

Points of Entry

Leading to israelbonds.ca/openaccount

Leading to website

Intermittent

- CPU Letter / Mailer
- eShots
- Print inserts
- Reinvestment Letters
- Topbond™ Tile
- Digital Banner Ads
- Social Media Posts

Persistent

- Face Sheet for printed CIFs
- Print Rate Sheet Promo Area
- Email Signatures
- In-Office Signage

On Brochure website

- Account Opening Applications (3)
- Account Opening FAQ (with revised content)
- Fixed message snipe ("As of January 18...")
- Forms page (Organized with new Account Opening Applications)
- General FAQ (with revised content)
- Header CTA (Buy Now(?) link to /OpenAccount)
- Investment Forms (2)
- Menu item "Open an Account" (under "Invest" —renamed to BUY)
- Promo "Have you opened you Account already?"
- Online Rate Sheet (CTA goes to "Open Account")
- Online Rate Sheet (promo goes to account opening)
- Open an Account page
- Open an Account link (in Footer under Quicklinks)
- Open an Account Module (on all products pages) "Open an Account & Buy" and add first 2 paragraphs)
- Big Box (first 2 paragraph of account page plus CTA "START HERE")
- Homepage Promo area under slider

For advisors

- Advisor section with new CEO letter as entry point

On eCommerce website

- Login page image (revised)

Notes

- All BUY links go to /OpenAccount
- Buy ONLINE promos go to /OpenAccount
- Change INVEST to BUY
- eMitzvah: move "Available Online only" to header
- NO direct links to investment forms on products pages, only /OpenAccount
- Remove RDSP page
- Use help@israelbonds.ca only
- Update sales on Regular Investment page

■ Will be used

■ Not currently used

■ Usage uncertain