

Financial Literacy Test Activation: Case Study

Financial Literacy Tests

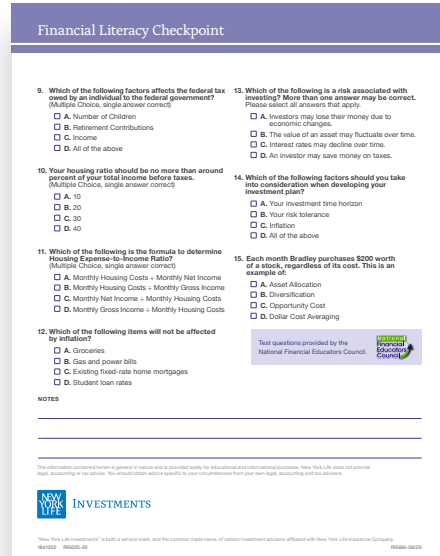
With over 151,000 test takers, one of the largest testing banks in the industry, and top organic positioning on Google searches – the NFEC’s tests provide custom opportunities to connect with your target audience.

Case Study Custom Tests & Quizzes: New York Life





New York Life partnered with the National Financial Educators Council to distribute tests to their advisors as part of their Women & Investing program and promoted internally. The agents in turn shared this with their client’s to better understand their client’s needs and current level of financial knowledge.

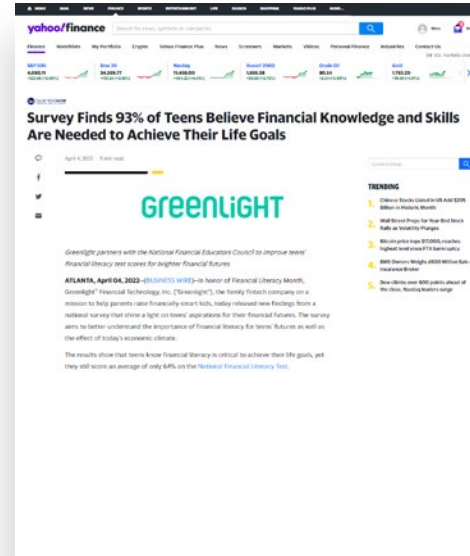
Case Study Custom Tests & Quizzes: Greenlight

Greenlight partnered with the NFEC and leveraged their national financial literacy test to better understand the knowledge of youth that used their education app. A customized education training map was built to address the 7 core areas covered in the test. Over 1,200 youth participated in the test and promotions received positive media coverage in national and trade publications.







Market Targeted

-  Female
-  Socio-economic: High Net Worth
-  Age: 45 - 74
-  Existing Clients



Market Targeted

-  Mixed
-  Socio-economic: Building Financial Foundation
-  Age: 15 - 24
-  Existing Clients

