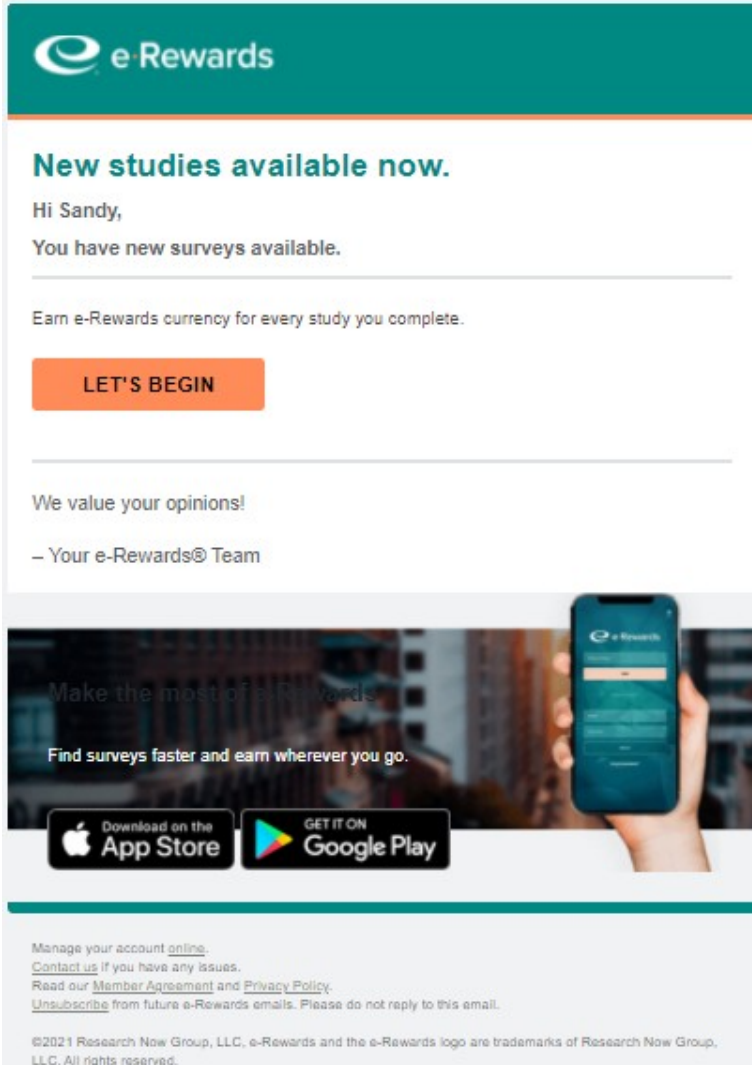


Study Name: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension (ARC) Experiment  
RTI Principal Investigator: Jamie Guillory  
Version: 3/9/2023  
OMB No. 0910-0810  
Exp. Date 12/31/2024  
RTI IRB No. 22310

## Attachment C: Sample email prompt



The image shows a sample email prompt for e-Rewards. It features a teal header with the e-Rewards logo. The main content is white with a teal border. The text includes a greeting, a notification about new surveys, a call to action button, and a closing message. Below the main content is a promotional banner for the e-Rewards app, showing a hand holding a smartphone displaying the app interface. The banner includes the text 'Make the most of e-Rewards' and 'Find surveys faster and earn wherever you go.' Below the banner are two buttons for downloading the app: 'Download on the App Store' and 'GET IT ON Google Play'. At the bottom of the email, there is a footer with links for account management, contact, member agreement, and privacy policy, along with a copyright notice for Research Now Group, LLC.

**e-Rewards**

**New studies available now.**

Hi Sandy,

You have new surveys available.

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Earn e-Rewards currency for every study you complete.

**LET'S BEGIN**

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We value your opinions!

– Your e-Rewards® Team

Make the most of e-Rewards

Find surveys faster and earn wherever you go.

Download on the App Store

GET IT ON Google Play

Manage your account [online](#).  
[Contact us](#) if you have any issues.  
Read our [Member Agreement](#) and [Privacy Policy](#).  
[Unsubscribe](#) from future e-Rewards emails. Please do not reply to this email.

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