

Clackamas County Q1 2024 Digital Engagement Campaign



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Digital Engagement

- “Dashboard” email announcement: deployed 1/29/24
- “Dashboard” flyer announcement: Q1 account statement insert
- Digital engagement postcard: mailed 3/25/24

Clackamas County: “Dashboard” announcement email/flyer



Email: 1/29/24

Sent	Delivered	Total opens*
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2003

1999

1989

*Total opens is cumulative.

Flyer

Included as an insert in Q1 2024 participant account statements

Clackamas County: “Dashboard” announcement email

Deployment metrics

Date	Delivered	Unique opens		
		Total	Desktop	Mobile
1/29/24	1999	1120 (56.0%)	1086 (97.0%)	34 (3.0%)

Hyperlinks clicked

Click Activity	1/29/24
“Log in today”	39 / 1120 (3.48%)

Average benchmarks (All industries) - open rate: 19.21%, click-through activity: 2.44%

Average benchmarks (Financial Services) - Unique open rate: 20.20%, click-through activity: 2.50%

Email Marketing Benchmarks for 2023:

<https://www.webfx.com/blog/marketing/email-marketing-benchmarks/>

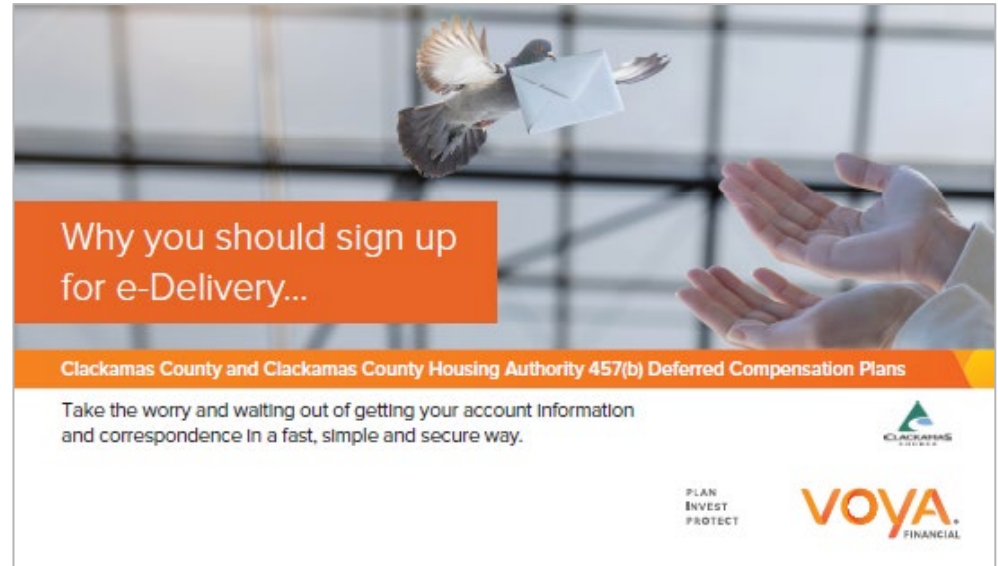
Clackamas County: Digital engagement postcard

Mailed to 987 participants on 3/25/24:

- Plan 666890 & 666891
 - Had a balance over \$10 *or*
 - Active participants with a \$0 balance with a date of hire 1/1/24 or later
- Had not registered their account online

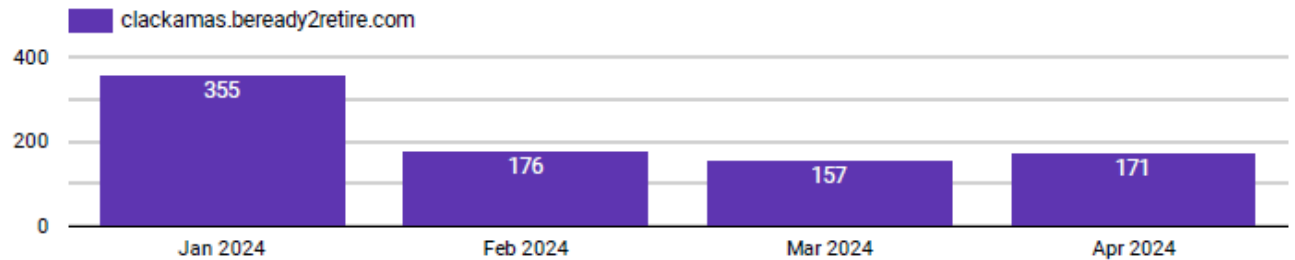


2 QR scans
from postcard



Visits by Month:

month	visits
Jan 2024	355
Feb 2024	176
Mar 2024	157
Apr 2024	171



Clackamas County: Digital engagement trends

	2022 Q4	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2024 Q1
Overall engagement	47%	48%	49%	49%	50%	47%
Web engagement	40%	40%	40%	40%	41%	38%
Mobile app engagement	8%	10%	11%	12%	13%	13%
Authenticated call engagement	10%	10%	10%	10%	10%	8%
eDelivery	56%	55%	54%	53%	53%	53%
Web registration	49%	49%	50%	50%	51%	52%

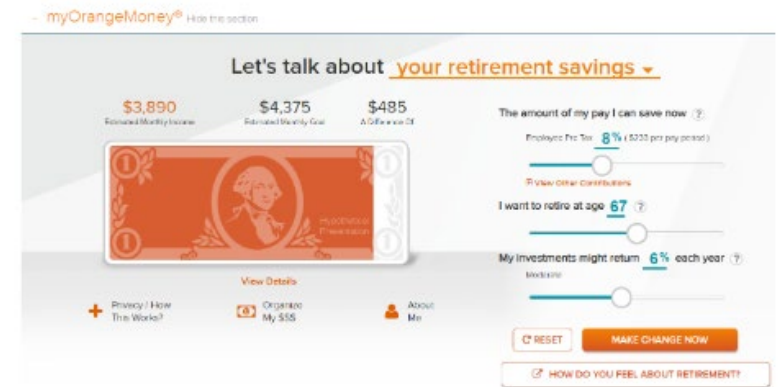


Employee engagement

Clackamas County: Q1 '24 myOrangeMoney engagement

myOrangeMoney Engagement

Unique Participant Activity	Participants	
Logged in with access to myOrangeMoney	623	
Viewed myOrangeMoney	463	74%
Engaged and interacted with myOrangeMoney	58	13%
Took action after using myOrangeMoney	23	40%



40% of participants took action after using myOrangeMoney

13 participants are saving an average of 0.3% more per pay period (from 5.2% to 5.5%)

11 participants are saving an average of \$81 more per pay period (from \$433 to \$513)

3 participants changed a fund allocation

1 participants rolled money into a plan

Data from 1/1/2024 to 3/31/2024