

Discover DEP: CD Refresh Journey

DDPS_0004M, DDPS Touchpoint

ORACLE
CX Marketing
Creative Services

Subject Line + Super Subject Line Options

SL1: ATTN: [First Name], your CD is approaching maturity—here's what's next
SSL1: Your CD matures on [XX/XX/XX]

SL2: [First Name], your CD matures on [XX/XX/XX]
SSL2: Learn about your maturity options and submit instructions

SL3: Don't forget! Your CD matures on [XX/XX/XX]
SSL3: Be sure to submit your maturity instructions—details inside

SL4: It's time to renew your CD, [First Name]
SSL4: Your maturity date is almost here, so don't forget to submit instructions

SL5: Get ready, your CD matures on [XX/XX/XX]
SSL5: Details inside—look into your options so you can submit maturity instructions

Learn about your maturity options and submit instructions

DISCOVER

Account #: [0000]

Reminder: Your CD matures on [XX/XX/XX]

If you've already submitted instructions to let us know what to do with your [term length] Certificate of Deposit (CD) account number ending in XXXX on maturity, we'll process them on [maturity date].

If you haven't submitted instructions yet, you can simply do nothing and let your CD automatically renew for [term length] with the Annual Percentage Yield (APY) in effect on the maturity date, or you can submit instructions.

Submit Instructions

Pro tip:

When you renew your CD with Discover®, the APY will be the APY in effect on the current maturity date based on the term length.

Also, if you don't submit instructions before or on the maturity date, you have up to 9 days after the maturity date to make a change before your CD auto renews.

Take the next steps

Step 1: Choose your option

Auto renew—you can do nothing, and we'll automatically renew your CD for another [term length] term

Renew—choose a term and renewal amount; you can renew with the balance, add funds, or withdraw funds

Close—withdraw the full balance; consider transferring it into a [Discover® Online Savings Account](#)

Step 2: Submit instructions

To renew the balance or add or withdraw some funds by funds transfer, [log in](#), select your CD, navigate to “Maturity Instructions,” and follow the prompts to choose a term and renewal amount

For all other renewal requests or to close your account, [send us a message](#) or call us at [1-800-347-7000](#)

Step 3: Upon renewal or closure, you'll receive a confirmation for your records

Submit Instructions

Find answers to CD FAQ [here](#)

Still have questions?

Reach our 100% U.S.-based customer service team through our Secure Message Center

Send a Message

Did you find this information useful?

[Yes](#)

[No](#)

Discover App

Track your CD anywhere

Download on the App Store

GET IT ON Google Play

f

X

[View Online](#) [Email Security](#) [Privacy Policy](#) [Contact Us](#)

Add discoverbank@bank.em.discover.com to your address book to ensure delivery of these emails.

IMPORTANT INFORMATION

This email was sent to: <email address> for Discover Bank account number ending with <#####>.

You are receiving this email because you are a Discover Bank customer.

Please do not reply to this email. For account specific questions, call 1-800-347-7000 anytime, 24 hours a day/7 days a week (TDD for Hearing Impaired, call 1-800-347-7454), or visit [DiscoverBank.com](#).

DISCOVER and other trademarks, logos and service marks used in this email are the trademarks of Discover Financial Services or their respective third-party owners.

Discover Bank
P.O. Box 30416 Salt Lake City, UT 84130

©20XX Discover Bank, Member FDIC
XXXXX_XXXXXX

Member
FDIC

Mobile view:

Learn about your maturity options and submit instructions.

DISCOVER

Account #: [0000]

Reminder: Your CD matures on [XX/XX/XX]

If you've already submitted instructions to let us know what to do with your [term length] Certificate of Deposit (CD) account number ending in XXXX on maturity, we'll process them on [maturity date].

If you haven't submitted instructions yet, you can simply do nothing and let your CD automatically renew for [term length] with the Annual Percentage Yield (APY) in effect on the maturity date, or you can submit instructions.

Submit Instructions

Pro tip:

When you renew your CD with Discover®, the APY will be the APY in effect on the current maturity date based on the term length.

Also, if you don't submit instructions before or on the maturity date, you have up to 9 days after the maturity date to make a change before your CD auto renews.

Take the next steps

Step 1: Choose your option

Auto renew—you can do nothing, and we'll automatically renew your CD for another [term length] term

Renew—choose a term and renewal amount; you can renew with the balance, add funds, or withdraw funds

Close—withdraw the full balance; consider transferring it into a [Discover® Online Savings Account](#)

Step 2: Submit instructions

To renew the balance or add or withdraw some funds by funds transfer, [log in](#), select your CD, navigate to “Maturity Instructions,” and follow the prompts to choose a term and renewal amount

For all other renewal requests or to close your account, [send us a message](#) or call us at [1-800-347-7000](#)

Step 3: Upon renewal or closure, you'll receive a confirmation for your records

Submit Instructions

Find answers to CD FAQ [here](#)

Still have questions?

Reach our 100% U.S.-based customer service team through our Secure Message Center

Send a Message

Did you find this information useful?

[Yes](#)

[No](#)

Discover App

Track your CD anywhere

Download on the App Store

GET IT ON Google Play

f

X

[View Online](#) [Email Security](#) [Privacy Policy](#) [Contact Us](#)

Add discoverbank@bank.em.discover.com to your address book to ensure delivery of these emails.

IMPORTANT INFORMATION

This email was sent to: <email address> for Discover Bank account number ending with <#####>.

You are receiving this email because you are a Discover Bank customer.

Please do not reply to this email. For account specific questions, call 1-800-347-7000 anytime, 24 hours a day/7 days a week (TDD for Hearing Impaired, call 1-800-347-7454), or visit [DiscoverBank.com](#).

DISCOVER and other trademarks, logos and service marks used in this email are the trademarks of Discover Financial Services or their respective third-party owners.

Discover Bank
P.O. Box 30416 Salt Lake City, UT 84130

©20XX Discover Bank, Member FDIC
XXXXX_XXXXXX

Member
FDIC