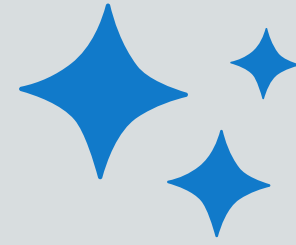


Chase Bank

*GET READY FOR
YOUR FUTURE*



Wonderful Digital



Meet Me



*"THE FUTURE
DEPENDS ON
WHAT YOU DO
TODAY."*

From Mahatma Gandhi

Agenda



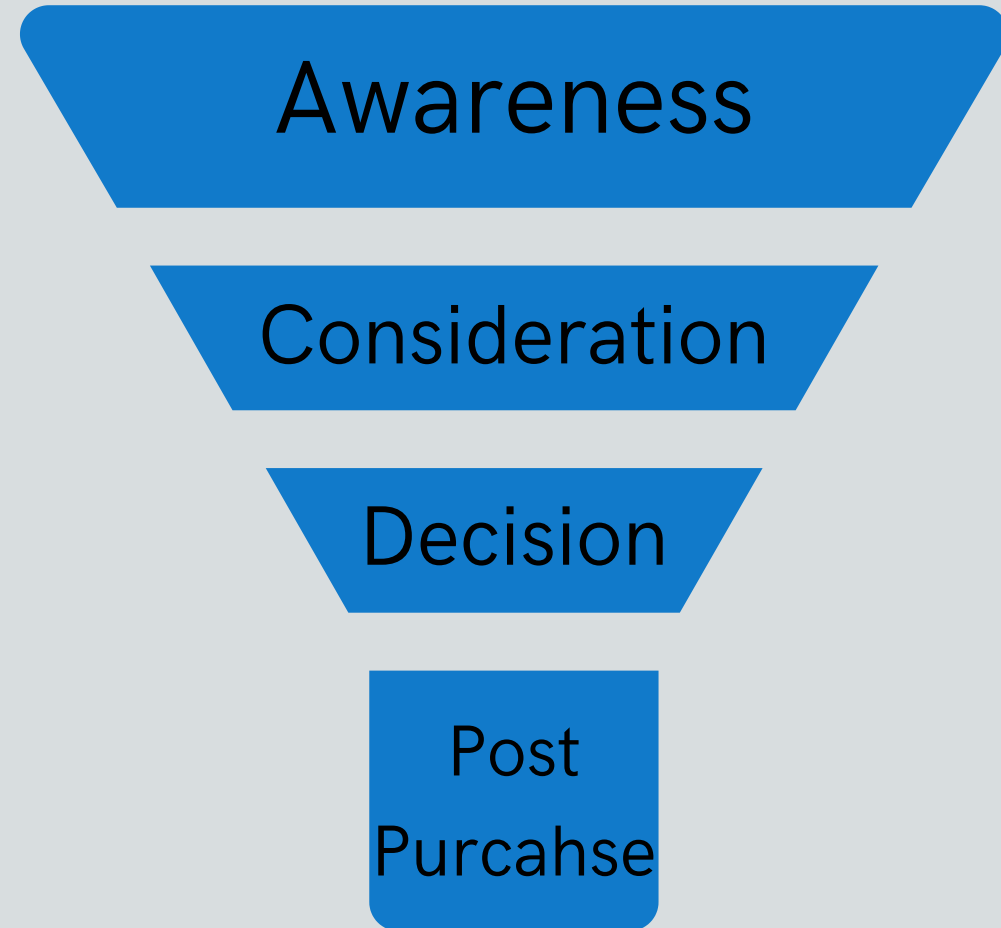
- 01 Background & Goal
- 02 Customer Journey Funnel
- 03 Our Content Recommendations
- 04 Measurement & Optimization
- 05 Q&A Session

The Goal

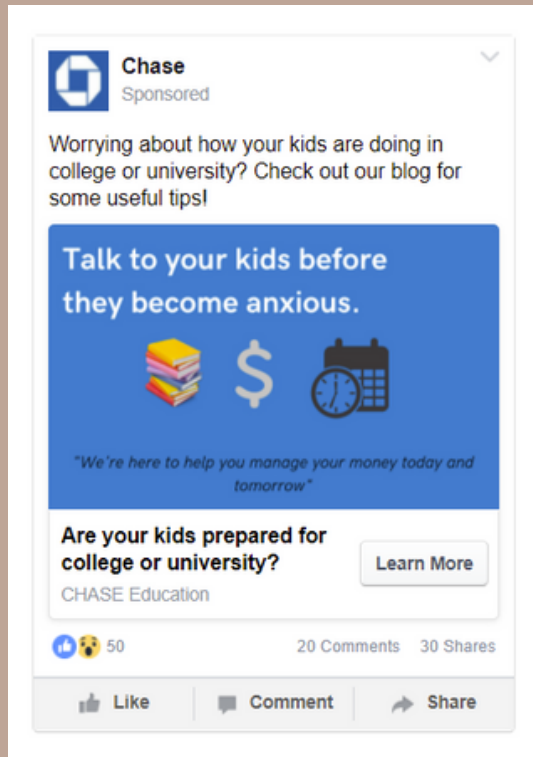


Increase the application rate of the Chase student credit card by 30% compared to the same period last year by the end of the 2-month campaign.

The Customer Funnel



AWARENESS



A Facebook advertisement for Chase Education. The ad features the Chase logo and the word "Sponsored". The main text asks, "Worrying about how your kids are doing in college or university? Check out our blog for some useful tips!". Below this is a blue graphic with the text "Talk to your kids before they become anxious." and icons for books, a dollar sign, and a calendar. A quote reads, "We're here to help you manage your money today and tomorrow". The ad concludes with the question "Are your kids prepared for college or university?" and a "Learn More" button. At the bottom, it shows engagement metrics: 50 reactions, 20 comments, and 30 shares, along with "Like", "Comment", and "Share" buttons.

Chase
Sponsored

Worrying about how your kids are doing in college or university? Check out our blog for some useful tips!

Talk to your kids before they become anxious.

"We're here to help you manage your money today and tomorrow"

Are your kids prepared for college or university?

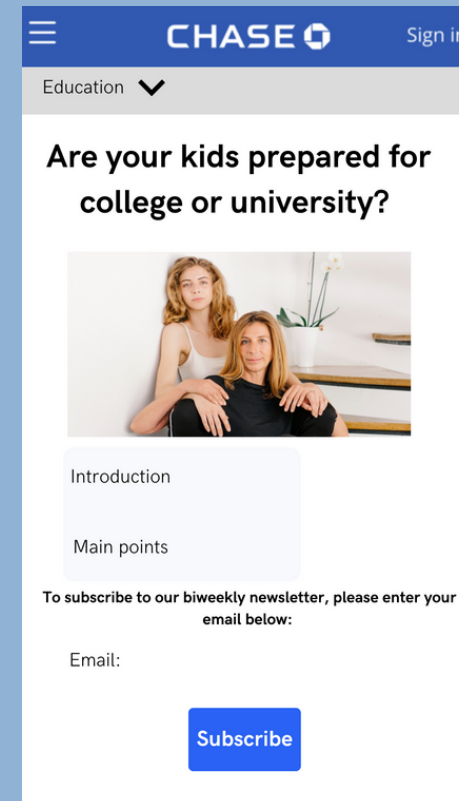
Learn More

CHASE Education

50 20 Comments 30 Shares

Like Comment Share

Facebook Ads



A screenshot of a blog post on the Chase Education website. The page has a blue header with the Chase logo and a "Sign in" link. A navigation menu shows "Education" with a dropdown arrow. The main heading is "Are your kids prepared for college or university?". Below the heading is a photograph of a young woman and a man sitting together. The page content includes sections for "Introduction" and "Main points". At the bottom, there is a subscription form with the text "To subscribe to our biweekly newsletter, please enter your email below:" and an "Email:" label, followed by a blue "Subscribe" button.

CHASE

Sign in

Education

Are your kids prepared for college or university?

Introduction

Main points

To subscribe to our biweekly newsletter, please enter your email below:

Email:

Subscribe

Blog Post

Are your kids prepared for college or university?

Entering college or university is a significant milestone for many people. As parents, you are happier than anyone else to see your kids grow up and start a new chapter in their life. However, college or university life will be very different from what they have experienced in high school. Many students find it struggling with such a big transition, which could potentially impact their future life after graduating.

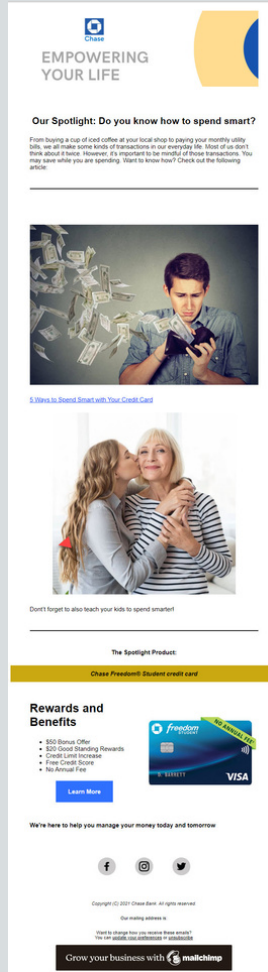
No matter your kids are about to start their first year this summer or they are juniors, it's always the best to prepare them well - here are some tips:

- *Talk to your kids about their finance.*
- *Get to know college majors in advance*
- *Explore possible career paths*
- *Develop communications skills*
- *Manage time effectively*



CONSIDERATION


Newsletter Email




EMPOWERING YOUR LIFE

Our Spotlight: Do you know how to spend smart?

From buying a cup of iced coffee at your local shop to paying your monthly utility bills, we all make some kinds of transactions in our everyday life. Most of us don't think about it twice. However, it's important to be mindful of those transactions. You may save while you are spending. Want to know how? Check out the following article:



[5 Ways to Spend Smart with Your Credit Card](#)



Don't forget to also teach your kids to spend smarter!

The Spotlight Product:

Chase Freedom® Student credit card

Rewards and Benefits

- \$50 Bonus Offer
- \$20 Good Standing Rewards
- Credit Limit Increase
- Free Credit Score
- No Annual Fee

[Learn More](#)

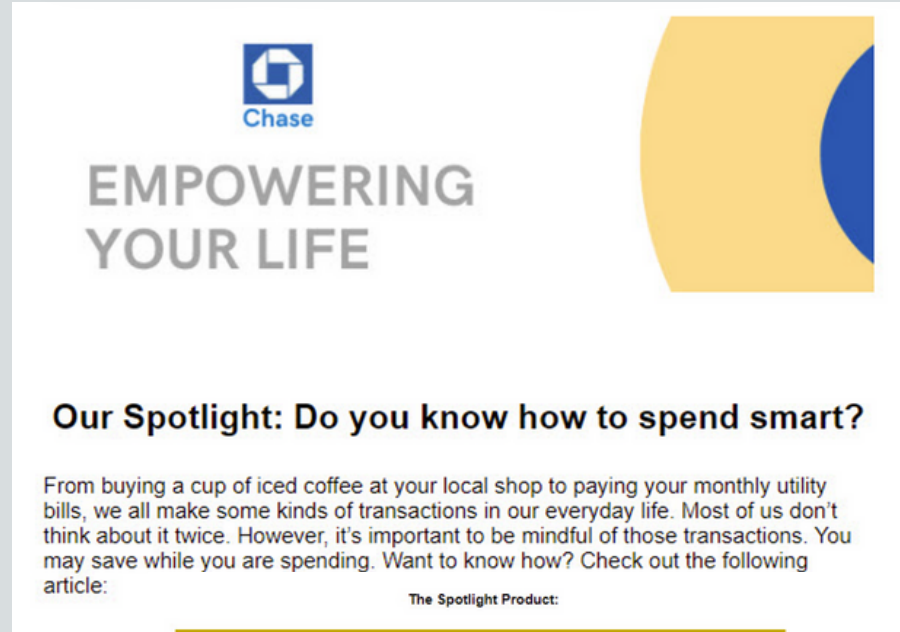
We're here to help you manage your money today and tomorrow

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Our mailing address is:

Visit to change how you receive these emails:
You can opt out of these emails at any time.

Grow your business with **mailchimp**



EMPOWERING YOUR LIFE

Our Spotlight: Do you know how to spend smart?


From buying a cup of iced coffee at your local shop to paying your monthly utility bills, we all make some kinds of transactions in our everyday life. Most of us don't think about it twice. However, it's important to be mindful of those transactions. You may save while you are spending. Want to know how? Check out the following article:

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[Learn More](#)

We're here to help you manage your money today and tomorrow

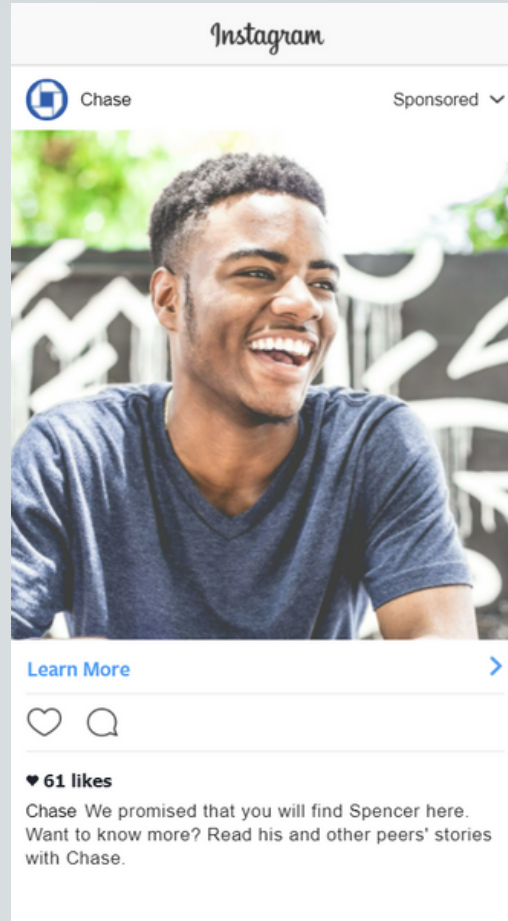


[5 Ways to Spend Smart with Your Credit Card](#)



Don't forget to also teach your kids to spend smarter!

CONSIDERATION



Instagram Ads

CONSIDERATION

Customer Stories



Spencer

Spencer started his university life without a credit card. As a student who needed to pay his own living expenses, he had a part-time job at a local coffee shop. He was busy studying and working. However, he always spent beyond his budget after he had paid his rent at the end of every month. He realized he needed more pocket money. He asked his friends on campus for suggestions. A boy told him he could try Chase Student Credit Card. It was easy to use and had many rewards. Spencer was hesitant to get it because he thought it was just a different kind of debt. Finally, he decided to give it a try. And surprisingly, he loved it. He used it to cover a large portion of his expenses after paying his rent. And he was able to pay it back on time.

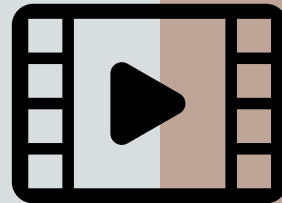
"My school life has become better with Chase's credit card"



Leila

Leila has never thought a student credit card could benefit her future a lot. She was a business student. She always dreamed of opening her own clothing store. Right after she graduated from university, she decided to make it come true. However, she didn't have enough money to pay for all the expenses, like rent or renovation. She asked the bank for help without expecting to be able to borrow any money from it. While she was hopeless, she got a call from the bank and told her she was approved for one of the small-business loans based on her perfect credit score. At that moment, Leila just realized that she had been using the same student credit card for 4 years. The limit also increased a lot.

"Chase made my dream come true"



DECISION

Freedom® Student credit card | Chase Bank | Get Ready for Your Future


Ad <https://www.chase.com>

Chase Freedom® Student credit card. No annual fee. Enjoy the \$50 bonus offer. Get cash back rewards. Start building your credit score today!

Google Search Ads

Landing Page


DECISION



New!
Partner Benefits

DoorDash
Get a complimentary 3 months of DashPass, DoorDash's subscription service that provides unlimited deliveries for a \$0 delivery fee on eligible orders over \$12 (other fees may apply). [Click to learn more.](#)

Lyft
Earn 5% cash back on Lyft rides through March 2022. That's 4% cash back in addition to the 1% cash back you already earn. [Click to learn more.](#)



Chase Freedom® Student credit card

- \$50 Bonus Offer
- No Annual Fee
- \$20 Good Standing Rewards
- Credit Limit Increase
- Free Credit Score

[Offer Details*](#)
[Pricing & Terms*](#)

- \$50 Bonus Offer**
\$50 Bonus earned after first purchase made within the first 3 months from account opening. Earn 1% cash back on all purchases. Cash Back rewards do not expire as long as your account is open. And there is no minimum to request for cash back.
- No Annual Fee**
You won't have to pay an annual fee for all the great features that come with your Freedom® Student card.
- \$20 Good Standing Rewards**
After each account anniversary for up to 5 years.
- Credit Limit Increase**
Earn a credit limit increase after making 5 monthly payments on time after 10 months from account opening when meeting credit criteria.
- Free Credit Score**
Access your credit score at any time with Credit Journey.

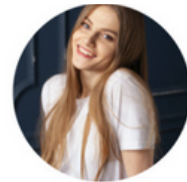
[Apply Now](#)



Daniel
New York, NY

Chase student credit card really helped me take care of my budget at school. It has great rewards benefits. I'm 26 now and still using their credit card.

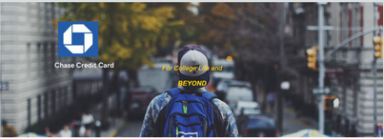
[Learn More About Daniel](#)



Mandy
San Diego, CA

I'm so glad my mom and I together decided to get this credit card last summer. I'm enjoying my school life with it now.

[Learn More About Mandy](#)



Chase Credit Card

Chase Freedom® Student credit card

- \$50 Bonus Offer
- No Annual Fee
- \$20 Good Standing Rewards
- Credit Limit Increase
- Free Credit Score

[Apply Now](#)

New! Partner Benefits


CHASE

We're here to help you manage your money today and tomorrow.

DECISION


Remember, your rewards & benefits are waiting for you:

- [\\$50 Bonus Offer](#)
- [\\$20 Good Standing Rewards](#)
- [Credit Limit Increase](#)
- [Free Credit Score](#)
- [No Annual Fee](#)



A blue Freedom Student Visa credit card with a yellow banner that says "NO ANNUAL FEE!". The card features the Chase logo, the name "D. BARRETT", and the Visa logo.


[Resume Your Application](#)



We noticed you haven't completed your application yet.

Remember, your rewards & benefits are waiting for you:

- [\\$50 Bonus Offer](#)
- [\\$20 Good Standing Rewards](#)
- [Credit Limit Increase](#)
- [Free Credit Score](#)
- [No Annual Fee](#)




A smaller version of the Freedom Student Visa credit card with a yellow banner that says "NO ANNUAL FEE!".

[Resume Your Application](#)

We're here to help you manage your money today and tomorrow

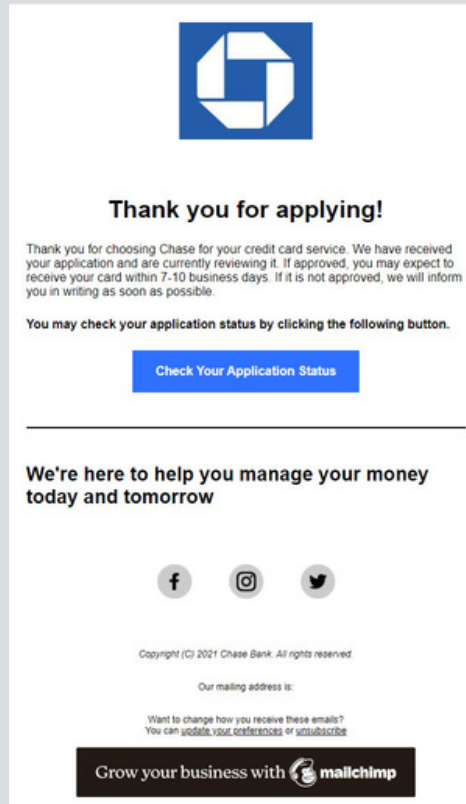
[f](#) [@](#) [t](#)

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You can [update your preferences](#) or [unsubscribe](#).

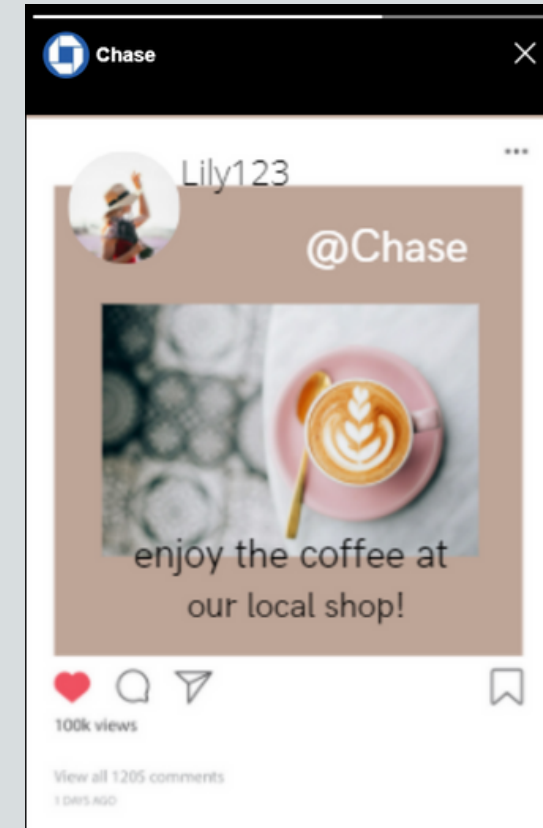
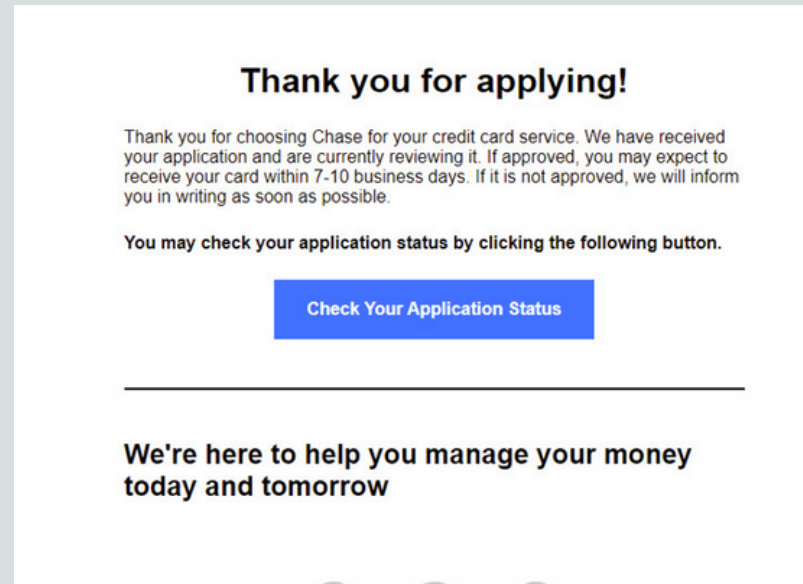
Grow your business with  mailchimp

Abandoned Cart Email

POST-PURCHASE



Welcome Email



Instagram UGC

Measurement



AWARENESS

Channel	Content	Metrics	KPIs (by the end of of the 2-month Campaign)
Instagram	Story Video	story completion rate audience growth rate	5% increase in story completion rate 7% increase in audience growth rate
Chase Website	Blog Post	bounce rate page view email capture rate	10% decrease in bounce rate 4% increase in # of page view 0.5% increase in email capture rate
Facebook	Paid Ads	click-through rate	0.3% increase in click-through rate

CONSIDERATION

Channel	Content	Metrics	KPIs (by the end of of the 2-month Campaign)
Email	Newsletter	open rate click-to-open rate	3% increase in open rate 7% increase in click-to-open rate(click to see the product page(landing page))
Instagram	Paid Ads	click-through rate	0.5% increase in click-through rate
Chase Website	Customer Stories	average time on page click-through rate	3% increase in average time spent on page 0.5% increase in click-through rate (to the landing page of the application)

DECISION

Channel	Content	Metrics	KPIs (by the end of of the 2-month Campaign)
Google	Search Ads	click-through rate	1.5% increase in click-through rate (to the landing page of the application)
Chase Website	Landing Page	conversion rate	20% increase in conversion rate (apply to the credit card)
Chase Website	Reviews	average time on page	3% increase in average time spent on page
Email	Abandoned Cart	open rate conversion rate	8% increase in open rate 10% increase in conversion rate (resume to finish the application)

*POST
PURCHASE*

Channel	Content	Metrics	KPIs (by the end of of the 2-month Campaign)
Email	Welcome	open rate	8% increase in open rate
Email	App Download	open rate app download rate	7% increase in open rate 5% increase in # of app download
Email	Referral	open rate click-to-open rate	7% increase in open rate 3% increase in click-to-open rate (link to refer now)
Facebook	Organic Post (review)	click-through rate	0.3% increase in click-through rate
Instagram	User Generated Content	Engagement	15% increase in mentions and hashtags of the brand

Reporting

Track:

3 times a week

Report:

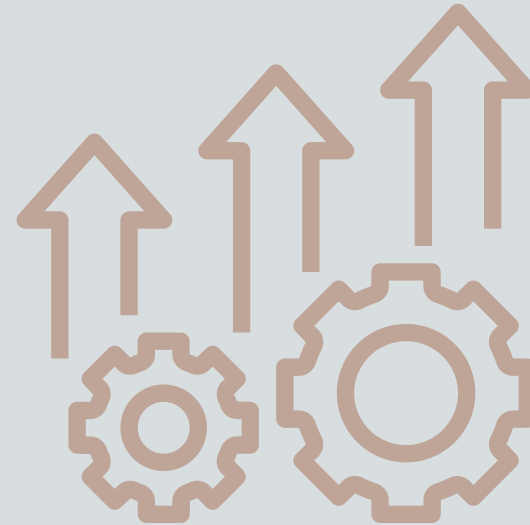
Biweekly



Optimization

A/B Testing

Mobile-
Focused



Sources for benchmarks and photos

<https://www.chase.com/>

<https://www.chase.com/personal/student-banking/college>

<https://chaseprivateclient.chase.com/investing>

<https://www.countryliving.com/life/entertainment/g19481827/mother-daughter-quotes/>

<https://www.fool.com/the-ascent/banks/articles/4-tips-tracking-your-spending-2019/> (Getty Images)

<https://unsplash.com/photos/iq48QhUByR0>

<https://unsplash.com/photos/WVEwJJRRHgk>

<https://unsplash.com/photos/ayvBHeYBjpQ>

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THANK YOU