Open Rate

18.65%

Click-through Rate

0.97%

Click-to-Open Rate

5.22%

Get financial 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.

Steps for financial health

onUp.com | About us | Sign on to your account

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 prioritie These tips can help.

Let's do this!

Boost your health

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

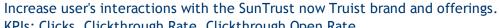
onUpdates is a biweekly content newsletter which seeks to promote:

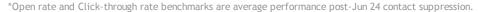
Awareness

Increase user's awareness of the SunTrust now Truist brand and offerings. KPIs: Sent, Delivered, Opens, Open Rate

Engagement

KPIs: Clicks, Clickthrough Rate, Clickthrough Open Rate





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



2 ways to take control of your debt >



New year, new job? Here are 4 financial tips >

What will it take to pay off your credit card

Start calculating



5 smart money moves for stay-at-home parents >



5 tips for avoiding an audit >

How will your retirement savings grow?

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 on Up Challenge and on Up Experience email programs. Should these programs continue, discuss potential revisions, branding updates, or strategic plans.

