**TMC email to send out to prospects**

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| **Subject**  [Not to exceed 50 characters] | Upgrade your travel program to first class |
| **Primary Msg: Body Content** | {{FIRSTNAME}},  With Etta, powered by Deem, you get an effortless global travel management platform that improves adoption and controls spending. And now that Etta is available on both iOS and Android, you have more options to give travelers:   * Simplified booking and modifications * Faster travel searches and more airfare options * Superior duty of care functionality   Best regards,  {{NURTURE PERSON’S SIGNATURE}} |
| **CTA** | Learn more |