



Alabama ABLE Savings Program

Marketing Campaign Update

5/15/2024

Campaign Objectives

- **Mission:** Increase awareness and understanding of the Alabama ABLE Savings Plan among individuals with disabilities and their caregivers.
- **Focus:** Encourage participation in the Alabama ABLE Savings Plan by overcoming misconceptions and highlighting its benefits for financial independence and quality of life.

Digital Outdoor Billboards



14

total digital billboards in
Birmingham, Clanton,
Chelsea, Northport,
Montgomery, Mobile, Dothan,
Ozark, Huntsville, Decatur

2.6MM+

total weekly traffic count for
the 14 digital billboards

5

billboard companies used for
the campaign

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Radio PSA Distribution

- + **Markets:** Birmingham, Dothan, Huntsville, Mobile, Montgomery, Tuscaloosa
- + **Station Groups:** Cumulus, iHeart, Townsquare, Summit Media, BlueWater Broadcasting
- + These station groups cover the top 5-8 stations in Alabama radio markets.
- + We also distributed the radio PSA to independent radio stations.



Bluewater Broadcasting
Local Folks Helping Local Business



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Through April 30, 2024

Streaming Audio

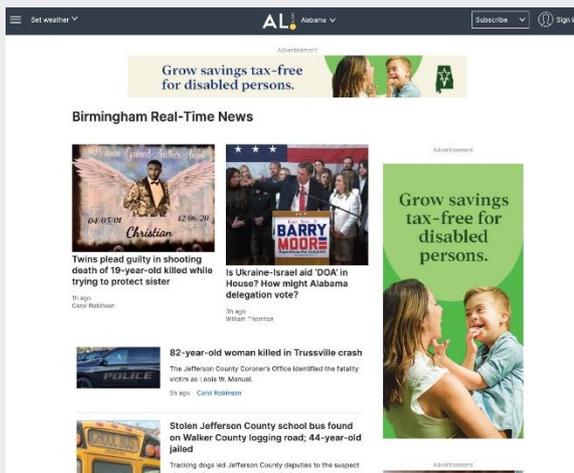
- + Total Impressions – 6,515
- + Audio Completion Rate – 97.89%

Social Media

- + Total Impressions – 156,123
- + Clicks – 409
- + CTR – 0.26%

Digital Display

- + Total Impressions – 423,983
- + Clicks – 591
- + CTR – 0.14%



April 1 – 30, 2024

Website Analytics

- + **Active Users:** 2.7K
Up 182.3% vs. Previous Month
- + **New Users:** 2.5K
Up 200.4% vs. Previous Month
- + **New User %:** 93%
Up 6.7% vs. Previous Month
- + **Top Traffic Source:**
Digital Banners – 52.8%
Google Organic – 18.4%
Direct – 14.1%
- + **Top Pages:**
Home Page – 62.9%
FAQs – 6.2%
Open an Account – 4.2%
Eligibility Screener – 2.2%

The screenshot shows the homepage of the Alabama ABL Savings Plan. At the top left is the logo, which consists of a red star with a white outline and the text "Alabama ABL SAVINGS PLAN" in a dark blue font. To the right of the logo are two buttons: a dark blue button with white text that says "Open an Account" and a white button with a dark blue border and dark blue text that says "Log In". Further right is a magnifying glass icon. Below the logo and buttons is a horizontal navigation menu with the following items: "Account overview", "Eligibility", "Benefits", "Investment options", "Prepaid Card", "About us", "Contact Us", and "FAQs". The main content area features a large background image of a young child in a red shirt lying on their stomach and smiling. Overlaid on the left side of this image is the headline "Enjoy more independence and save for your future" in white text. Below the headline is a sub-headline: "More independence, greater financial security and quality of life – that's the future the Alabama ABL Savings Plan wants to help build." At the bottom left of the image area is a white button with dark blue text that says "Find out if you're eligible". At the bottom of the page is a dark blue footer with white text that reads: "An ABL account is a way to save for eligible disability-related expenses. If you're receiving Supplemental Security Income (SSI), you can have up to \$100,000 in an ABL account without it counting towards the \$2,000 asset limit."

Questions?