Dear Nuvei Partner,

Congratulations on becoming a Nuvei VAR partner. To help you promote your integrated payment solutions powered by Nuvei to your merchants, we have created a three-email nurture campaign. This campaign is designed to showcase the benefits of partnering with Nuvei and to encourage your merchants to optimize their payment strategies for accelerated revenue and growth. Below are instructions on how to use these emails effectively.

What’s included:

1. **Three pre-written emails**: Each email focuses on one of our core pillars – Revenue acceleration, Savings, Tech flexibility, and Human expertise.
2. **Comprehensive guide**: A downloadable guide on B2B payment trends.
3. **Blog link**: A link to a relevant blog post that provides additional insights.
4. **Mockups**: Visual mockups of how the emails can look to give you an idea of the design.

How to use these emails:

1. **Customize**: While we provide these emails as a template, feel free to personalize them to better match your brand voice and the specific needs of your merchants.
2. **Frequency**:We recommend sending these emails over a period of 2-3 weeks. For example:
	* Email 1 – Introduction: Week 1
	* Email 2 – Real savings: Week 2
	* Email 3 – Human expertise: Week 3
3. **Adapt as needed**: It's up to you how to use the emails. You can send them as they are or pull specific copy and elements to suit your needs.

For any questions, please contact and megan.pawlowski@nuvei.com.

Thanks!

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| Email | **#1 – Revenue acceleration** |
| Subject | Unlock revenue growth with AR automation |
| Preview text | Discover how we can help you turn payments into a revenue accelerator |
| Body | Dear [Name],Many [ERP name here] users are unknowingly overpaying on credit card processing fees. Nuvei helps businesses save $12K–$100K per year by automating Level 3 processing, lowering interchange fees and offering surcharging solutions.Curious about your potential savings? We’ll analyze your current processing fees for free, no strings attached. Just upload a recent statement, and we’ll send back a detailed reportIntegrated payments and AR automation can drive revenue growth for your business.Don’t know where to begin? We’re here to help. [Book a meeting link here]Kind regards, |
| CTA | Book a meeting  |

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| Email | **#2 – Real savings** |
| Subject | Why tech flexibility in payments is crucial for your business |
| Preview text | Find out how flexible payment technology can drive your business success |

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| Body | Dear [Name],Not all payment providers are created equal.Every month, businesses unknowingly lose money due to high processing fees. If you process $500K per year, you could be overpaying by $10K+ annually, without realizing it.Nuvei makes it easy to save up to 43% on processing costs. See how much you could save with a free analysis of your current rates and fees.Read our blog to learn the seven key questions to ask when choosing a payment partner.[Read blog](https://www.nuvei.com/posts/seven-questions-to-ask-when-choosing-a-payment-partner)Kind regards, |
| CTA | Read blog  |

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| Email | **# 3 – Human expertise**  |
| Subject | Discover the power of human-led expertise with [Partner's Name] and Nuvei |
| Preview text | Your business deserves more than automated responses. Discover how human expertise can enhance your experience |
| Body | Dear [Name],Some say chatbots are the future of customer support.But are they really?There's nothing like having access to human expertise whenever your business needs it. Whether it’s technical, sales, or marketing assistance that you’re looking for, we’ve got you covered.Nuvei’s team of payment experts is available 24/7 to provide personalized guidance tailored to your business needs. We pride ourselves on being more than just a payment processor – we're your partner in success.Book a call with us today to experience real human support from a payment partner who values real relationships.**Book call**Kind regards, |
| CTA | Book call |