

Personalized financial wellness tool success

Employees engage with online tool



Client profile

Industry: Corporate

Employees: 150+

Type of plan: 401(k)

Assets: \$10.7M

Client need

An accounting firm with detail-oriented employees wanted to alleviate participant financial stress and boost financial wellness. It also wanted to offer a cutting-edge online tool to new hires and prospective talent.

The solution

We know that participants can better focus on long-term goals, including retirement, when they have the tools to handle everyday finances. That's why we developed Lincoln *WellnessPATH*®, an online tool participants can access from their retirement accounts.

To make it easy for users to take action, Lincoln *WellnessPATH* is personalized, actionable, and simple. Participants receive wellness scores along with specific steps to create a plan to help meet their financial goals and improve their overall financial wellness.

The client was especially excited about the enhanced budgeting features that can take employee financial wellness to the next level. Participants are encouraged to link information from their outside accounts to get a complete financial picture and analyze their net worth.

The Lincoln relationship manager provided onboarding materials and conducted a series of webinars to introduce Lincoln *WellnessPATH* to employees. The client worked closely with Lincoln to kick-start use of the tool through an email campaign and an incentive program led by its Human Resources (HR) department. Participants who completed action items in the tool, such as filling out the questionnaire or creating a to-do or goal, were entered into a drawing for prizes.

The results

- Employees have taken proactive steps toward a more financially secure future by learning about investing, saving, and budgeting.
- Employees have gained an understanding of their financial status, set goals for the future, and improved their financial management skills.



61%

higher click-through rate than 2.4% industry average

Source: Campaign Monitor, 2022 Email Marketing Benchmarks Report.

EMAIL CAMPAIGN RESULTS



23.21% open rate



6.23% click-through rate

Source: Results from Lincoln *WellnessPath*® client-specific email campaign data November 2018 through February 2019.

When plan participants registered for Lincoln *WellnessPATH*:



24% set or created a goal



100% were assigned a to-do activity based on their quiz results, and 18% completed at least one to-do



32% linked an account



of web-registered participants signed up for Lincoln *WellnessPATH*

Of those 28%, 56% came from engagement efforts:



32% came from the incentive campaign



21% came from the webinar led by the relationship manager

Source: Results from Lincoln *WellnessPath*® client-specific email campaign data November 2018 through February 2019.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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