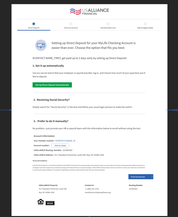
My-Life Checking

Jul 2022, Letter

Aug 2022, Email

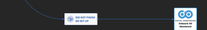


Aug 2022, Email

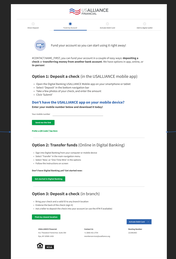
Objective: Direct_Deposit = 0
Objective: CX_FUNNEL = 0
Mail 1 drop

Objective: Direct_Deposit = 1
Mail 2 drop

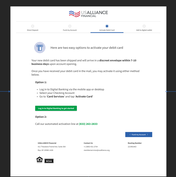
Sep 2022 Online
Set up Dep



Objective: Direct_Deposit = 1
Objective: CX_FUNNEL = 0
Mail 3 drop

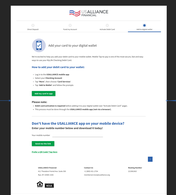


Mail 4 drop



Card Activated, Mail 5 drop

No card activation, Mail 6 drop



No card activation

Card activated

Mobile wallet