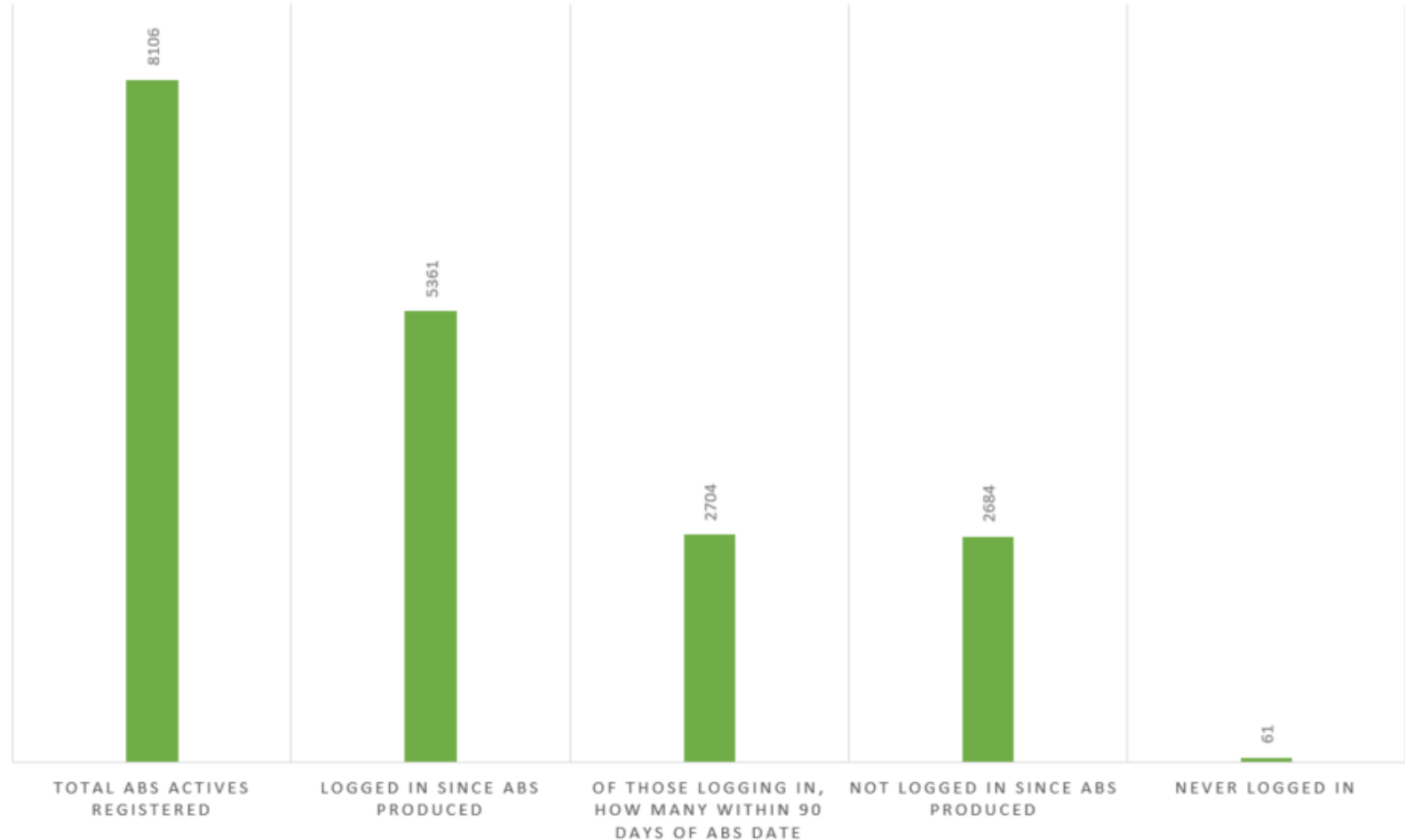


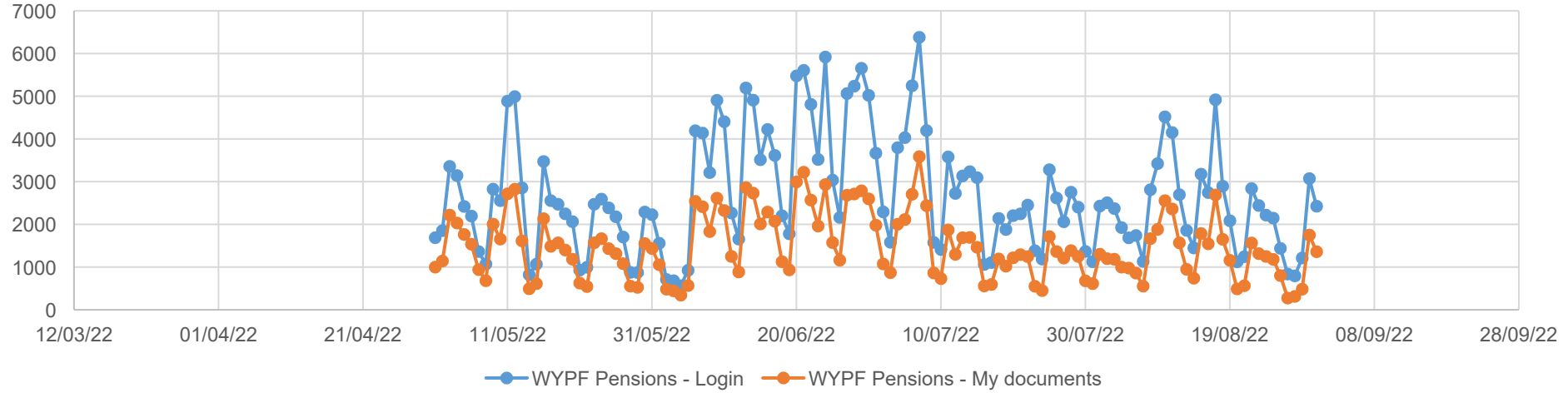
My Pension usage

- Data from UPM:
 - Active members only
 - Production date of ABS document
 - Date member last logged in to My Pension

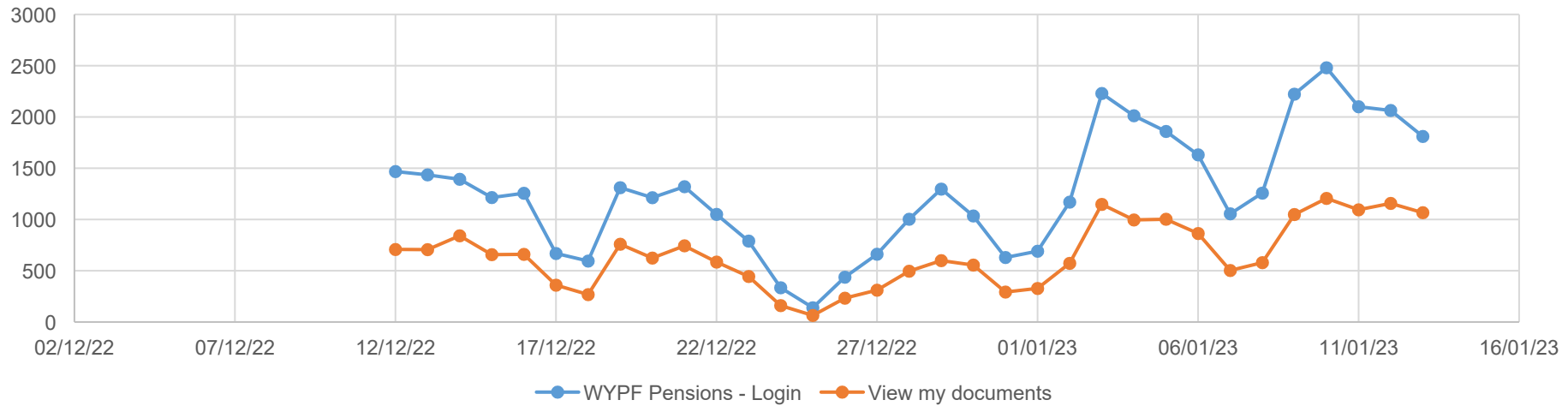
MY PENSION BEHAVIOUR ACTIVE MEMBERS



My Pension behaviour during ABS production



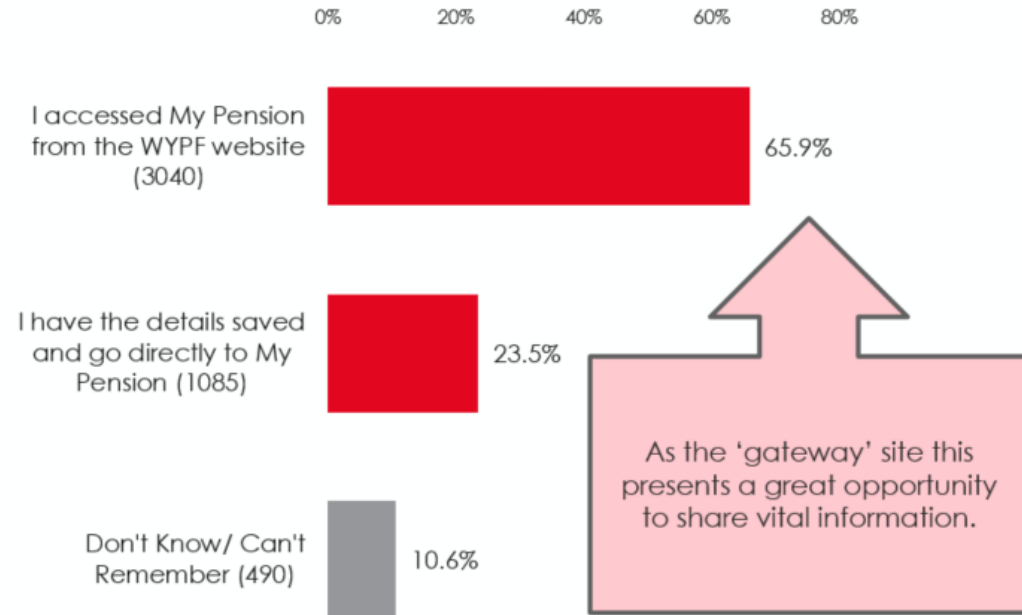
My Pension behaviour over Christmas 2022

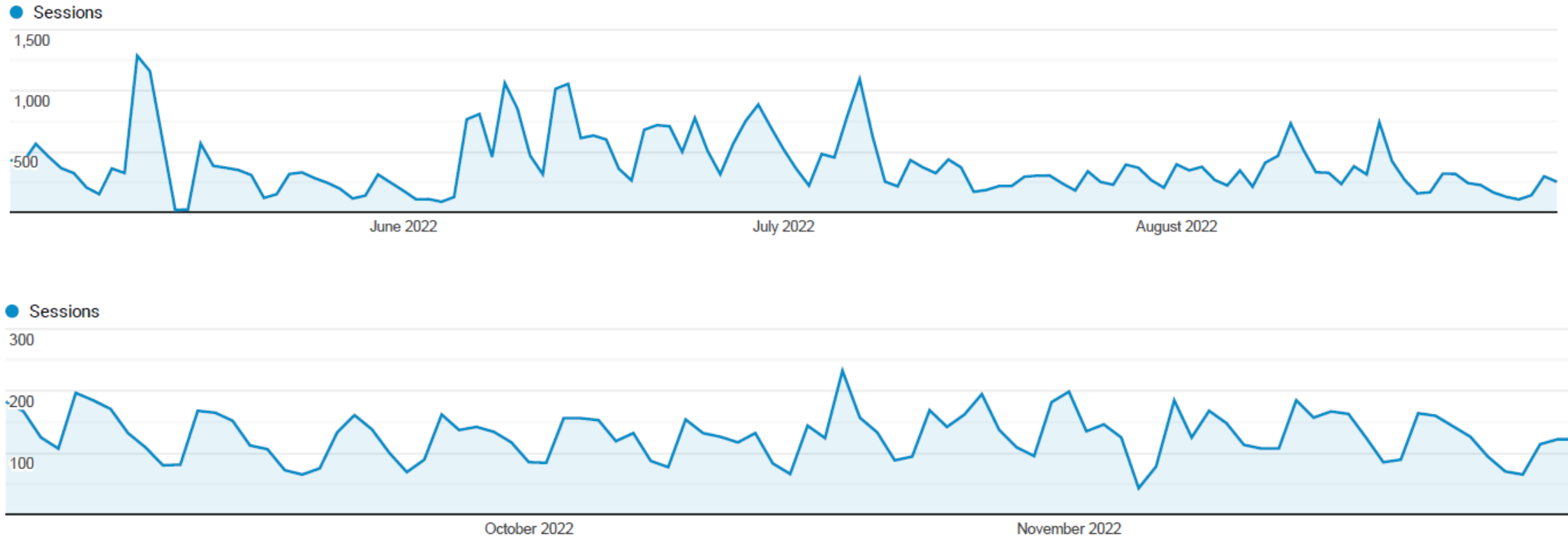


Can the main website tell us anything?

- TLF survey results told us that approx. 1/3 of visitors to the portal got there via the main website (www.wypf.org.uk/mypension)

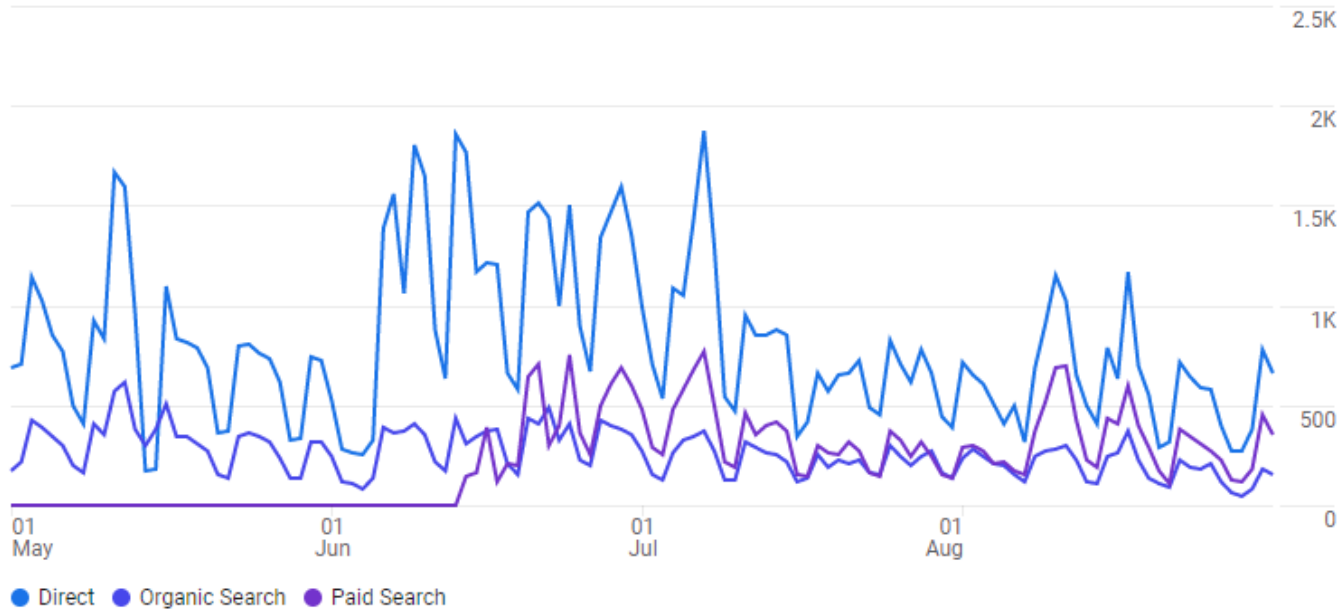
How did you gain access to the portal My Pension? (If you have accessed the portal more than once, pick the method you use most often).



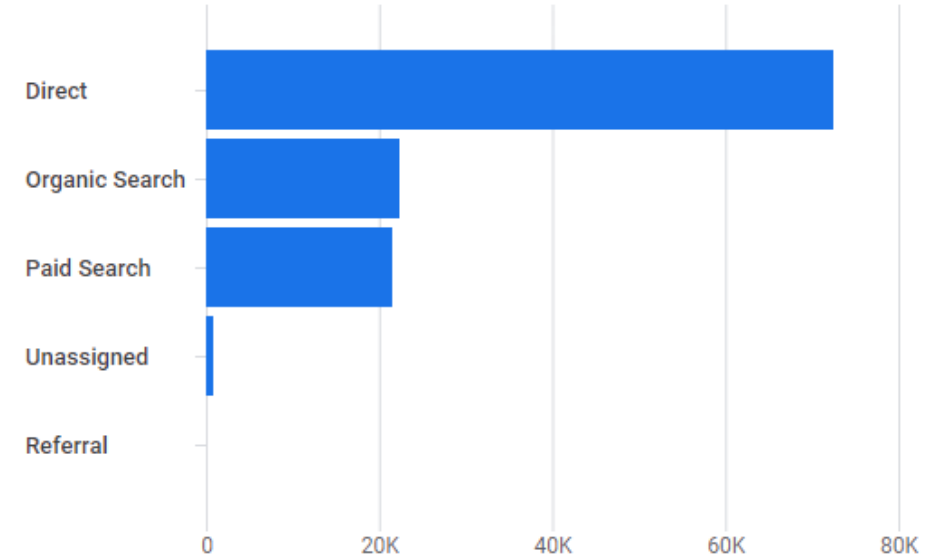


- Comparison of web users landing on www.wyphf.org.uk/mypension during ABS production and the following 3 months (Sept-Nov)

Users by Session default channel group over time



Users by Session default channel group



- The majority of My Pension portal visitors come via direct links – either from our website or the notification email they receive.

Note – paid search only went live in mid-June