

It's about *time*

**Your participant  
engagement program**



*John Hancock*

MGR0228232756192

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# It's about *time*: results

# of emails on file: 1002

# of useable emails on file: 772

Q1	Q2	Q3	Q4
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Financial well-being quarterly			
678 delivered	595 delivered	702 delivered	716 delivered
160 opens	190 opens	175 opens	201 opens
80 clicks	70 clicks	92 clicks	102 clicks

Journey based outreach (engage)			
50 delivered	45 delivered	43 delivered	47 delivered
15 opened	20 opened	15 opened	19 opened
6 who enrolled	8 who enrolled	5 who enrolled	11 who enrolled
3.5 % Ave contribution rate	4.2% Ave contribution rate	4% Ave contribution rate	3.5% Ave contribution rate



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Q1	Q2	Q3	Q4
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<b>Journey based outreach (save)</b>			
302 delivered	356 delivered	297 delivered	267 delivered
97 opened	103 opened	64 opened	46 opened
31 who increased rate	20 who increased rate	15 who increased rate	21 who increased rate
4% Average contribution increase	4.1% Average contribution increase	3.3% Average contribution increase	2% Average contribution increase

<b>Journey based outreach (plan)</b>			
157 delivered	178 delivered	174 delivered	265 delivered
57 opened	60 opened	30 opened	34 opened
19 who completed retirement planner	22 who completed retirement planner	10 who completed retirement planner	7 who completed retirement planner



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## Webinar attendance

Q1	# registered	# attended
Goal setting—planning for the year ahead (English)	25	18
Goal setting—planning for the year ahead (Spanish)	4	2
Investing in your retirement (English)	22	13
Investing in your retirement (Spanish)	3	3
Q2	# registered	# attended
Student debt and retirement savings (English)	15	6
Student debt and retirement savings (Spanish)	2	1
Smart money moves (English)	31	22
Smart money moves (Spanish)	1	0
Q3	# registered	# attended
Navigating Social Security (English)	52	37
Navigating Social Security (Spanish)	6	5
Q4	# registered	# attended
National 401(k) Day (English)	15	6
National 401(k) Day (Spanish)	1	1
Making sense of Medicare (English)	62	43
Making sense of Medicare (Spanish)	7	5



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