Abandoner Campaign

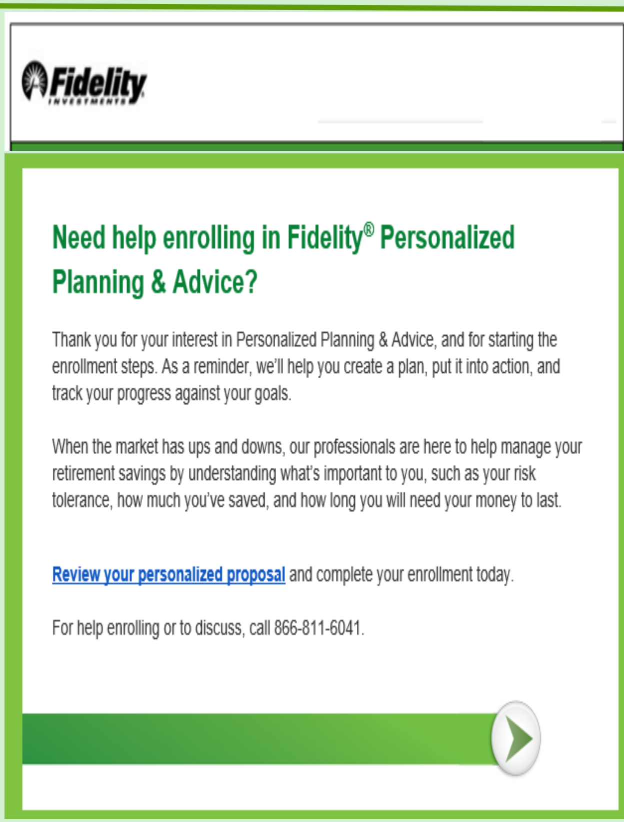
Sample Communications

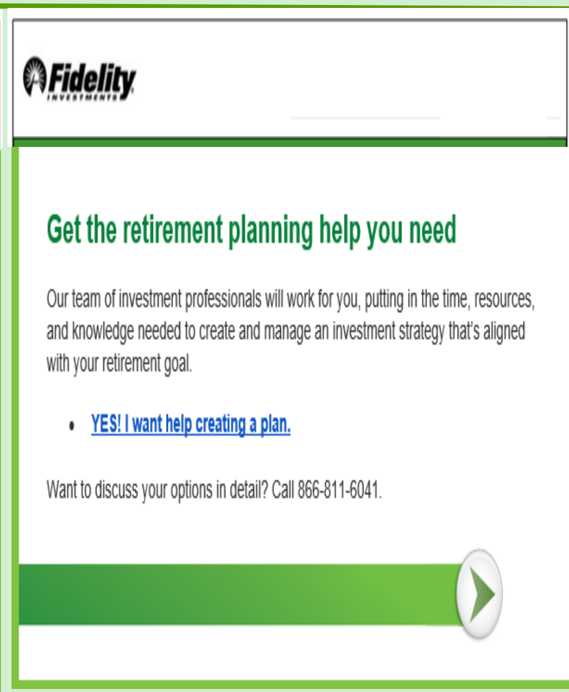
Engager Campaign

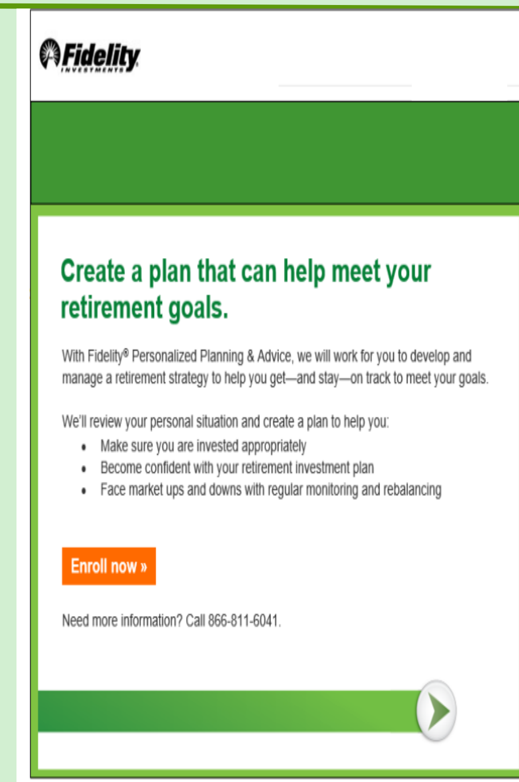
A communications program, intended to re-engage participants that visited the PP&A eligible landing page

TRIGGERS

Touch 1A email 2 Days Post Engagement	Touch 1B 2 Days post engagement	Touch 2 1 Week after receiving touch 1A/B and taking no action







Screenshots and graphics are hypothetical and for illustrative purposes only.

*If no incentive, touch 3 will not be sent

Engager Email

Touch 1A of 2

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Thank you for your interest in Personalized Planning & Advice, and for starting the enrollment steps. As a reminder, we'll help you create a plan, put it into action, and track your progress against your goals.

When the market has ups and downs, our professionals are here to help manage your retirement savings by understanding what's important to you, such as your risk tolerance, how much you've saved, and how long you will need your money to last.

1 Review your personalized proposal and complete your enrollment today.

For help enrolling or to discuss, call 866-811-6041.

Audience: Began or completed their Personal Profile via Online Enrollment (OLE) or with a phone rep, and did not enroll.
Link: PP&A Eligible Landing Page 1
Incentive: Optional

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973974.2.0

Engaer Email

Touch 1B of 2

Fidelity INVESTMENTS

Get the retirement planning help you need

Our team of investment professionals will work for you, putting in the time, resources, and knowledge needed to create and manage an investment strategy that's aligned with your retirement goal.

- YES! I want help creating a plan. 1

Want to discuss your options in detail? Call 866-811-6041.

Audience: Visited the Personalized Planning & Advice homepage on NetBenefits or called a phone rep but did not take any further action.
Link: PP&A Eligible Landing Page
Incentive: Optional 1

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Fidelity INVESTMENTS

Engager Email

Touch 2 of 2

Fidelity INVESTMENTS

Create a plan that can help meet your retirement goals.

With Fidelity® Personalized Planning & Advice, we will work for you to develop and manage a retirement strategy to help you get—and stay—on track to meet your goals.

We'll review your personal situation and create a plan to help you:

- Make sure you are invested appropriately
- Become confident with your retirement investment plan
- Face market ups and downs with regular monitoring and rebalancing

1

Enroll now »

Need more information? Call 866-811-6041.

Audience: Participant didn't take any action after receiving Touch 1 A/B
CTA: PP&A Eligible Landing Page
Incentive: Optional 1

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