

For Immediate Release

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**AllianceBernstein and Jackson National websites promote “Go Green”
DALBAR study finds Championing Environment Resounds with Investors**

(Boston, MA. October 6, 2014) DALBAR, Inc. announced today the release of its national e-Delivery benchmarks study which tracks the trends in delivering statements and other financial documents to investors electronically. The study summarizes the findings of an online survey of digital/project managers, executives, and communication specialists across financial services.

The DALBAR study found that using the message “Go Green” has worked in getting investors to go on line to access their financial documents. In fact, 30% of firms said it is effective, while 6% have said it is very effective.

With that, it was surprising to note that the majority of firms are not promoting this “go green, go paperless” message on their websites. This would seem an obvious choice for promotional purposes as it is where investors are directed to go in order to “go paperless.”

However, there are two firms that are extremely effective with their messaging:

- AllianceBernstein promotes the environmental benefits of receiving documents electronically in two different areas of the website: once on the My Portfolio (account access home page) and again on the e-Documents Delivery Options page. Both pages have large dark green images that say “Go Green” in large font.
- Jackson National promotes e-delivery of documents multiple times on its website homepage, both in prominent areas and including a rotating banner display. The banner ad uses messaging to emphasize the environmental benefits of “going paperless.”

“One can’t escape the daily news stories on what we can do to protect the environment, from ridding the planet of plastic bags to buying electric cars. Investment leaders recognize that this is an important issue to a significant percentage of their customers and are responding in kind,” said Kathleen Whalen, Managing Director at DALBAR.

The e-Delivery Benchmarks Study is one of four reports included in the DALBAR Statement Strategies Package. For more information on DALBAR’s e-Delivery Benchmarks study or on Statement Strategies, please contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com or visit the web site at www.dalbar.com.

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