

Walmart Email Chaser | September

Drop 1 (9/26/23)

Champion

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Challenger

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Drop 2 (10/3/23)

Champion

SL: Reminder: You're pre-qualified for an offer with 5% cash back at Walmart.com

PH: Apply for the Capital One Walmart Rewards Card today.

Challenger

SL: Reminder: You're pre-qualified for an offer with 5% cash back at Walmart.com

PH: Apply for the Capital One Walmart Rewards Card today.

Links

CTA

https://applynow.capitalone.com/?productId={{varbl_4_txt}}&external_id=email_CMA&reservationNumber={{varbl_5_txt}}&marketingchannelcode=DM

See Account Terms

https://d25970n8puse9u.cloudfront.net/disclosure.{{varbl_4_txt}}.en-US.html

Visit our website

Champion

[Sign in](#)



Cha-Ching! You've been selected for a **5% cash back offer!**

{{first_nm}}, as a valued customer, you've been pre-qualified for an offer to earn up to **5% cash back** on your everyday purchases with the **Capital One Walmart Rewards® Card**.

[Continue to my offer](#)

[See Account Terms](#)

Here's what's headed your way once you're approved:

- **5% cash back** at Walmart.com
- **2% cash back** at Walmart® stores, on restaurants, travel, and at Walmart and Murphy USA gas stations
- **1% cash back** on purchases everywhere else Mastercard® is accepted

This offer will disappear soon!

Apply by **{{Month Day, 20XX}}**, to start earning 5% cash back.

Challenger

[Sign in](#)



{{first_nm}}, your stellar credit hasn't gone unnoticed. As a valued customer, you've been pre-qualified for an offer to **earn up to 5% cash back** on your everyday purchases with the **Capital One Walmart Rewards® Card**. Here's what's headed your way once you're approved:

- **5% cash back** at Walmart.com
- **2% cash back** at Walmart® stores, on restaurants, travel, and at Walmart and Murphy USA gas stations
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Your reservation #: <reservationNumber>

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FREQUENTLY ASKED QUESTIONS

Q: What is a pre-qualified credit card offer?

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Q: This offer says I'm pre-qualified. Can I still be declined if I apply?

A: Yes, it is possible. The fact that you're pre-qualified simply means you've met the initial criteria for this credit card offer. Here are some reasons you could be declined after applying for this card:

- You've applied for another Capital One card 2 or more times in the last 30 days.
- You didn't list a physical address on your application. (P.O. boxes cannot be used.)
- You didn't complete all application questions, including providing your Social Security number.
- Some of your information from the credit bureau may be missing or unavailable, or your score has changed.
- Your credit obligations (such as those reported on your credit bureau report)

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- Your credit obligations (such as those reported on your credit bureau report) are too high compared to your income.
- Your monthly income (your disclosed total annual income divided by 12) doesn't exceed your monthly rent/mortgage payment by at least \$425. Or, Capital One otherwise determines that you are unable to make your monthly payments.

For more eligibility details and income requirements, please [refer to the Account Terms](#).



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OID: 31069

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Drop 1 (10/24/23)

Champion

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Challenger

SL: Earn cash back on Black Friday and beyond!

PH: You're pre-qualified for an offer to earn up to 5% cash back at Walmart.com.

Drop 2 (10/31/23)

Champion

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Challenger

SL: It's cash-back-palooza on Black Friday and all year long!

PH: With your stellar credit, you're pre-qualified for an offer to earn up to 5% cash back.

Links

CTA

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Visit our website

www.capitalone.com/walmartcardapply

Champion & Challenger

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The more you Black Friday,
the more you earn.

You're pre-qualified for a card offer to earn
5% cash back on low prices at Walmart.com.

Continue to my offer

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{{first_nm}}, you know that taking advantage of Walmart's low prices means more gifts for the ones you love.

Plus, since you're pre-qualified for this Capital One Walmart Rewards® Card offer, you could **earn 5% cash back at Walmart.com**. That means you're not only saving big on gifts and festive finds during this year's Black Friday trip, but piling up the rewards, too.

Here's what's headed your way once you're approved:

5%
cash back at Walmart.com including pickup & delivery.

2%
cash back in Walmart® stores, Walmart and Murphy USA gas stations.

1%
cash back on purchases everywhere else Mastercard® is accepted.

Like Black Friday deals, this offer won't last!
Apply by **{{Month Day, 20XX}}**, and start earning today.

[Continue to my offer](#)

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Drop 1 (11/14/23)

Champion

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Challenger

SL: {{first_nm}}, you deserve to be rewarded this holiday season!

PH: You're pre-qualified for an offer to earn 5% cash back at Walmart.com all year long!

Drop 2 (11/21/23)

Champion

SL: {{first_nm}}, you deserve some credit!

PH: Thanks to your track record, you're pre-qualified for a 5% cash back offer.

Challenger

SL: {{first_nm}}, we're celebrating you and your great credit this holiday season!

PH: That's why you're pre-qualified for an offer to earn up to 5% cash back.

Links

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Visit our website

Champion & Challenger

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5% cash back means
more to love this holiday.

You're **pre-qualified** for a card offer to earn
5% cash back on low prices at Walmart.com.



{{first_nm}},

The most wonderful time of the year means more of the things you love—putting up more decorations, hosting more of the family, and baking (and eating) more cookies.

Just in time for Walmart's hottest deals of the season, you've been selected for this offer with **5% cash back on the already low prices at Walmart.com** with the Capital One Walmart Rewards® Card.

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Here's what's headed your way once you're approved:

5% at Walmart.com including pickup & delivery.
cash back

2% in Walmart® stores, Walmart and Murphy
cash back USA gas stations.

1% on purchases everywhere else Mastercard®
cash back is accepted.

Like the magic of the holidays, this offer won't last!
Apply by **{(Month Day, 20XX)}**, and start earning today.

Continue to my offer

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Walmart Email Chaser | December

Drop 1 (12/19/23)

Champion

SL: Winner from Sept

PH: Winner from Sept

Challenger

SL: Winner from Sept

PH: Winner from Sept

Drop 2 (1/4/24)

Champion

SL: Winner from Sept

PH: Winner from Sept

Challenger

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PH: Winner from Sept

Links

CTA

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Visit our website

www.capitalone.com/walmartcardapply

Champion + Challenger (Winning creative from Sept)

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Capital One | **Walmart**



Cha-Ching! You've been selected for a **5% cash back offer!**

{{first_nm}}, as a valued customer, you've been pre-qualified for an offer to earn up to **5% cash back** on your everyday purchases with the **Capital One Walmart Rewards® Card**.

[Continue to my offer](#)

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This offer will disappear soon!

Champion

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Challenger

[Next step](#)

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