

onUp Email Report

October 2020

Executive Summary

October onUpdates

Key Takeaways

1. The October deployment resonated best with **Teammates**, as this segment experienced a higher open rate and clickthrough rate compared to the September 29 deployment.
2. Based on our A/B test this month, the shorter subject line converted better than the longer subject line, with a 3% higher unique open rate. (See slide 7 for full A/B test results)

Goals

onUpdates is a biweekly content newsletter that 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, Click-through Rate, Click-to-Open Rate



10/14, Optimism vs. positivity / What's the difference between optimism and positivity?

onUpDATES
Take control. Take action.

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Creating a full life starts with a healthy mindset. So how can you achieve it? First, it's important to know that optimism and positivity are not always the same. Optimism is about taking action on what you can control—which builds the feeling of positivity. Truist Financial Expert Brian Ford and Culture Consultant Bright Dickson dive deeper into this concept and how it can help you be happy.

[Play the podcast](#)

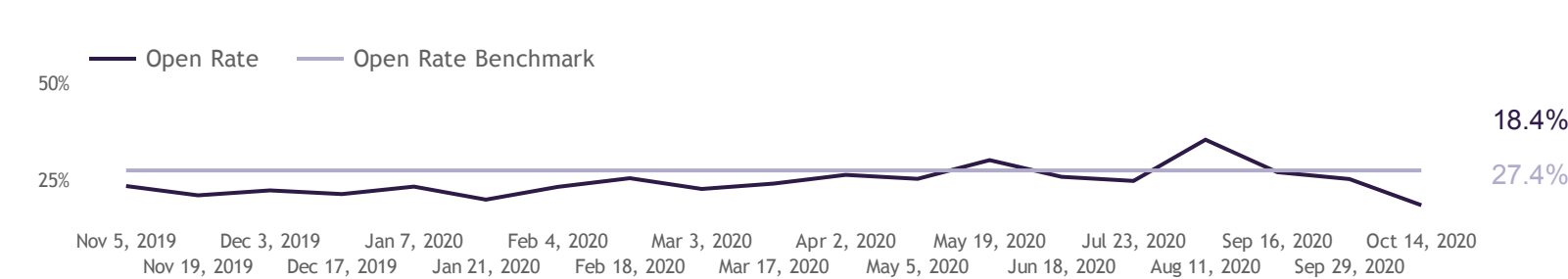
INVESTING 101
5 strategies to help you become a smart investor ▶

TEENS AND MONEY
Teaching your teens smart money habits? Use our activity checklist ▶

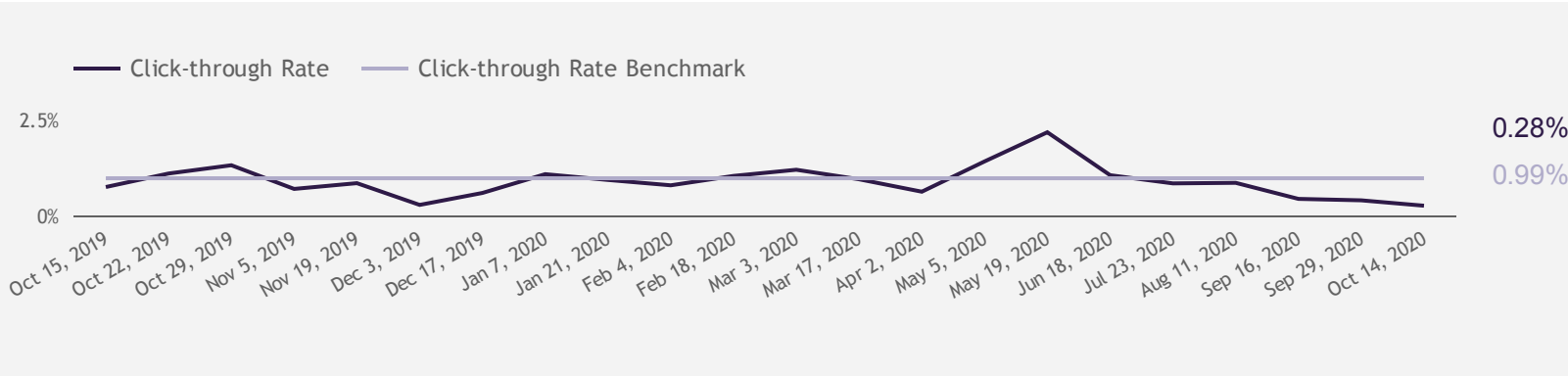
Have you created a monthly budget?
This simple worksheet makes it easy. Get started by downloading yours today.

[Download now](#)

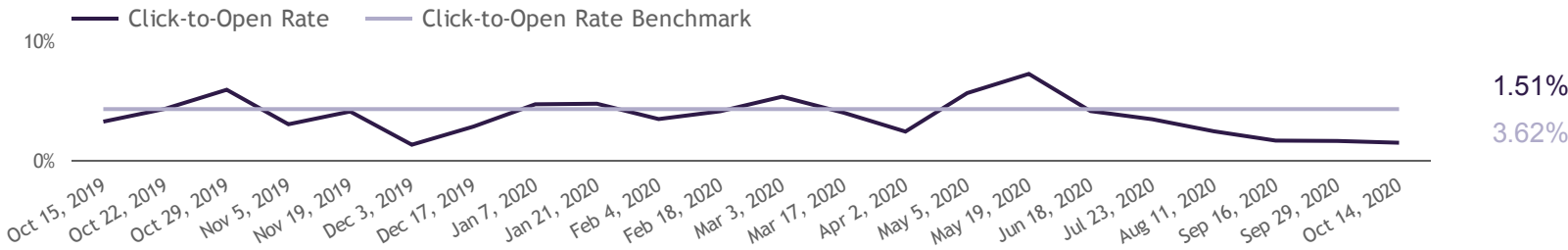
Campaign Performance Overview



Open rate has dropped by 29% compared to September deployments, and is below benchmark by about 33%. **This suggests that the subject line did not provide a clear indication of what readers could expect inside, or users did not want to engage with this topic.**



Click-through rate decreased by 36% compared to September deployments and remains below benchmark by 56%. **This suggests that the deployments should be broken out by segment to ensure positive user experience by audience interest.**



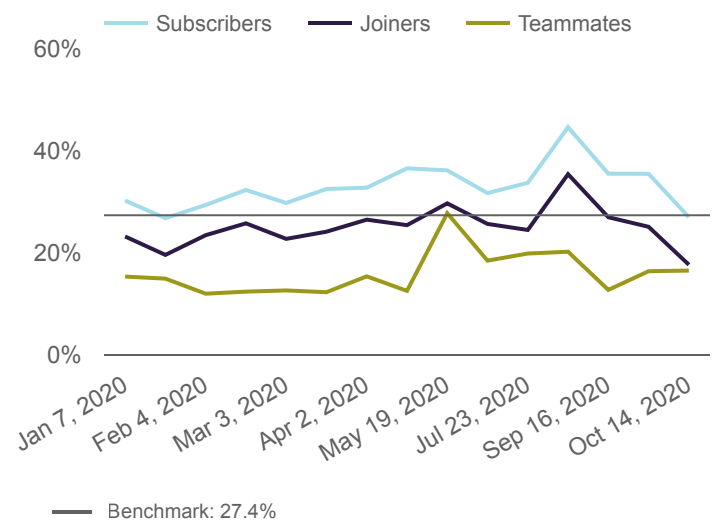
CTOR is down 9.8% compared to September and below benchmark by 61%, which is influenced by higher CTORs in March and May. In addition, **the quality of the email body and thumbnail copy could affect the CTOR; thus, the team suggests continuing to A/B test what copy is most actionable.**

*Open rate and Click-through rate benchmarks is average performance post-6/24/19 contact suppression.

**Click-to-Open Rate benchmark is Q1 average performance pre-6/24/19 contact suppression.

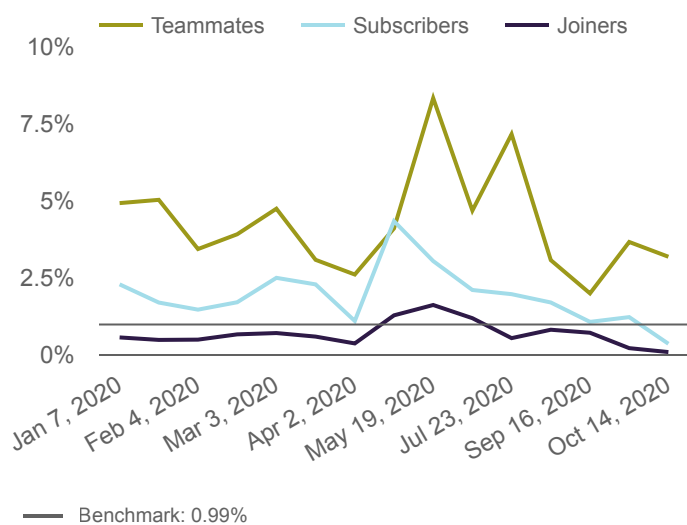
Performance By Segment

Open Rate



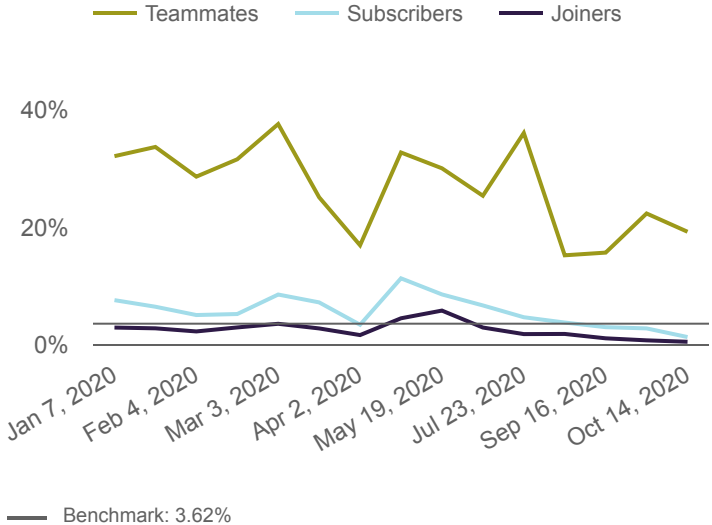
Teammates experienced a 13.4% increase in open rate compared to September, while the other two segments experienced drops in open rate. This suggests that the subject line resonated with Teammates more than the other segments.

Click-through Rate



Teammates experienced a 12.1% higher click-through rate than this segment saw in September.

Click-to-Open Rate



Teammates remain our most engaged segment, above CTOR benchmark by over 400%. However, all segments experienced slight drops in CTOR comparing October to September.

Segment Key:

- Teammates = Legacy SunTrust teammates
- Subscribers = Subscribed to onUpdates
- Joiners = Joined The onUp Movement



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October 14 Click Breakdown

Optimism vs. positivity/What's the difference between optimism and positivity?

Although the Hero position continues to drive the most clicks this month, it experienced at least 27% fewer total clickthroughs compared to both September deployments.

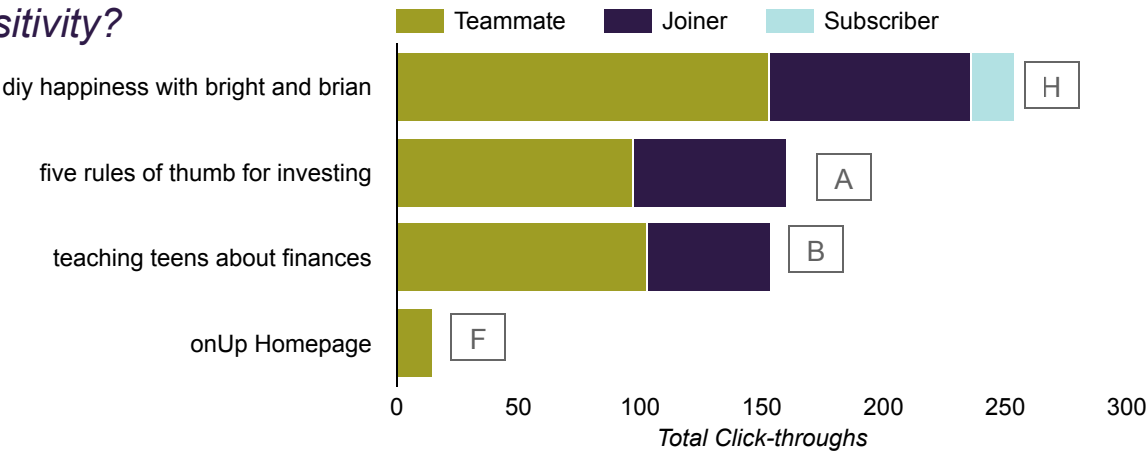
As a result, the proportion of clicks going to positions A and B increased compared to September's deployments, even though total clicks were down. October's deployment experienced 38% more total clickthroughs on Position A and 34% more clickthroughs on Position B than the September 16 deployment (Position A on Sept 16 deployment was "Building relationships you matter too" and Position B was "When the flu hits your family and your bank account").

In addition, comparing October to the September 29 deployment, this month saw increased interest in **Position B** with 159% more total clickthroughs (Position B on Sept 29 deployment had "Starting a family doesn't have to mean financial stress").

Overall, although this month's Hero piece was not as engaging for the users as last month's, users showed interest in the mental and financial resilience pieces in Position A and B. Further, **the team recommends testing the placement of financial and mental resilience pieces in Position A and B for a better understanding of user interest by placement.**

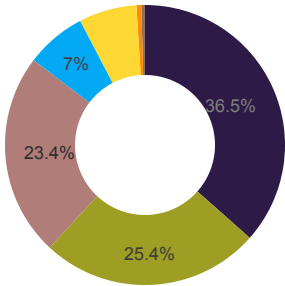
Open Rate	Click-through Rate	Click-to-Open Rate
18.40%	0.28%	1.51%
↓ -32.9%	↓ -72.1%	↓ -58.4%
Compared to 6 Month Average	Compared to 6 Month Average	Compared to 6 Month Average
Benchmark* 27.4%	Benchmark* 1.0%	Benchmark* 3.6%

Page Title

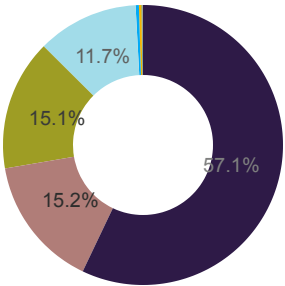


Total Click-throughs By Placement

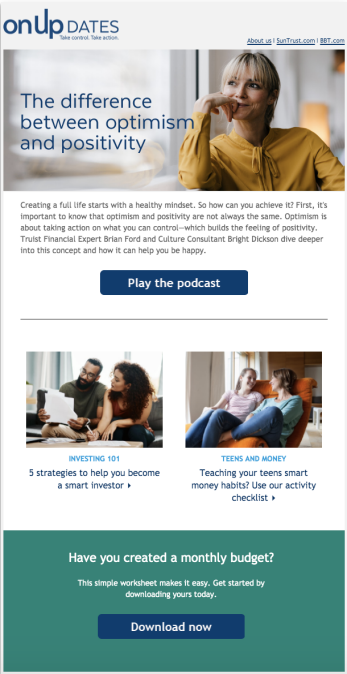
Deployment



All Time



- Hero
- Position B
- Position A
- Footer
- View in Browser
- Home Page
- Challenge Page



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October 14 - Performance Overview

Optimism vs. positivity/ What's the difference between optimism and positivity?

Quantity Engagement

	Segment	Delivered ▾	% Δ	Unique Opens	% Δ	Unique Clicks	% Δ	Total Click-throughs	% Δ
1.	Joiners	159,503	-4.0% ↓	28,237	-32.4% ↓	154	-53.3% ↓	245	-54.0% ↓
2.	Subscribers	14,809	1 70.4% ↑	4,003	29.7% ↑	54	-37.9% ↓	75	-45.7% ↓
3.	Teammates	9,482	-1.4% ↓	1,570	-0.6% ↓	302	-14.4% ↓	3 403	-18.8% ↓
	Grand total	183,794	-0.4% ↓	33,810	-27.2% ↓	510	-33.8% ↓	723	-38.0% ↓

Quality Engagement

	Segment	Open Rate (27.4%*)	% Δ	Click-through Rate (1.0%*)	% Δ	Click-to-Open Rate (3.6%**)	% Δ
1.	Joiners	17.71%	-28.4% ↓	0.1%	-57.3% ↓	0.55%	-30.9% ↓
2.	Subscribers	27.03%	-23.9% ↓	0.36%	-70.3% ↓	1.35%	-52.1% ↓
3.	Teammates	16.56%	2 0.8% ↑	3.19%	-13.1% ↓	19.24%	-13.9% ↓

1

Subscribers deliveries up

Subscriber deliveries were up for the third month in a row, with this deployment experiencing over 70% more deliveries compared to the September 29 deployment.

2

Teammates Open Rate up

Teammates experienced a 0.8% increase in open rate compared to the September 29 deployment.

3

Most Click-throughs from Teammates

Teammates continue to experience the most clickthroughs of all segments, despite a drop in total clickthroughs compared to the September 29 deployment.

%Δ indicates change from previous deployment

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October 14 - A/B Test Results

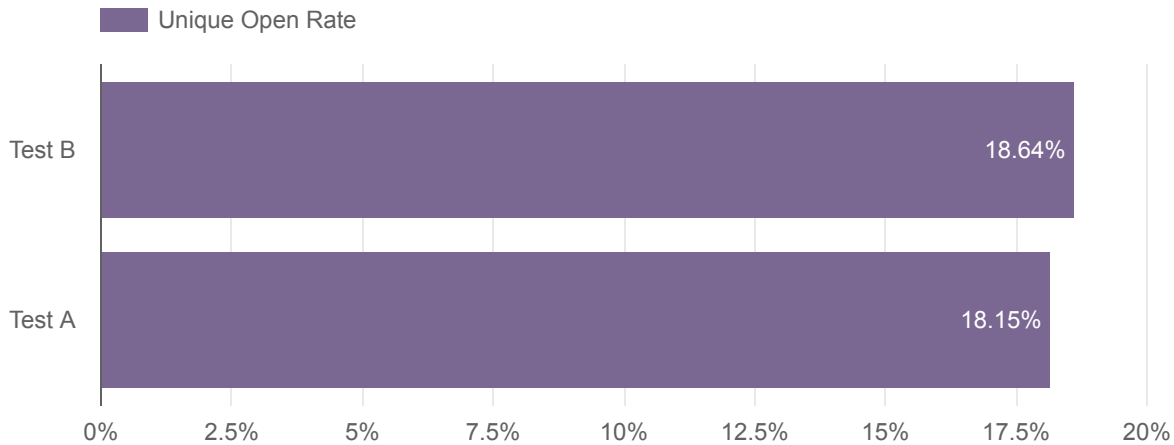
"Optimism vs. positivity" vs "What's the difference between optimism and positivity?"

Test Key

Test A: Long subject line (What's the difference between optimism and positivity?)

Test B: Short subject line (Optimism vs. positivity)

Unique Open Rate by Test



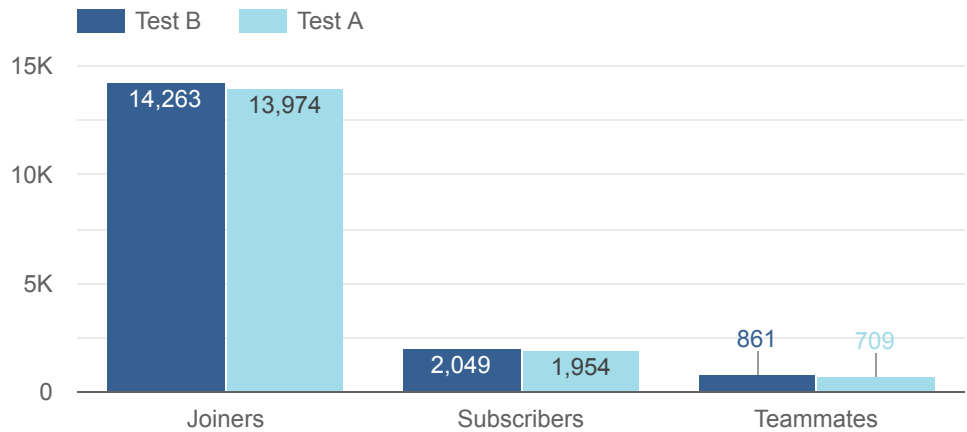
The A/B test results for the October 14 deployment are statistically significant as Test B (19% conversion rate) converted 3% better than Test A (18% conversion rate).

Two of the three segments experienced statistically significant results. The results for **Joiners** were **not** significant, as Test B only converted 2% better than Test A.

On the other hand, **Subscribers** and **Teammates** experienced a higher level of certainty in the test results as Test B (28% conversion rate) converted 6% better than A (26% conversion rate) for Subscribers and Test B (18% conversion rate) converted 22% better than test A (15% conversion rate) for Teammates.

Overall, all segments engaged better with the short subject line than the long subject line, as Test B received the higher unique open rate. However, both subject lines saw fewer unique opens compared to last month, which suggests that neither subject line fully engaged our audience.

Unique Opens by Segment



%Δ indicates change from previous deployment
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Action Plan

Key Action Items based on this month's reporting:

- Make sure anticipated environment of the deployment date is considered when content is provided to Imagination and double check editorial calendars against this.
- Use shorter subject lines to increase the likelihood of an open, but make sure that the subject line has a clear tie to the email content and is engaging for target audience.
- Make sure deployments go out consistently in terms of biweekly schedule and time of day, as the October deployment went out on a Wednesday late afternoon/early evening instead of its usual Tuesday morning time.
- Plan A/B tests on content within the email to test for variables that can increase clicks, including opportunity in December to test position of financial/mental resilience content.
- Explore opportunities for segmentation to align content with interested demographics. For example, one version of the newsletter that is delivered to Teammates, who are more familiar with internal messaging and brand priorities.

onUpdates Appendix

- *The onUp Challenge Report*
- *The onUp Experience Report*
- *Glossary*

onUp Challenge Executive Summary

October Challenge

Key Takeaways

- 1. The program performed below expectations in October, with drops in total engagement metrics across the board compared to September. This makes sense as The onUp Challenge page was not promoted in the October deployment and The onUp Challenge page is not easily accessible to new site visitors.
- 2. The Inactive 30 Days email audience experienced increased interest in October with a 271% higher CTR than September.

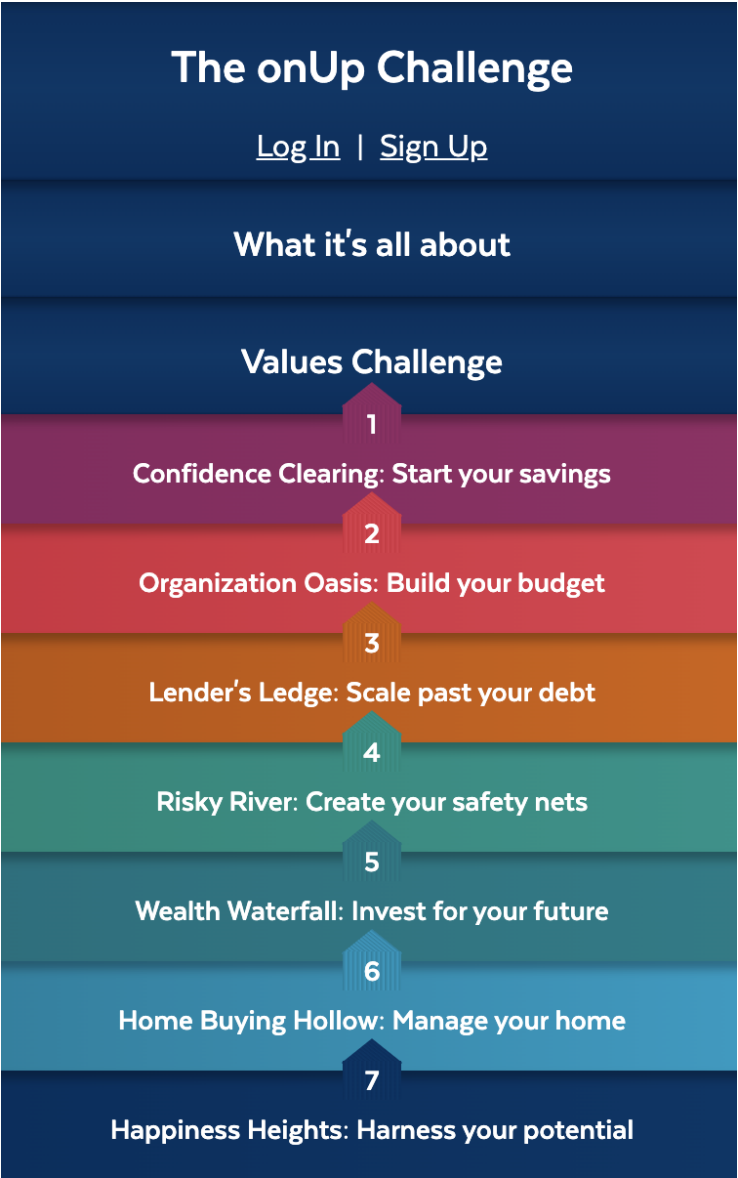
Goals

Awareness

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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



Performance Overview

	Challenge Email Name	Delivered ▾	Sent	Unique Opens	Unique Clicks	Unique Open Rate	Clickthrough Rate	Click-to-Open Rate
1.	Inactive 30 Days	64	64	25	2	39%	29.38%	8.0%
2.	Welcome Email	64	64	26	5	41%	9.38%	319.2%
3.	Land 2	11	11	2	0	18%	0%	0.0%
4.	Land 1	10	10	3	1	30%	10%	33.3%
5.	Land 6	10	10	1	0	10%	0%	0.0%
6.	Land 3	9	9	2	0	22%	0%	0.0%
7.	Land 4	9	9	2	0	22%	0%	0.0%
8.	Land 5	9	9	0	0	0%	0%	0.0%
9.	Land 7	8	8	4	0	50%	0%	0.0%
10.	Program Completed	6	6	1	0	17%	0%	0.0%
Grand total		1200	200	66	8	25%	2.88%	6.1%

1

Total deliveries down

This month saw 22.5% fewer total deliveries compared to September.

2

Inactive CTR up

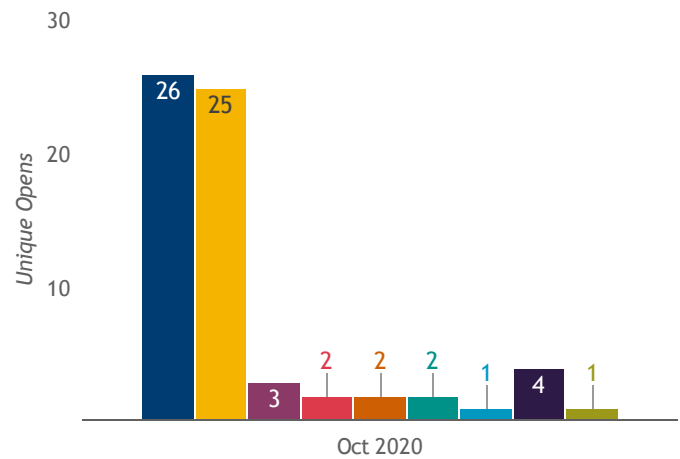
The Inactive 30 Days email experienced a 271% increase in click-through rate compared to September, which suggests that the previously inactive recipients found this email particularly engaging.

3

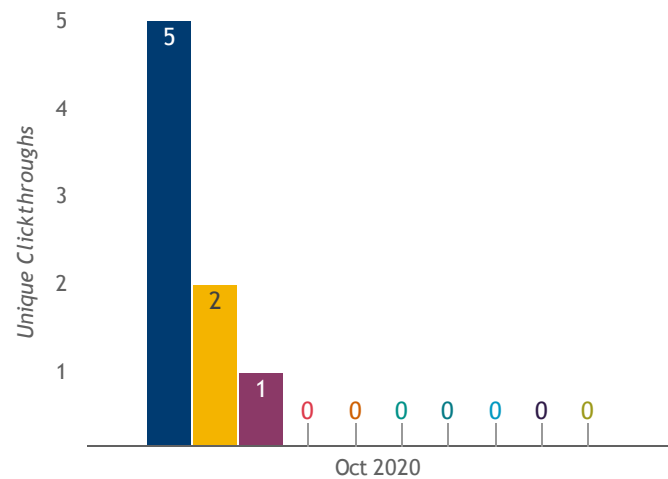
Welcome Email CTOR up

This email experienced a 45% increase in click-to-open rate despite fewer deliveries, which suggests a quality recipient list.

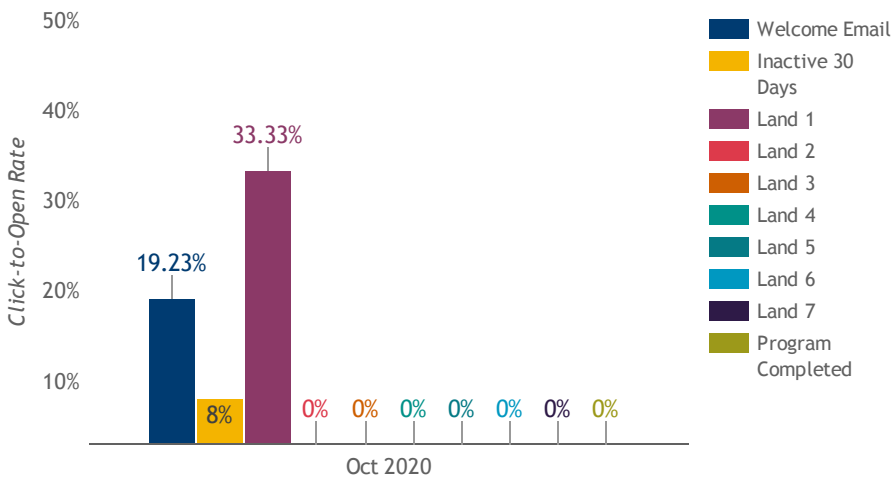
Challenge Performance Overview



The Welcome Email saw the most unique opens at 26 total opens.



The Welcome Email continues to experience the most clickthroughs at 5 unique clickthroughs this month.



The Land 1 email saw the highest CTOR this month. Not to mention, this particular email did not perform in September.

onUp Experience Executive Summary

October Experience Welcome Email

Key Takeaways

1. Due to coronavirus-related closures, sign ups and deliveries of the onUp Experience Welcome Email are paused.

Goals

Awareness

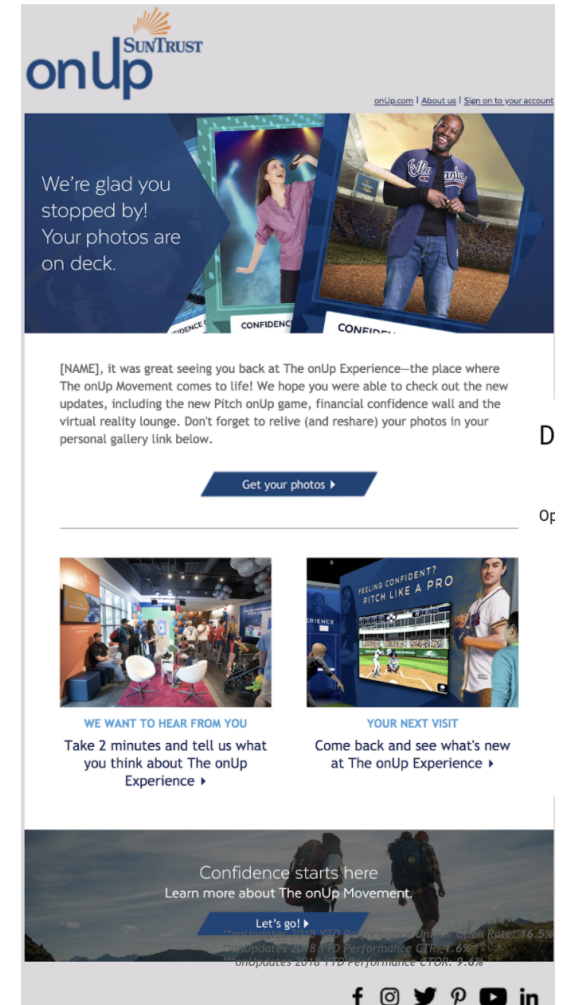
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Increase user's interactions with the SunTrust now Truist brand and offerings.

KPIs: Clicks, Clickthrough Rate, Clickthrough Open Rate



Experience Performance Overview

Quantity Engagement

	Segment	Delivered ▾	% Δ	Sent	% Δ	Unique Opens	% Δ	Unique Clicks	% Δ
1.	Consumer	1,251	-	<div>1</div> 53	-	557	-	245	-
2.	Teammate	16	-	18	-	6	-	3	-
Grand total		1,267	-	1,471	-	563	-	248	-

Quality Engagement

	Segment	Unique Open Rate	% Δ	Unique Clickthrough Rate	% Δ	Click-to-Open Rate	% Δ
1.	Consumer	37.08%	-	15.9%	-	36.95%	-
2.	Teammate	36.31%	-	26.79%	-	27.78%	-

1

The Experience is closed

Since The onUp Experience is closed, the Experience email is not being delivered.

Glossary

Term	Definition
Open Rate	The percent/number of subscribers who open the email based on the number of emails delivered
Click-Through Rate (CTR)	The percent of subscribers who clicked on a link in the email based on the number of emails delivered
Click-Through to Open Rate (CTOR)	The percent/number of subscribers who clicked on a link in the email based on the number of emails opened
DoD	Deployment over deployment. A comparison of the current deployment to the previous deployment
CTA	Call to action (Read, Watch, Listen, Calculate, Enter)
Lifetime Average Performance	Aggregate lifetime performance for each KPI