

The Capital One Walmart Rewards[®] Card

Baby & Wedding Registry Email Banners

IO: Blair Gutermuth | WMT23416



The Ask

Create banner ads that will be placed in a series of emails that will go out to customers who have signed up for their Walmart® Baby and/or Wedding Registry. Our goal is to attract new customers for the Capital One Walmart Rewards® Card and incentivize spending for existing card holders. The main hook for both audiences is to “Earn 5% cash back at Walmart.com”.

What You’ll See Today

4 Banner ads, one for each audience.

Breakdown of Email Banners:

Wedding & Baby Registry Banner – Acquisition of New Card Customers

Wedding & Baby Registry Banner – Incentivizing Spend for Existing Customers



Registry Email Banners

Wedding Registry Acquisitions

Say “I do” to
5% cash back

Earn 5% cash back at Walmart.com. And see
if you're pre-approved with no credit risk.

Get started

Capital One Walmart Rewards® Card



No annual fee.



Registry Email Banners

Wedding Registry Customer Management

Say “Yes” to 5% cash
back at **Walmart.com**

Use your Capital One Walmart Rewards®
Card to shop for all things wedding!

[Start shopping](#)





Registry Email Banners

Baby Registry Acquisitions

**Get 5% back while shopping
for your bundle of joy!**

Earn 5% cash back at Walmart.com. And see
if you're pre-approved with no credit risk.

[Get started](#)





Registry Email Banners

Baby Registry Existing Cardholders

**Bundle joy and savings with
5% cash back at Walmart.com**

Use your Capital One Walmart Rewards® Card
for all your baby needs!

[Start shopping](#)



Walmart
Hi there, Blair

Now for the fun part!
Dream up your gift list & more. We'll make it easy.

Manage your registry

Welcome
Lace
Sashes

The wedding shop
Your first stop for all things "I do!"

Shop now

A-list ideas
Fill your registry with brands that are SO you (and)

By Drew >

For Home & Co. >

For Home >

For Home >

Say "I do" to 5% cash back
Earn 5% cash back at Walmart.com. That one. (on eligible purchases only.)

Get the More Money Card

Walmart app

Walmart
Hi there, Blair

Feeding | Milestones | Rooms | Safety | Changing | See All

Sweet cribs for sweet dreams
Find a safe, comfortable crib that works for your baby.

Shop all

Convertible cribs
Made to grow with Baby from infancy to toddler years.

Shop now

Shop by crib type

See 3 options >

Need help assembling?
Find a pro to help bring your dream nursery to life.

Schedule now

Assembly

Newborn shop essentials

Bedding >

Matresses >

Bundle joy and savings with 5% cash back at Walmart.com
Use your Capital One Walmart Rewards® Card for all your baby needs!

Get shopping >

Walmart app

