Welcome (Autoresponder)

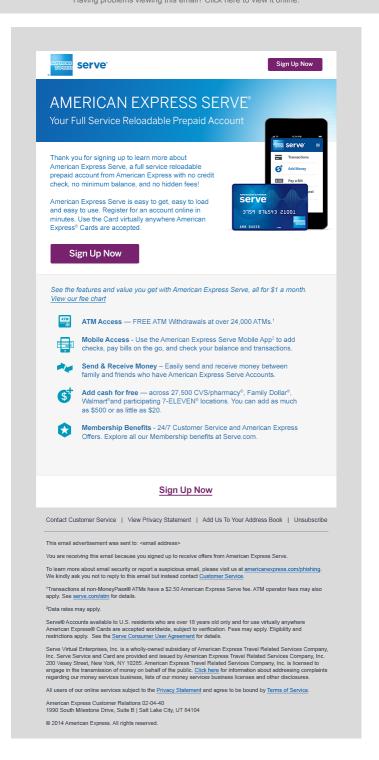
From: "American Express Serve®" <info@signup.serve.com>
Subject: [Name], a full service reloadable prepaid account for you.

Date: [Today's Date] **To:** [Name]

Save time and money with American Express Serve® by paying bills online or on the mobile app.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book.

Having problems viewing this email? Click here to view it online.



Action (Open / Click)

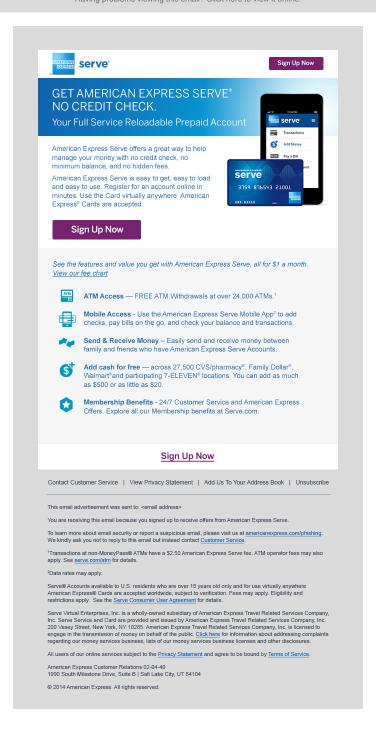
From: "American Express Serve®" <info@signup.serve.com>

Subject: [Name], manage your money with Serve

Date: [Today's Date] **To:** [Name]

Your American Express Serve® Account comes with a Card to use virtually anywhere American Express® Cards are accepted worldwide.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book. Having problems viewing this email? Click here to view it online.



Direct Deposit (24 hrs)

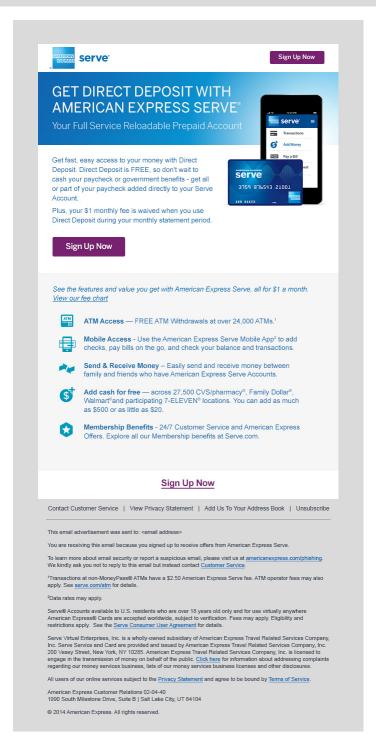
From: "American Express Serve®" <info@signup.serve.com>
Subject: [Name], get Direct Deposit with American Express Serve®

Date: [Today's Date] **To:** [Name]

Use Direct Deposit with American Express Serve® during your monthly statement period and get the \$1 monthly fee waived.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book.

Having problems viewing this email? Click here to view it online.



Member Benefits (72 hrs)

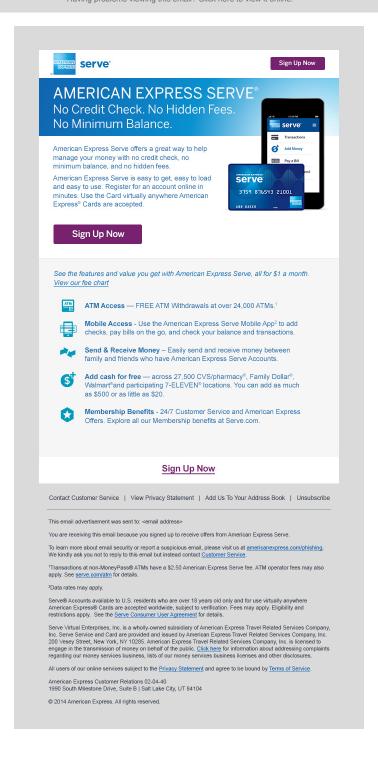
From: "American Express Serve®" <info@signup.serve.com>

Subject: [Name], sign up now with no credit check, no minimum balance and no hidden fees.

Date: [Today's Date] **To:** [Name]

The Service You Expect from American Express with No Credit Check or Minimum Balance.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book. Having problems viewing this email? Click here to view it online.



Easy & Free (7 days)

From: "American Express Serve®" <info@signup.serve.com>

Subject: [Name], sign-up for Serve with no credit check.

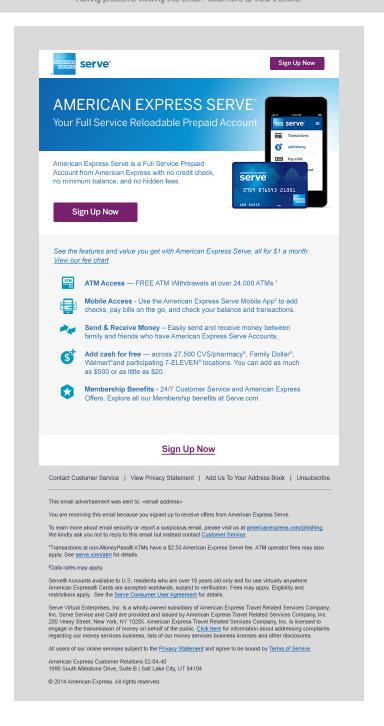
Date: [Today's Date]

To: [Name]

Use your American Express Serve® Card virtually anywhere American Express® Cards are accepted.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book.

Having problems viewing this email? Click here to view it online.



Easy Access (15 days)

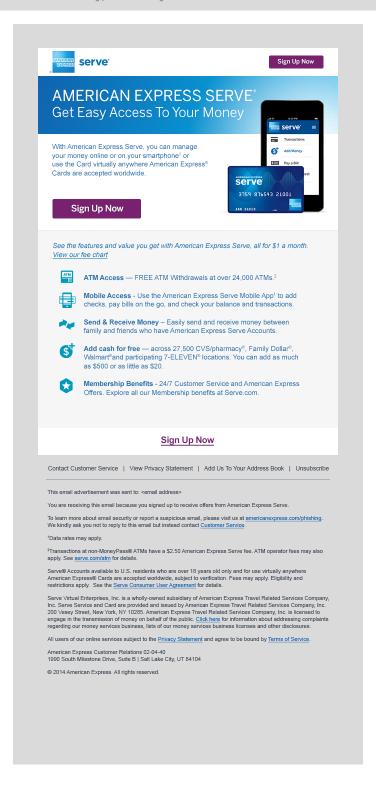
From: "American Express Serve®" <info@signup.serve.com>

Subject: [Name], get easy access to your money with American Express Serve®

Date: [Today's Date]
To: [Name]

Manage your money online, on your mobile device, or withdraw cash at over 24,000 ATM's nationwide.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book. Having problems viewing this email? Click here to view it online.



Top Line Benefits (30 days)

From: "American Express Serve®" <info@signup.serve.com> **Subject:** [Name], a full service reloadable prepaid account for you.

Date: [Today's Date] **To:** [Name]

Find out how you can benefit from the many features of American Express Serve®.

To ensure delivery to your inbox, please add info@signup.serve.com to your address book. Having problems viewing this email? Click here to view it online.

