

Appendix A

Recruitment E-mails

First Email

Subject Line: Study about Health Products

Email Copy:

Hi <%FIRST%>,

You have an opportunity waiting!

Topic: Health Products

Incentive: \$5.00 in e-Rewards(R) Currency

Length: 20 minutes

Click the link below to voice your opinion and earn e-Rewards Currency:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

If you have any questions or concerns, please [contact us](#).

Not all of our clients' surveys are designed for mobile devices. If you choose to use a mobile device, you may not be able to participate.

We value your opinions!

- Your e-Rewards Team

Follow-up Email

Subject Line: Follow-up - Study about Health Products

Email Copy:

Hi <%FIRST%>,

You have an opportunity waiting!

Topic: Health Products

Incentive: \$5.00 in e-Rewards(R) Currency

Length: 20 minutes

Click the link below to voice your opinion and earn e-Rewards Currency:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

We recently sent you a survey about new health products. Our records indicate that you have not yet participated in the survey. At this time, we would like to re-invite you to participate in this survey.

If you have any questions or concerns please [contact us](#).

Not all of our clients' surveys are designed for mobile devices. If you choose to use a mobile device, you may not be able to participate.

We value your opinions!

- Your e-Rewards Team