

Overview: This document outlines a proposed 6 week email drip campaign to Priority customers who have been pre-qualified for a capital offer. These emails can be updated according to Priority partner preferences.

Configuration

- There are several items in brackets that can be personalized to the merchant.
 - Business name
 - First name
 - Offer amount
 - Industry
- Priority Data is shared without any PII and therefore Pipe cannot match the offer amounts to a specific business. In order to prefill the offer amount, you will need to upload a csv that contains the offer amounts and MIDs, and match it to that business’s email addresses.
- Emails sent Tuesday - Thursday typically perform best and between 10-1pm in the customer’s timezone.
- There are options included if you would like to do A/B tests.
- The “View my offer” CTAs should link back to the Priority Capital tab
- It is preferable to remove any customers who activate their offer. This information can be found in your reporting, or for more automation you can remove anyone who clicks through the email (though that will not be a guarantee they activated their offer).
- Please feel free to reach out to the Pipe team for any questions or assistance.

Objectives:

- Engage Customers: Through personalized and timely communication, engage Priority partner customers with a compelling narrative about their pre-qualified capital offer.
- Educate on Benefits: Clearly communicate the benefits and simplicity of the Priority Capital program, emphasizing the support it provides for business growth.
- Drive Action: Encourage customers to take action by reviewing, requesting, and utilizing their capital offers within the MX Merchant platform.
- Support and Guidance: Offer continuous support and direct access to capital experts for any questions or help needed throughout the process.

Overview	Email 1: Invitation to pre-qualified merchants
Subject A	Introducing: [offer amount] pre-qualified capital available for [business_name]!
Subject B	Introducing Priority Capital: Unlock [offer_amount] in capital for [business name]!
Preview	Grow your business with this special offer just for you

Body

Make this year your strongest yet with a pre-qualified offer of [offer amount]

We're excited to introduce Priority Capital, powered by Pipe, a funding program designed specifically for [industry] businesses like [business name].

Based on your business's performance, you're pre-qualified for [offer_amount] in capital, designed to fuel your growth.

Why this matters for your business:

- **Fast, flexible funding with no credit checks:** You're pre-qualified, so accessing your offer only takes a few clicks. No credit checks or lengthy applications needed.
- **Tailored to your needs:** Access the exact amount you need, when you need it, similar to a line of credit.
- **Sales-aligned payments:** Payments are simple, fair, and adjust to your revenue.

[View My Offer]

Here's how it works:

1. View your offer: Review your offer details directly within MX Merchant™.
2. Request what you need: Choose the capital amount that suits your business. You can access any unused funds while the offer is active.
3. Quick verification: Provide a few business and ownership details.
4. Receive funds: Once verified, your capital will be on its way to your account.

[View My Offer]

Have questions? Check out a list of FAQs or connect with one of Pipe's capital experts directly via email at support@pipe.com or by calling +1 (855) 936-1512.

Why we partnered with Pipe

Pipe offers a merchant-friendly capital solution based on the health of your business, not piles of paperwork. They're eliminating the friction and bias of traditional financing, connecting business builders to quick, easy capital, and helping small to midsize businesses build something bigger.

Footnote: *Pipe Advance LLC, a subsidiary of Pipe Technologies, Inc., is the capital provider for the Priority Capital program. Priority Technology Holdings, Inc is an embedded partner of Pipe*

	Technologies Inc. Priority Technology Holdings, Inc is not otherwise affiliated with Pipe Technologies Inc. or its products.
Overview	Email 1: Invitation to customers without a pre-qualification
Subject A	Introducing Priority Capital: Tailored to your business
Subject B	Discover Priority Capital and what it can do for you
Preview	Unlock potential growth opportunities directly in your MX Merchant platform.
Body	Flexible funding that empowers your business We're excited to introduce Priority Capital, powered by Pipe. Priority Capital was developed to help the [industry] industry grow and avoid the inequitable practices often found in traditional lending. We focus on business performance instead of credit history, making capital more accessible to the businesses we support. [Learn More] Why this matters for [business]: ● Fast, flexible funding with no credit checks: If your business is eligible, you'll receive offers based on your revenue history. No credit checks or lengthy applications needed. ● Tailored to your needs: Access the exact amount you need, when you need it, similar to a line of credit. ● Sales-aligned payments: Payments are simple, fair, and adjust to your revenue. Why we partnered with Pipe Pipe offers a merchant-friendly capital solution based on the health of your business, not piles of paperwork. They're eliminating the friction and bias of traditional financing, connecting business builders to quick, easy capital, and helping small to midsize businesses build something bigger. Have questions? Check out a list of FAQs or connect with one of Pipe's capital experts directly via email at support@pipe.com or by calling +1 (855) 936-1512. Footnote: Pipe Advance LLC, a subsidiary of Pipe Technologies, Inc., is the capital provider for the Priority Capital program. Priority Technology Holdings, Inc is an embedded partner of Pipe

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Overview	Email 2: Invitation (reminder)
Subject A	[Business name], you're pre-qualified for an exclusive offer
Subject B	[Business name], you're pre-qualified for [offer_amount] in capital
Preview	Get funding through Priority Capital
Body	New capital access now available in MX Merchant™ As part of our ongoing commitment to support your business, we're pleased to announce a new financial resource now available to you as a valued MX Merchant™ customer. You've pre-qualified for [offer_amount] in funding available directly within the MX Merchant platform. Click below to view the details. [View My Offer] Why Priority Capital? We understand the [industry] industry better than any bank. With Priority Capital, powered by Pipe, you can cut out the complicated approval process, enjoy more favorable payment terms, and choose an amount that's best for your business. • No credit checks: Your business performance is all that matters. • No personal guarantees: Keep your personal assets secure. • Clear terms: Full transparency before you commit. Here's how it works: 1. View your offer: Review your offer details directly within MX Merchant. 2. Request what you need: Choose the capital amount that suits your business. You can access any remaining funds while the offer is active. 3. Quick verification: Provide a few business and ownership details. 4. Receive funds: Once verified, your capital will be on its way to your account. Ready to get started? Click here to view your offer now.

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Overview	Email 3: Invitation (Use-cases)
Subject A	What could [business name] do with [offer amount]?
Subject B	Strategies to grow [Business Name] with [offer_amount] in pre-qualified capital
Preview	Unlock the full potential of your Priority Capital offer.
Body	What could [business name] do with growth capital? With [offer_amount] in pre-qualified capital at your fingertips through Priority Capital, planning for your next big move has never been easier. You can access the capital you need to: ● Upgrade equipment: Level up your service and your efficiency with new tools and equipment. ● Expand services: Use funds to broaden your service offerings or enter new markets. ● Boost marketing efforts: Increase your brand's visibility and attract new customers. ● Strengthen your team: Consider hiring additional team members to meet growing demand. View My Offer Seamless access, right when you need it: 1. Customize your request: View your offer details directly in MX Merchant and specify the amount that you need. 2. Simple verification process: Just a few steps to confirm your business and ownership details. 3. Fast funding: Get funds in as little as 24 hours after approval. [View My Offer]

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Overview	Email 4: Invitation (Urgency)
Subject A	Reminder: [Business Name]’s [offer_amount] capital offer ends soon
Subject B	Ending soon: [offer_amount] in pre-qualified capital
Preview	Don’t miss out - your exclusive capital offer expires soon. Act now!
Body	Your [offer amount] capital offer expires on [date] Priority Capital is designed to make funding as friendly and effortless as possible for you. Accessing your offer is quick and straightforward, and comes with no hidden costs or impact on your credit score. As a reminder, your pre-qualified offer ends soon. [View My Offer] Why choose Priority Capital? • Growth-ready capital: Quick access to funds so you can seize market opportunities or buffer against slow periods. • One simple fee paid over time: Know up-front the cost of your capital—no compounding interest or surprises. • Adaptive payments: A dynamic payment schedule means you pay in proportion to your revenue. • Dedicated support: A team ready to help you make the most of your funds. [View My Offer] Have questions? We’ve partnered with Pipe to get you access to capital to grow your business. Check out a list of FAQs or you can connect with one of Pipe’s capital experts directly via email at support@pipe.com or calling +1 (855) 936-1512.

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Overview	New offer received
Subject A	Special update: You have a new capital offer available 🎉
Subject B	Special update: You have a new [offer amount] capital offer available 🎉
Preview	Leverage your exclusive offer to grow your business.
Body	Good news - you've received an updated capital offer Based on your performance, your business qualifies for [offer amount] in capital! This offer is available to use for the next 30 days. You can use this capital for anything that would help your business - like upgrading equipment, expanding marketing campaigns, or strengthening cash flow. [View My Offer Now] Priority Capital is designed to make funding as friendly and effortless as possible for you. 1. Customize your request: View your offer details directly in MX Merchant and specify the amount that you need. 2. Simple verification process: Just a few steps to confirm your business and ownership details. 3. Fast funding: Get funds in as little as 24 hours after approval. [View My Offer] Have questions? Check out a list of FAQs or you can connect with one of Pipe's capital experts directly via email at support@pipe.com or calling +1 (855) 936-1512. <i>Pipe Advance LLC, a subsidiary of Pipe Technologies, Inc., is the capital provider for the Priority Capital program. Priority Technology Holdings, Inc is an embedded partner of Pipe Technologies</i>

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