

SPEC 14664 FM Service Onboarding/Upsell Email – Mobile

SENDER: FM Service

Option 1:

SUBJECT LINE: Re: Your AD&D Insurance Coverage

PRE-HEADER: [Firstname], don't forget to set up your account profile

Option 2:

SUBJECT LINE: Response Requested

PRE-HEADER: Reminder to Create Your Insurance Account Profile



Plan Administrator

You've made a smart choice. Now make another.

[Firstname], thank you again for choosing Accidental Death and Dismemberment (AD&D) Insurance offered through <Client Name>. It's a smart, simple way to help safeguard your family's financial future.

Please Click to Create Your Account Profile

Take a minute to [set up your account profile at FMService.com](#). You'll get secure, 24/7 access to your policy so that you can:

- ✓ Review and update your coverage
- ✓ Pay premiums (if applicable)
- ✓ Change beneficiaries
- ✓ Start a claim and more

It's quick, easy and secure. Once you've registered, simply log in to access your account — anytime, anywhere. Again, thank you for letting us serve you!

[Create Your Account Profile](#)

Coverage ID: [XXXXXXXXXX]



FM Service is powered by Franklin Madison, your Plan Administrator. We proudly serve customers of financial institutions and organizations across the country. We work hard every day to earn your trust by serving with integrity, fairness and transparency.

Need help? Service representatives are available toll free at 1-855-343-8069 any weekday from 7:00 a.m. to 8:00 p.m. (Central Time).

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