



EXECUTIVE SUMMARY

January onUpdates

Open Rate 18.65% ↓ -14.9% Compared to 6 Month Average	Click-through Rate 0.97% ↑ 5.0% Compared to 6 Month Average	Click-to-Open Rate 5.22% ↑ 23.4% Compared to 6 Month Average
Benchmark* 24.9%	Benchmark* 0.6%	Benchmark** 2.4%

Key Takeaways

January 7 saw strong performance, delivering 21% above OR benchmark and 13% above CTR benchmark.

The debt calculator saw particularly strong performance this month, driving 12% of total traffic. February and March deployments also featured different calculators in the footer position, so we will monitor performance results and compare to this strong January performance.

Goals

onUpdates is a biweekly content newsletter which seeks to promote:

Awareness

Increase user's awareness of the SunTrust now Truist brand and offerings.

KPIs: Sent, Delivered, Opens, Open Rate

Engagement

Increase user's interactions with the SunTrust now Truist brand and offerings.

KPIs: Clicks, Clickthrough Rate, Clickthrough Open Rate

*Open rate and Click-through rate benchmarks are average performance post-Jun 24 contact suppression.

**Click-to-Open Rate benchmark is Q1 average performance pre-Jun24 contact suppression.



Get financially fit in 2020!

It's your year to shine! Start off strong by committing to a financial routine. The key to staying on track? Keeping a close eye on what you're spending and what you're saving. We're here to help you boost your financial confidence this year with these tips.

Let's do this!



Steps for financial health

A healthy lifestyle includes sticking to a healthy budget. Protect your immune system from your money concerns with financial goals that align with your values and priorities. These tips can help.

Boost your health



MAKE A PAYMENT PLAN
2 ways to take control of your debt ▶



FAMILY TIPS
5 smart money moves for stay-at-home parents ▶



JOB CHANGE
New year, new job? Here are 4 financial tips ▶

What will it take to pay off your credit card balance?

Use this tool to figure out how quickly you could pay off your credit card.

Start calculating



TAX SEASON
5 tips for avoiding an audit ▶

How will your retirement savings grow?

Use this tool to see how your monthly contributions can increase over time.

Calculate now



ACTION PLAN

- February/March reports to be completed as data becomes available.
- Regular deployments are currently paused as Truist evaluates communications strategy surrounding the coronavirus.
- Imagination to provide long-term strategy for the rest of 2020 as email deployments transition back to BAU after COVID-19 initial response.
- Imagination to incorporate design changes to facilitate shift toward Truist branding (removing ST logo & chevrons, linking to Truist social media, etc.)
- Begin conversations about onUp Challenge and onUp Experience email programs. Should these programs continue, discuss potential revisions, branding updates, or strategic plans.