Benchmarking Campaign

October 2022 • Campaign Overview

Objective: Test to see if recipient clicks and logs in

Domain: keysaver-registration.com
Sender: Benefits Admin
Subject line: Profit Sharing Update

Email

To: {email:firstName}{email:lastName}
From: Benefits
{emailSendTime:'l, F j':'America/Chicago'}

We are pleased to introduce a new profit sharing benefit currently rolling out that's designed to help you save for the future in times of uncertainty.

Through a partnership with Keysaver, a digital financial innovation firm that's helped millions build wealth through profit sharing programs, we now offer app access to an expanded number of investment funds with proven track records of positive performance.

As an incentive to participate, we're also offering up to a 35% additional match for employees who sign up during the enrollment period that runs through {emailSendTime:'l, F j':'America/New_York':'+10 days'}.

We understand you may have questions about the program, which we've anticipated. The Keysaver link below will take you to a portal that includes a customized Q&A prepared exclusively for our organization.

KEYSAVER

click here if Keysaver app icon does not appear

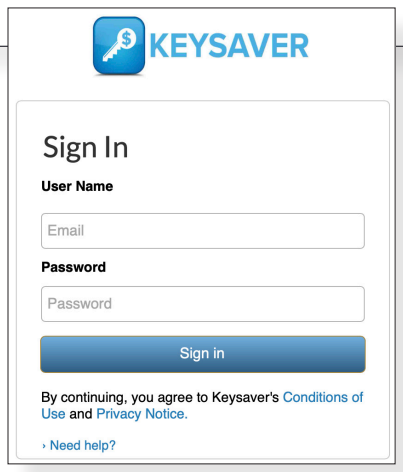
Use your company user ID and password to log in for answers to frequently asked questions and an opportunity to sign up before the deadline to participate passes.

We hope you make the most of this new employee benefit.

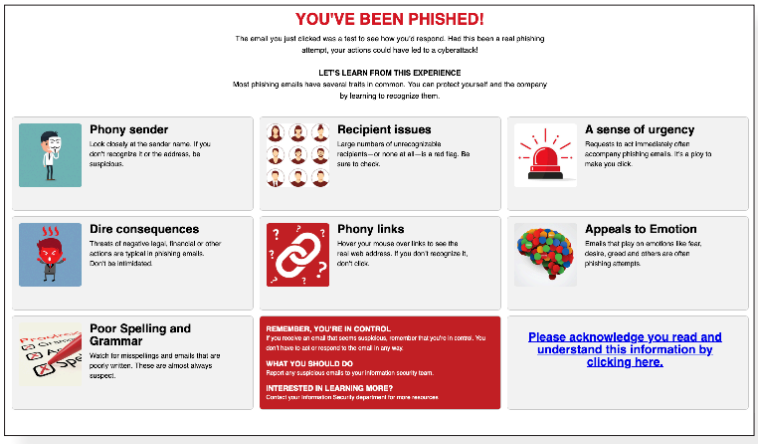
Sincerely,

Your Benefits Team

- Campaign is free to Barracuda Security Awarness Training clients providing a company address book.
- Campaign will run October 17 - 21 with data collection through October 28.
- All participants will use the same domain and campaign elements.
- Upon completion, customized reports will be provided to all administrators so they can see how their organization performed and compares to others and industry standards.
- **Sign-up deadline is October 10th.** Contact Barracuda Support to sign up.



Login Page



Landing Page