Introduction Email

**Subject Line:** Introducing Your New [Utility/City] Consumer Water Portal!

**Body content:**

Dear [Customer Name],

We are excited to introduce the [Utility/City] Consumer Water Portal. The portal is easy-to-use and allows you to monitor your water consumption on-demand, 24/7, with intuitive charts and graphs. You’ll also be able to find answers to questions about your water consumption without having to call or visit the utility.

With the [Utility/City] Consumer Water Portal you’ll be able to:

* View and manage your water usage at any time, from anywhere, on any device with internet access.
* Set out-of-town alerts to monitor consumption and detect potential leaks.
* Create water threshold alerts to set a water budget, help save water, and eliminate bill surprises.

[Click here] and register for the [Utility/City] Consumer Water Portal and start taking control of your water.

If you have any questions, feel free to contact [someone].