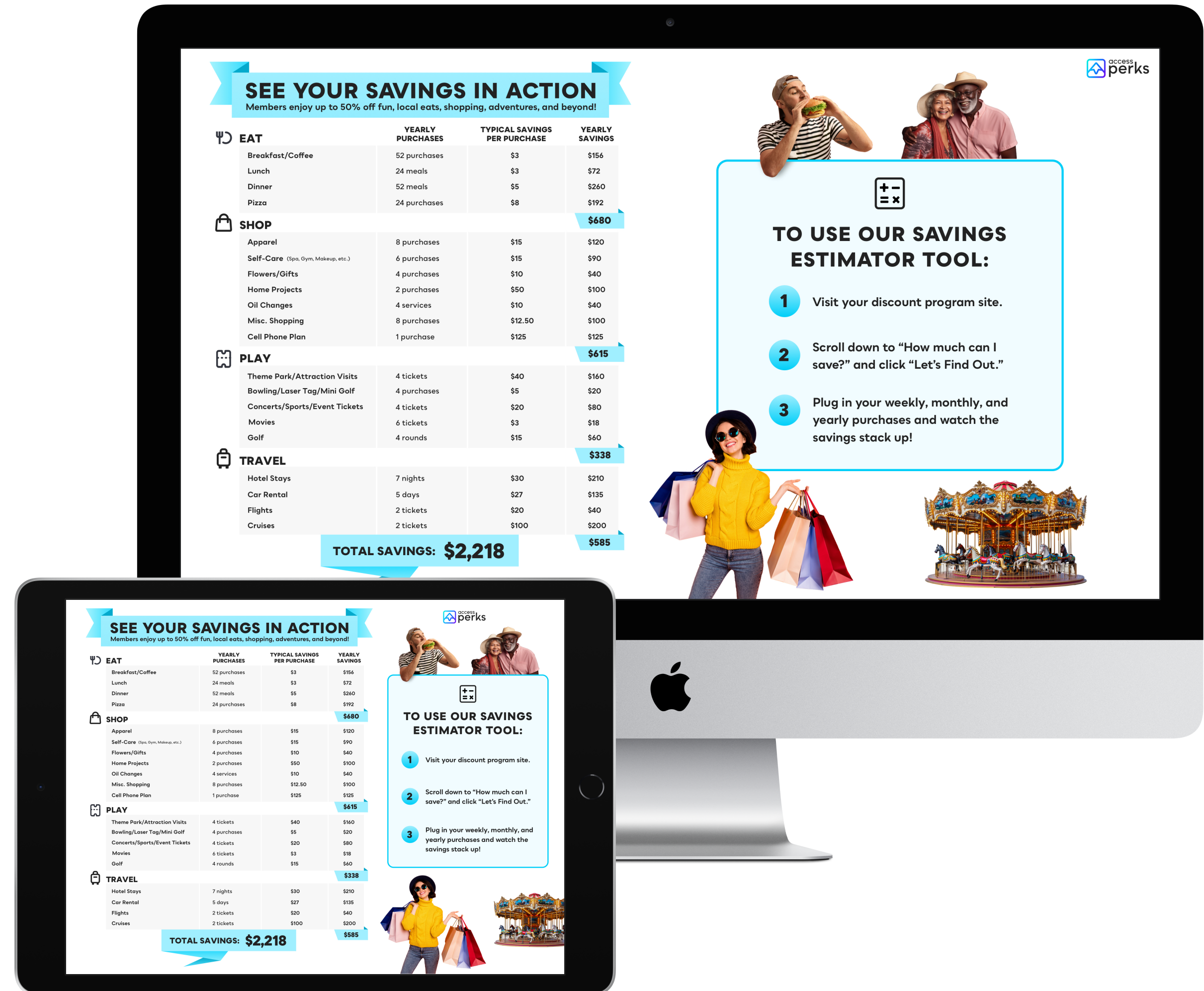
POWERPOINT SLIDES

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](#)





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	YEARLY PURCHASES	TYPICAL SAVINGS PER PURCHASE	YEARLY SAVINGS
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**.

