

LIFECYCLE MARKETING

Sample Creative Assets

Boost loyalty and engagement with campaign imagery that's informative, personalized and strengthens user connections to your brand. Refer to your campaign guide for the latest available creative assets.



candescent

SAMPLE CREATIVE ASSETS

Service Messaging Imagery

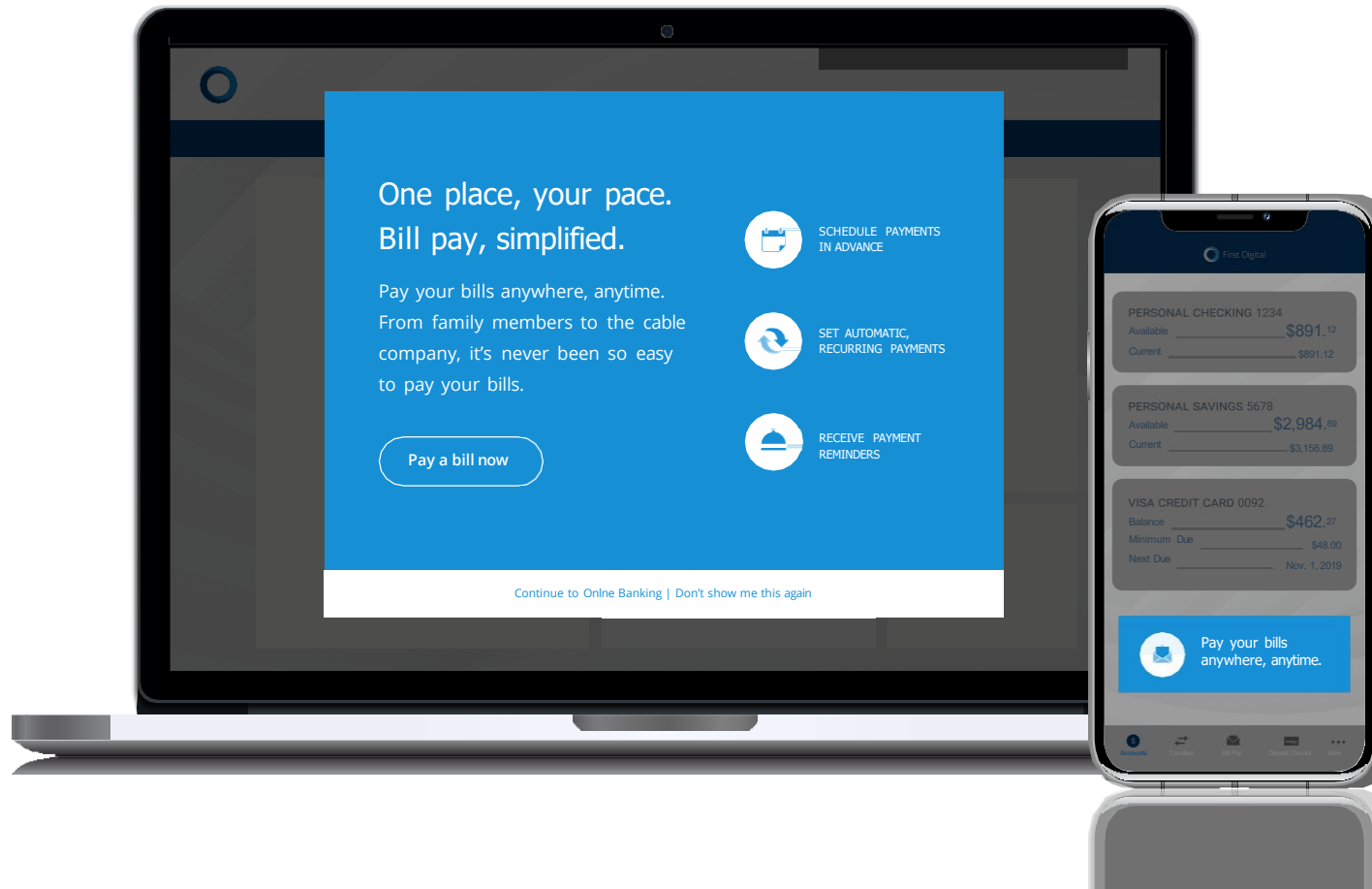
Service messaging helps inform, educate, and create a sense of urgency with CTAs. These messages often contain important information regarding accounts or services, prompting users to take key next steps. Service messaging drives action when deployed sparingly at strategic points in a user's lifecycle.



SAMPLE CREATIVE ASSETS

Icon-focused Imagery

Icon-based imagery educates and informs new users of available features in the first 90 days of a relationship. Simple, recognizable iconography elements are leveraged to represent features and functionalities — visually enhancing content that is typically displayed in list format.



SAMPLE CREATIVE ASSETS

Lifestyle-Based Imagery

Lifestyle visuals help connect with users informally — subtly reminding them of available features. This imagery evokes a relatable and natural feeling by leveraging photography that focuses on satisfied customers who enjoy using your product and services.

