



Teya Cash Advance

Introduction

Teya has partnered with Liberis, the UK's lending embedded finance platform, to offer business owners flexible funding.

Whether business owners want to keep their cashflow smooth, buy new stock or just get their coffee machine fixed, Teya Cash Advance has it covered.

My role

- Lead strategic content creation and delivery of marketing emails, text messaging landing pages and a direct mail campaign.
- Collaborate with cross-functional teams: Liberis, Teya Legal and Compliance, Product Marketing and Design, to agree on messaging.
- Prepare different subject lines for A/B testing.
- Document and advocate the consistent use of content patterns and terminology, widely across the company.

'Kerrie brings a unique blend of expertise and enthusiasm that transforms challenges into opportunities. Our work together increased our customer base by 50% on average month on month and **we generated £300k in revenue for the business.'**

*Nathan Rutsaert,
Teya Product Marketer,
2024*

Email 1

Access more funds
for your everyday
business needs



Email 1



Status update: You've completed over half of your payments!

How's business going? With Christmas around the corner (yes, we know you're still pining for summer) you might need extra funds as your overheads increase.

Did you know you can apply for additional funds?¹

Keep thriving with Teya Cash Advance^{2, 3}

- Access your funds in as little as 48 hours, once approved⁴
- Spend your funds on whatever you like
- Only repay when your customers have paid you

Are you ready to **further bolster your business** with Teya Cash Advance?

[Access my offer](#)

Best regards,
Team Teya

Email 2

Grow your business
with Teya Cash
Advance



Hi there,

Your Cash Advance is coming to an end, but it doesn't have to: did you know you can apply for additional funds?¹

Your funds, your future

Unlocking your cash flow doesn't happen instantly, we get it.

Once approved for a Teya Cash Advance^{2, 3}, the power is in your hands: spend it however you see fit. Plus, the process is quicker this time, because we know who you are.

Sounds good? Log in and see how much you can further invest in your business.⁴

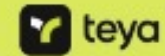
[Access my offer](#)

Best regards,
Team Teya

Email 3

Renewal_100%-1

Well done! You've
paid your Cash
Advance



Hi there,

Congratulations on paying your Teya Cash Advance. We hope it's helped you make meaningful progress for your business.

Fast, flexible finance for longer

If your business needs an extra boost, you can apply for additional funds.¹ Once approved² Teya Cash Advance^{3,4} can be spent on whatever you choose: expanding your premises, growing your team or buying new inventory.

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[Access my offer](#)

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Email 4

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Best regards,
Team Teya

Direct mail



TEYA CASH ADVANCE

'Tis the season...

[First Name] [Last Name]
[Company name]
[Add 1]
[Add 2]
[Add 3]
[Add 4]
[Postcode]

Up to **£X,XX*** could be yours in time for the holiday rush

Hi **{{Recipient Name}}**

As a small business, the holiday season can be a whirlwind. Whether you want to improve cashflow, buy new stock or cover emergency costs, **Teya Cash Advance*** is here to help.

All it takes is a couple of clicks to get a tailored quote, and you could be funded within 48 hours of approval.**

Fast, flexible funding at your fingertips

- ✓ Get a speedy decision
- ✓ Spend your funds how you choose
- ✓ No hidden fees or surprises

Are you ready to bring on the holiday season?

Apply for Teya Cash Advance.

Best wishes,
Team Teya

How to apply

- 1 Scan the QR code or visit teya.link/cash
- 2 Log in with your Teya details and choose your amount
- 3 Your application will be reviewed
- 4 Sign the agreement and get your funds!

Scan the QR code with your smartphone camera



*Amounts may be subject to change depending on your credit profile at enquiry. Libera reserves the right to decline applications for affordability concerns, active insolvency, or failure to pass our compliance checks.
**As of September 2023, 79% of successful applications received funding within 2 working days. This product is provided by Libera Ltd, Scale Space Building, 3rd Floor, 58 Wood Lane, London W12 7JZ. Company number: 05564235. Libera Revenue Finance is a form of receivables finance not a loan. Libera is not authorised or regulated by the Financial Conduct Authority and the Financial Ombudsman Service will not be able to consider a complaint about Libera. Amounts advanced are subject to status and our underwriting process before any offer can be made.