

To: [Recipient's name]

Subject 1: Trade with USAA brokerage account services

Subject 2: Introducing more powerful online trading tools from USAA

Brokerage Utilization

Email 1

Trade more efficiently with improved USAA brokerage account services.

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**USAA introduces more powerful tools
for online trading.**

**You asked.
We listened.**

**Experience your
new USAA brokerage
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ALT TEXT FOR IMAGE: Trade more efficiently with your improved USAA brokerage account.

PROJECT DESCRIPTION

Target: Members with an existing brokerage account.

Objective: Encourage members to stay with USAA and start using their online brokerage services more.

Messaging Strategy: Because of commitment to our members, we have improved the online brokerage experience and maintained a highly competitive trade cost.

CTA: Go to usaa.com, and start trading today.