

SPREADING THE NEWS: HOW A USA TODAY PARTNERSHIP CAN HELP AMERICANS RETIRE BETTER.



SAVING FOR RETIREMENT CASE STUDY. SPONSOR: AARP

FACTS:



Over **9 million** American households approaching retirement age **have no retirement assets saved** at all.

People age **50+** are the **fastest growing age segment** and can expect to pay for a longer retirement than previous generations did.

OUR CHALLENGE

America is facing a looming retirement savings crisis, and our future generations will have a lower standard of living in retirement due to financial insecurity. How can we encourage people to take control of their financial futures and visit [AceYourRetirement.org](https://www.aceyourretirement.org) for retirement saving tips?

OUR SOLUTION

Let's make saving for retirement more approachable.

The Ad Council worked with the USA Today Network's Get Creative branded content studio to develop two in-depth articles to motivate adults in their late 40s and 50s to save for retirement: one a listicle of tips and the other a longform article profiling a real couple saving for retirement.

Each article empowered people in their 40s and 50s to take control of their financial futures by presenting solutions and easily-digestible retirement information, and also encouraged readers to visit [AceYourRetirement.org](https://www.aceyourretirement.org) to chat with Avo, a digital retirement coach.

The USA Today Network was the perfect partner because their readership closely aligned with the campaign's target audience. Additionally, the USA Today Network donated [AceYourRetirement.org](https://www.aceyourretirement.org) banners throughout the newspaper's website as well as a full-page, color print placement in a weekend paper.

OUR RESULTS

Here's the headline: Our two-month campaign delivered 122,113 page views – and most importantly, drove strong engagement with the [AceYourRetirement.org](https://www.aceyourretirement.org) site. The top-performing article drove over 1,800 sessions on the site, and half of all visitors completed the chat experience to receive their personalized retirement savings action items. Their time spent on site (4:18) and conversion rate (55%) more than doubled the site benchmarks.

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AT A GLANCE:

122 K

page views

1800

sessions on the site

4:18

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55%

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