

MAILER:

TIAA-CREF – Edvest – Wisconsin College Savings Plan

OBJECTIVE:

TIAA-CREF Tuition Financing, Inc. faced the challenge of increasing online enrollment in Edvest Wisconsin's College Savings Plan.

SOLUTION:

eTargetMedia planned a strategic email marketing campaign that targeted women in Wisconsin with children between the ages of 0-5 years old and a household income of over \$125k and grandparents with a household income of \$100k who have grandchildren in Wisconsin. eTargetMedia strategically selected the American Families Online file to segment an audience of savvy, responsive and highly qualified families that would benefit from Edvest - Wisconsin's College Savings Plan. The creative was designed to feature the benefits of opening an account for children and grandchildren, including tax benefits, investment earnings and reducing the cost of college.

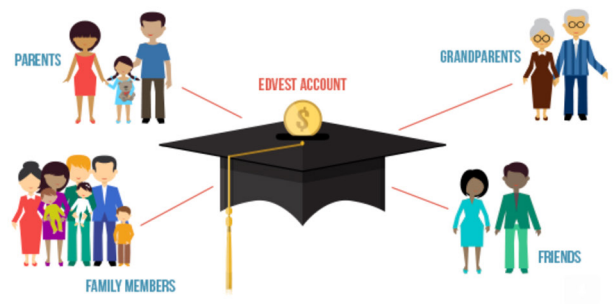
OUTCOME:

The TIAA-CREF – Edvest – Wisconsin College Savings Plan campaign was extremely successful and delivered very high open and click through rates. Enrollment in the college savings plan also increased as a direct result of the campaign.



IT'S THE SEASON FOR EDVEST

The increasing cost of college has come with increasing levels of student debt. But by gifting Edvest, Wisconsin's Official College Savings Plan, even grandparents can help alleviate some of that debt.



ENROLL NOW!

Opening an account now has other benefits for grandparents as well, like eligibility for the 2016 Wisconsin state tax benefits and reducing taxable income by up to \$3,100 per beneficiary. In fact, investment earnings also can grow tax-deferred at the federal and state level,

and can be withdrawn tax-free as long as they're used for qualified higher education expenses.

This season, help your grandchild fulfill their dreams with the gift of an Edvest account. Learn more at Edvest.com/gift.



QUICK LINKS

- VISIT THE NEW EDVEST.COM
- MAKE A CONTRIBUTION
- OPEN AN ACCOUNT
- eGIFT



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