



When consumers are financially healthy,  
businesses and communities thrive.

LifeCents is a financial wellness platform that empowers people to acquire the knowledge, build the habits and gain the confidence they need to make smarter everyday decisions.

*By becoming financially aware, savvy and engaged, people then also become extraordinarily valuable to businesses and organizations.*



## Engagement by Design

LifeCents' unique approach engages people to transform information into action and leads to lasting improvements in their financial IQs, Habits, and Mindsets. Our proprietary AI engine connects people to products, services and partners relevant to their personal financial needs. The integration of gamification features sustains engagement, helping users take steps—both small and large—towards achieving their financial goals.

Organizations that work with LifeCents benefit from improved consumer engagement, enhanced customer relationships and access to robust data and analytics.



### Customized Financial Wellness Solution

LifeCents offers organizations a highly flexible financial wellness solution that is aligned with organizational goals and objectives and implemented quickly.



### Enhanced Consumer Engagement

LifeCents creates an inspiring user experience that helps organizations greatly improve consumer engagement, unlocking the value of their relationship with the individual.



### Reporting, Data & Analytics

LifeCents generates invaluable data and insights that identifies consumer needs, helps create targeted communications,, achieves key business outcomes and demonstrates program efficacy.



### Real-World Connections

LifeCents seamlessly connects people to real-world solutions for real-world problems based on their needs, interests and goals.

FOR MORE INFO OR TO **SCHEDULE A DEMO**  
LifeCents.com • [hello@lifecents.com](mailto:hello@lifecents.com)





# Expand Your Impact Through LifeCents

*You need a solution that meets your organization's goals and objectives. Here's how we deliver.*

LifeCents helps you **engage and interact with consumers in new and exciting ways**, expanding the impact of your program. Throughout their financial journey LifeCents, **people are inspired to take action** and achieve programmatic goals through LifeCents' conversational, outcome-based, and highly personalized design.



## Improve Program Engagement

**Consumers are inspired and motivated to take action through LifeCents' conversational, outcome-based, and highly personalized design.** LifeCents presents users with relevant, specific, and timely next steps that align with where they are on their financial journey and motivate them to achieve incremental goals.

## Impact and Outcomes

**LifeCents is the first financial wellness solution to target core behaviors to positively improve financial health for measurable results.** LifeCents' Financial Health Report (FHR) helps define good financial health to users—often for the first time—by integrating short-term and long-term program goals with real-life personal goals.

## Capacity Building

**Financial advisors, planners and coaches gain powerful insights into the needs, interests and goals of the people they work with—before they even come through the door.** The LifeCents Reporting Portal is a powerful data analytics tool that helps clients and partners improve the efficacy of their work and direct communications by targeting the needs of individuals.

## Quick & Easy Implementation

**LifeCents is a highly flexible financial wellness solution that can be implemented quickly and easily as either a turnkey program or as a custom program.** In either case, we provide you with the support and resources—such as Welcome Kits—that you need to ensure a successful launch and ongoing initiative; and you'll see impact fast. Welcome Kits include communications and marketing collateral, designed specifically to engage members and increase program participation, along with step-by-step guides on how to leverage LifeCents and benchmarks to help you set and measure expectations on what a successful financial wellness plan is.



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