

CAMPAIGN REPORT

Campaign Summary

Name: MemberHub Everfi

From/Brand:	WORD Force for Families		
Headline:	How can you help your child become a lifelong reader?		
Broadcast Date:	11/10/2021		
Audience:	225,000	ID:	1500168
Views:	48,341	Clicks:	4,934
View %:	21.48%	Click %:	2.19%

Campaign Creative

TRUIST | EVERFI

Truist WORD Force: An Adventure in Literacy

It can be a challenge to get children excited about reading. How can you help your child **learn**, while also having **fun**?

To support you, Truist, a purpose-driven financial services company, has partnered with EVERFI, a leading education technology company, to develop a digital reading program called **Truist WORD Force**. These free literacy games strike the perfect balance between both learning and play.

[Get Free Access](#)

Throughout the 15 multilevel games, your child will go on a quest to save the world with a team of lovable superheroes, all while building their reading skills.

We can't wait to hear how much your child loves the literacy games!

[Need help getting started? Visit \[TruistWordForce.com\]\(#\)](#)

EVERFI 2000 N St. NW, 9th Floor Washington, D.C. 20007, USA
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CAMPAIGN STATS

Views | 21.48 % Total Views 48,341

Clicks | 2.19 % Total Clicks 4,934

CTVR | 10.21 %

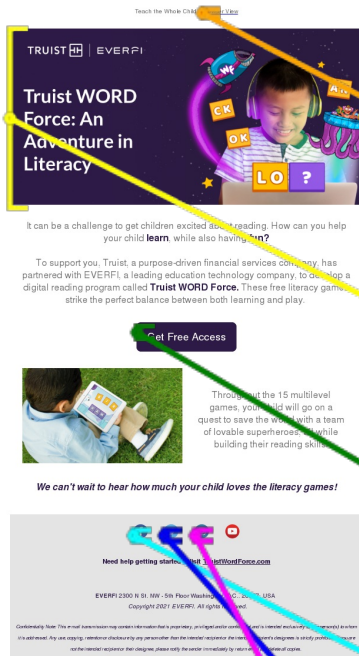
Clicks by Device

	Desktop 73.23% 3,613
	Mobile 26.77% 1,321

CLICKS BY WEB BROWSER

	2,225 Chrome		52 Explorer		261 Firefox		1,176 Safari		1,220 Other
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LINK SUMMARY



Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__http://view.hello.everfi.com/?qs=0e650e13820ec1ebd6ce9226e5421caa6fa132d036b3e6416ac178100ac589f94621cff034392b74bd98ca77d8624656ff57a105ab9d794a118d61328f5ab65ea1f2d640f530b7fb__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi2CmweitQ\$	144	2.92%
2	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195ea1e5f9b3d2dfff3f68e2148ed91151abc31ebf81e8dd572c6181fbb336c238dc08f68af01575d23be40fc8e76f6e44__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi0Im_1miQ\$	1,358	27.52%
3	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195e2ac768f1946b15f6a4b0da996ce645eed11cd280463359e261d2299ace708879a053e6b2670b683853303f735572f2c4__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi13YEgCcQ\$	3,095	62.73%
4	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195edb385617bf9e119b2f89bc4b76cb24e306b892083d635fc79da00fce3b9cd384afa9c77f69a0a3f469ad60e15665d81b__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi26j4tcew\$	82	1.66%
5	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195e28434b5c29de004a48d7e2a3fb49c7e5a4ed1f59deaf435981b64bccfc45a6cbfd4d31c666092b0331920d286b5f3a7c__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi0t9K9PIA\$	59	1.20%
6	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195eff9931ca9d5404785e6cd1d17b927b7afce59a67f2ac6bbef776251fd48891dba4a10c8a6daaeb8a6f34d615d773327e__;!!JCxOjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cxf8C14L1rZLy05KSzHi3WHjYmAg\$	47	0.95%
		4,934	

LINK SUMMARY

Touch the Whole Child | [Discover More](#)

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Index	Link URL	Clicks	%
7	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195e6f9df9af64d9ed18bc0e84cb7e29f26bdeebb639c8c846ab562091f89f67eb3ab66b8b76f4f788acadd96f18f20c1cb__!!JCxQjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cx8C14L1rZLyo5KSzHi1K1qnzbA\$	64	1.30%
8	https://urldefense.com/v3/__http://click.hello.everfi.com/?qs=bd65a6d70740195ee9e218e4c187fb2bd96772f4dd7443088f57c19ecad474ab0ec7e4a843e0897e27e88ed2ece002e8065c087be7fed032__!!JCxQjGvWGc6Hy5YNCDQmYA!A0E98RYV-7db-SwJ4njc3aw7TFcsJ6seQ2cx8C14L1rZLyo5KSzHi0YSAaqqw\$	85	1.72%
		4,934	