Hi [Customer name],

Your trial period ended yesterday – thanks for giving us a chance!

I’m following up to see if you’d like to continue using [our product/service]. You can gain immediate access to your saved data and preferences by renewing from {this link}. If you renew within the next seven days, you’ll also be able to take advantage of our one-time 10% discount for returning customers.

In case you have any issues or questions, feel free to use our live chat, or email us at success@acme.com.

Thank you,

[Your name]