


CAMPAIGN REPORT

Campaign Summary

Name: Florida Prepaid College Savings Plan Email #1

From/Brand:	Florida 529 College Savings Plan		
Headline:	Open a Florida 529 Savings Plan and get a welcome bonus		
Broadcast Date:	10/17/2023		
Audience:	575,000	ID:	1911006
Views:	122,418	Clicks:	9,241
View %:	21.29%	Click %:	1.61%

Campaign Creative




Big Dreams Start Early

As you go through the journey of parenting, it's only natural to imagine your child's future.

For over 30 years, Florida Prepaid has helped more than one million families successfully save for higher education. We offer two plans to fit all budgets and savings goals.

- Our 529 Prepaid Plans are risk-free. Simply pick a plan and lock in future college costs for less.
- Our 529 Savings Plan is the most flexible way to save for college, allowing you to save what you can, when you can.
- Both 529 plans are tax-free and can be used in-state or nationwide.

CLICK HERE
ENTER TO WIN A \$1,000 FLORIDA 529 SAVINGS PLAN SCHOLARSHIP CONTRIBUTION!

+

Enroll in a Florida 529 Savings Plan by **October 29, 2023** and earn a **\$50** account contribution.

Learn how you can save for higher



CAMPAIGN STATS

Views | 21.29 % Total Views 122,418

Clicks | 1.61 % Total Clicks 9,241

CTVR | 7.55 %

Clicks by Device

	Desktop 68.14% 6,297
	Mobile 31.86% 2,944

CLICKS BY WEB BROWSER

	4,968 Chrome		832 Edge		532 Firefox		2,752 Safari		157 Other
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LINK SUMMARY



Big Dreams *Start Early*

As you go through the journey of parenting, it's only natural to imagine your child's future.

For over 30 years, Florida Prepaid has helped more than one million families successfully save for higher education. We offer two plans to fit all budgets and savings goals.

- Our 529 Prepaid Plans are risk-free. Simply pick a plan and lock in future college costs for less.
- Our 529 Savings Plan is the most flexible way to save for college, allowing you to save what you can, when you can.
- Both 529 plans are tax-advantaged and can be used in-state or nationwide.

**CLICK HERE
ENTER TO WIN A \$1,000 FLORIDA 529 SAVINGS PLAN
SCHOLARSHIP CONTRIBUTION!**

**Enroll in a Florida 529 Savings Plan by October 29, 2023
and earn a \$50 account contribution!**

**Learn how you can save for higher
education on your terms.**

Watch Video



Have questions? We're here to help.

Monday - Friday, 9am to 6pm ET
customerservice@floridaprepaid.com | 1-800-552-4723



FLORIDA PREPAID COLLEGE BOARD
PO Box 5507, Tallahassee, FL 32314 US

Index	Link URL	Clicks	%
1	https://urldefense.com/v3/_https://www.myfloridaprepaid.com/_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeWJqFtYI\$	675	7.30%
2	https://urldefense.com/v3/_https://www.myfloridaprepaid.com/_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeWJqFtYI\$	5,969	64.59%
3	https://urldefense.com/v3/_https://www.myfloridaprepaid.com/partner-lead-form/_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyecFgRDR1\$	2,102	22.75%
4	https://urldefense.com/v3/_https://youtu.be/AQ-xTvUoxd4_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyebQ918Zs\$	1	0.01%
5	https://urldefense.com/v3/_https://www.myfloridaprepaid.com/_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeWJqFtYI\$	399	4.32%
6	https://urldefense.com/v3/_https://www.facebook.com/FloridaPrepaid_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeUeYdqSs\$	3	0.03%
7	https://urldefense.com/v3/_https://www.instagram.com/myfloridaprepaid_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeYvity3D\$	1	0.01%
8	https://urldefense.com/v3/_https://www.myfloridaprepaid.com/_!!JCxOjGvWGc6Hy5YNCDQmYA!SOnaHQ3PzniEubXXJ632NsG28XBABbs5Ys4JL19hNbw3l_3OuaRkrNBbZnG9hg0wFmV5-7UyeWJqFtYI\$	91	0.98%
		9,241	



CAMPAIGN REPORT

Campaign Summary

Name: Florida 529 College Savings Plan 11 27

From/Brand:	Florida 529 College Savings Plan		
Headline:	The smartest Cyber Monday gift is right here - only valid until December 3		
Broadcast Date:	11/27/2023		
Audience:	575,000	ID:	1940000
Views:	86,179	Clicks:	9,515
View %:	14.99%	Click %:	1.65%

Campaign Creative

You Give. You Receive. Everyone Rejoices!

The season's smartest gift!

As you sift through your child's wish list this season of giving, remember that the greatest gift you can give is a future full of possibilities.

Risk-free Florida Prepaid College Plans let you lock in future tuition costs at today's Plan prices, and Florida Prepaid handles the rest. Plans start at just \$45/month.

Enroll your child in a Prepaid Plan today using promo code **CYBER2023** and get a **\$100 Amazon.com gift card**. You can use it to treat yourself or the loved ones on your shopping list!

[Enroll for free](#) now through December 3, 2023.

GIVE THE GIFT OF COLLEGE

Cyber Monday offer is valid now through December 3rd. Dormitory, Local Fee and Tuition Differential Fee Plans are not included in this promotion. If residency verification has been completed, Amazon digital gift cards will be sent to the Account Owner's email address by Friday, December 15, 2023. [See promotion rules.](#)



CAMPAIGN STATS

Views | 14.99 % Total Views 86,179

Clicks | 1.65 % Total Clicks 9,515

CTVR | 11.04 %

Clicks by Device

	Desktop 70.03% 6,663
	Mobile 29.97% 2,852

CLICKS BY WEB BROWSER

	5,873 Chrome		703 Edge		488 Firefox		2,229 Safari		222 Other
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LINK SUMMARY



You Give. You Receive. Everyone Rejoices!

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As you sift through your child's wish list this season of giving, remember that the greatest gift you can give is a future full of possibilities.

Risk-free Florida Prepaid College Plans let you lock in future tuition costs at today's Plan prices, and Florida Prepaid handles the rest. Plans start at just \$45/month.

Enroll your child in a Prepaid Plan today using promo code **CYBER2023** and get a **\$100 Amazon.com gift card**. You can use it to treat yourself or the loved ones on your shopping list!

Enroll for free now through December 31, 2023.

GIVE THE GIFT OF COLLEGE

Cyber Monday offer is valid now through December 31st. Dormitory, Local Fee and Tuition Differential Fee Plans are not included in this promotion. If enrollment

within has been completed, Amazon.com gift cards will be sent to the account Owner's email address by Friday, December 15, 2023. [See promotion rules.](#)



Have questions? We're here to help.

Monday - Friday, 8am to 6pm ET
customerservice@floridaprepaid.com | 1-800-561-1124



www.floridaprepaid.com
Florida Prepaid College System
PO Box 6507, Tallahassee, FL 32314 US

Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	862	9.06%
2	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	4,627	48.63%
3	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	208	2.19%
4	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	3,040	31.95%
5	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/wp-content/uploads/FPCB-56200-FY24-Cyber-Monday-Rules.pdf__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	191	2.01%
6	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	403	4.24%
7	https://urldefense.com/v3/__https://www.facebook.com/FloridaPrepaid__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	13	0.14%
8	https://urldefense.com/v3/__https://www.instagram.com/myfloridaprepaid__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	71	0.75%
9	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/__;!!JCxOjGvWGc6Hy5YNCDQmYA!XEONukGR-TtLVouANc3VtUN_zVaaA7suTc_JwqlkJnVq6eFO77puiUAsN8L_PP_Xp6hki54QQLHsn2Fz\$	100	1.05%
		9,515	



CAMPAIGN REPORT

Campaign Summary

Name: Florida Prepaid Givebacks Email #3

From/Brand:	Florida 529 College Savings Plan		
Headline:	Prepaid College Plans starting at \$34 a month		
Broadcast Date:	02/22/2024		
Audience:	575,000	ID:	2001861
Views:	121,441	Clicks:	11,973
View %:	21.12%	Click %:	2.08%

Campaign Creative

Lowest Prices in Ten Years

Prepaid Plan prices have been reduced by up to 25% this year, now starting at just \$34/month.

Start with a 1-Year University Plan and enjoy risk-free, never-lose-your-investment college savings. We'll manage the rest so you don't have to.




Prepaid Plans provide a simple, affordable way to save for college tuition and fees and/or dormitory housing and allow you to lock in your plan price and make fixed monthly payments.

Use the [Prepaid Plan online pricing tool](#) to determine what the various plans cost based on a child's age, as well as explore the different payment options available.

One year of college saved is one less year they will have to borrow.

START TODAY

Have questions? We're here to help.
Monday - Friday, 9am to 5pm ET
customerservice@floridas29plans.com | 1.800.552.4723



CAMPAIGN STATS

Views | 21.12 % Total Views 121,441

Clicks | 2.08 % Total Clicks 11,973

CTVR | 9.86 %

Clicks by Device

	Desktop 68.41% 8,191
	Mobile 31.59% 3,782

CLICKS BY WEB BROWSER

	6,378 Chrome		1,236 Edge		754 Firefox		3,248 Safari		357 Other
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LINK SUMMARY



Lowest Prices in Ten Years

Prepaid Plan prices have been reduced by up to 25% this year, now starting at just \$34/month.

Start with a 1-Year University Plan and enjoy risk-free, never-lose-your-investment college savings. We'll manage the rest so you don't have to.

Prepaid Plans provide a simple, affordable way to save for college tuition and fees and/or dormitory housing and meal plans. Lock in your plan price and make fixed monthly payments.

Use the [Prepaid Plan online pricing tool](#) to determine what the various plans cost based on a child's age, as well as explore the different payment options available.

One year of college saved is one less year they will have to borrow.

START TODAY

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customerservice@floridaprepaid.com | 1-800-552-4722



Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/_/!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEu4GbRcA\$	753	6.29%
2	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/_/!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEu4GbRcA\$	7,178	59.95%
3	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/prepaid-plans/plans-and-pricing/_/!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPet76ugl0\$	276	2.31%
4	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEqvc93w\$	3,051	25.48%
5	https://urldefense.com/v3/__https://www.facebook.com/FloridaPrepaid__!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEoPDcD4_\$	18	0.15%
6	https://urldefense.com/v3/__https://www.instagram.com/myfloridaprepaid/_/!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEu7KMGa_\$	56	0.47%
7	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEqvc93w\$	513	4.28%
8	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!WyvPB84BeOJXvQgvxlutMpPQikN1k5sQn1AcpKOzOd6S9hwHDKLdjRL9Groa43EDjJLP-mDPEqvc93w\$	128	1.07%
		11,973	



CAMPAIGN REPORT

Campaign Summary

Name: Florida Prepaid 529 College Savings Plan Email #4

From/Brand:	Florida 529 College Savings Plan		
Headline:	Don't Miss Out on 2024 College Savings Plan Prices		
Broadcast Date:	04/09/2024		
Audience:	575,000	ID:	2031521
Views:	125,165	Clicks:	12,645
View %:	21.77%	Click %:	2.20%

Campaign Creative

Prepaid Plans start at just \$34/month
 You have just a few weeks left to lock in a Prepaid Plan at the lowest prices in 10 years, starting at just \$34/month.

Open Enrollment ends April 30, 2024, and this is the last time Florida families can lock in this year's historic prices to cover future tuition costs.

- Prepaid Plans provide a simple, affordable way to save for college tuition and fees and/or dormitory housing and allow you to lock in your plan price and make fixed monthly payments.
- Start with a 1-Year University Plan and enjoy risk-free, never-lose-your-investment college savings. We'll manage the rest so you don't have to. You can always add another year as your budget allows.

Use the [Prepaid Plan online pricing tool](#) to explore plans and payment options

[LEARN MORE](#)

Have questions? We're here to help.
 Monday - Friday, 9am to 5pm ET
customerservice@floridaprepaid.com | 1-800-552-4723

CAMPAIGN STATS

Views | 21.77 % Total Views 125,165



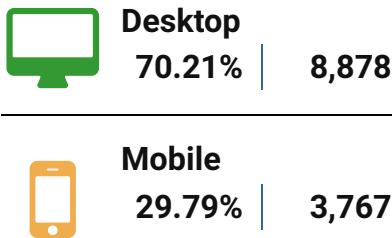
Clicks | 2.20 % Total Clicks 12,645



CTVR | 10.10 %



Clicks by Device



CLICKS BY WEB BROWSER



LINK SUMMARY



Prepaid Plans start at just \$34/month

You have just a few weeks left to lock in a Prepaid Plan at the lowest prices in 10 years, starting at just \$34/month.

Open Enrollment ends April 30, 2024, and this is the last time Florida families can lock in this year's historic prices to cover future tuition costs.

- Prepaid Plans provide a simple, affordable way to save for college tuition and fees and/or dormitory housing. It allows you to lock in your plan price and make fixed monthly payments.
- Start with a 1-Year Diversity Plan and enjoy risk-free, never-lose-your-investment college savings. We'll manage the rest so you don't have to. You can always add another year as your budget allows.

Use the [Prepaid Plan online](#) to learn more about your plans and payment options.

[LEARN MORE](#)

Have questions? We're here to help.

Monday - Friday, 9am to 5pm ET
customer service



Index	Link URL	Clicks	%
1	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/_/!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	1,384	10.95%
2	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/_/!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	5,493	43.44%
3	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/prepaid-plans/plans-and-pricing/_/!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	442	3.50%
4	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	4,769	37.71%
5	https://urldefense.com/v3/__https://www.facebook.com/FloridaPrepaid_/_/!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	49	0.39%
6	https://urldefense.com/v3/__https://www.instagram.com/myfloridaprepaid/_/!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	64	0.51%
7	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	315	2.49%
8	https://urldefense.com/v3/__https://www.myfloridaprepaid.com/?utm_source=givebacks&utm_medium=paid-referral&utm_campaign=open-enrollment-24__!!JCxOjGvWGc6Hy5YNCDQmYA!Qg9gKkvSAWH6B7McaVysqOHVNB18lnHIQ5P_iwUAZ-U92pDsQNHrJ-XSx50D-SoimYYTVUhpKvZbjFc8\$	129	1.02%
		12,645	

GEOGRAPHY

[State]
(FL) - Florida

SELECTS

[Presence of Children]
Presence of Children

[Age of Children]
0 - 3
4 - 7

[Household Income]
\$100,000 - \$124,999
\$125,000 - \$149,999
\$150,000 - \$174,999
\$175,000 - \$199,999
\$200,000 - \$249,999
\$250,000 - \$299,999
\$300,000 - \$399,999
\$400,000 - \$499,999
\$500,000 Plus