EVERFI

Embed EVERFI Financial Education Content

Your financial institution's website is coming up against the competition everyday as you maintain and grow your customer relationships and business. To cut through the digital noise and stand out in the market, curating a great website that drives traffic and engagement is a critical but difficult task.

Achieve for Financial Education

Financial education is one way to stand out in the digital landscape to provide website visitors something helpful that can help them on their financial journey.

Embedding EVERFI *Achieve's* financial education on your website gives your institution the extra edge to make your site stand out, drive time on site, increase engagement with consumers, and earn new business.

Benefits of Embed

Engages Your Visitors with Personalized Content

Consumers feel like the site was made just for them so that you can continue to build trust and drive awareness.

Increases Your Visitor's Dwell-Time, Reduces Bounce Rate

Inspiring education ensures consumers are staying on-page, exploring additional content and products.
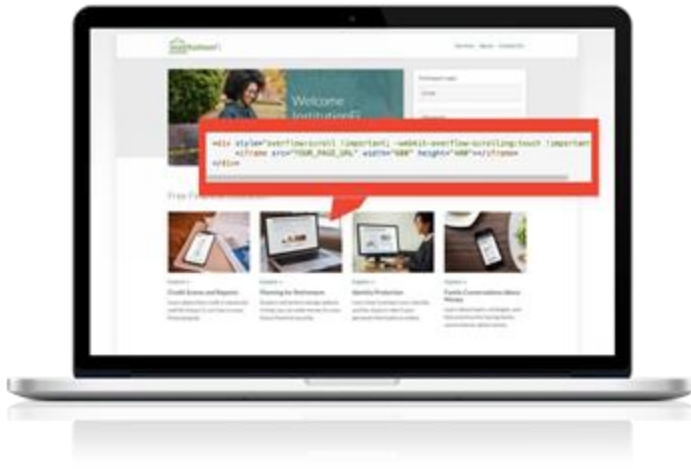
Enhances Conversion Rates

Achieve gives institutions the opportunity to add custom content that can be embedded in their program site, helping drive consumer awareness and can increase conversion.

Device Agnostic

Embed can be used on desktops, laptops, ipads, and smartphones.

How Embed Works

- *Achieve* financial education playlists can be added to your website using simple JavaScript and HTML. EVERFI's team will work with your website or marketing team to get the experience up and running.
- The content will be fully branded to your institution and sits directly on your site for a seamless experience.
- For organizations using *Achieve* in multiple languages, the program will appear in the language the consumer's browser is set to; if that language is not supported, the default is English.

To optimize SEO results for EVERFI financial education topics, you can include additional keywords or metadata in your own website or on the EVERFI provided custom landing page. You can also include keywords when using the Embed solution inside your own website.

Ready to Learn More?

Talk to your EVERFI Account Manager to learn more about how to embed *Achieve* into your organization's digital presence.

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