Hi [Customer name],

Good news – our company is running a campaign for our customers and offering a 15% discount to anyone who’ll renew their [plan/contract/subscription] within the next week.

To take advantage of this offer, you can easily purchase a plan of your choice from {this page} and add the code LOYALCUSTOMER2020.

If there’s any issue we can help with, please contact our support team at support@acme.com or +1233456789. You can also find us on live chat right from our website.

Thanks,

[The Acme team]