

RETIREMENT SERVICES

# ADP ACHIEVE

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## PERSONALIZED RETIREMENT JOURNEY

*Powering informed participant decisions with data-inspired benchmarking*



Always Designing  
for People®

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Planning for retirement involves difficult financial decisions, leaving workers unsure about where to start and what to do next.

**WORKERS ARE COMMITTED TO SAVING FOR THE FUTURE** — 62 percent say retirement saving is their top financial priority<sup>1</sup> — but they need assistance with retirement planning to help them reach their goals. Most employees are not very confident they are doing a good job financially preparing for a secure future and find retirement planning to be a source of stress.

— PARTICIPANTS NEED RETIREMENT PLANNING ASSISTANCE —

50%

have **not calculated** their retirement income needs<sup>2</sup>



26%

**are very confident** they are doing a good job of preparing financially for retirement<sup>3</sup>



58%

feel preparing for retirement is **stressful**<sup>2</sup>



1 Financial Wellness: Consumers Perspective. Arizent. February 2022.

2 Employee Benefit Research Institute and Greenwald Research, 2021 Retirement Confidence Survey.

3 Employee Benefit Research Institute and Greenwald Research, 2022 Retirement Confidence Survey.

The ADP Achieve personalized employee education program engages workers with technology and data to solve challenges, simplify retirement planning, and help participants make choices that may lead to more successful retirement outcomes. Achieve leverages the ADP DataCloud to create meaningful, personalized insights that can help participants more confidently make tough financial decisions. Drawing upon aggregated and timely data from nearly 30 million U.S. workers in more than 90,000 organizations, we group this data into clusters and use data analytics, plus machine learning, to derive personalized insights. This allows us to create peer profile-based benchmarks and provide relevant insights to help make it even easier for workers to confidently make informed decisions and plan for what's next.

## Peer information can influence decisions

We make complex retirement planning decisions easier with a personalized messaging program that helps participants when they need it most — as they're making critical choices about saving for retirement. The messaging answers a common question: what do other people like me do when it comes to saving for retirement? Instead of getting overwhelmed and stuck, we prompt them with data-inspired answers they can use to guide their own retirement plan decisions. Here's how it works:

- At critical decision points along the retirement planning journey, we provide participants with relevant data insights that are reflective of decisions made by savers under similar circumstances.
- These insights are derived by leveraging data-driven intelligence based on the savings actions of millions of similar retirement plan participants and advanced machine learning models.
- Eligible participants can compare their decisions to their peers' and take action in the moment.
- These insights are integrated into our mobile applications and digital enrollment experience, participant website, and the MyADP Retirement Snapshot® tool to reassure participants about their decisions and encourage them to act.



The personalized messaging leverages plan and individual data. Plan features, individual behaviors and personal characteristics are used to inform and guide participants throughout their retirement journey.

## PEER BENCHMARKS ARE CALCULATED USING DEMOGRAPHIC AND EMPLOYMENT INFORMATION INCLUDING:



Age



Gender



Employment  
tenure



Compensation



Marital status



Hourly or  
salaried status

## How it works

We support workers throughout their journey to retirement with guided experiences that help them make smart decisions right from the start. This includes messaging that encourages them to join the plan as soon as they can, maximize employer contributions, understand savings decisions of their peers, and learn how much they need to save for a secure future.

**Enroll Today**

Saving for your retirement has never been easier. Whether you're just getting started or you have already been saving, we're here to help you on your journey to retirement readiness.

Your company offers a 401(k) match. Take advantage of it by getting started now.

📍 76% of people similar to you are already enrolled!  
[How do you know?](#)

**IM READY TO ENROLL**

**Plan Highlights**

PLAN NUMBER  
**000000**

PLAN NAME  
**ABC 401(k) PLAN**

ELIGIBILITY  
Great news! You are eligible to enroll in your company's 401(k) plan.

ELIGIBILITY DATE  
04/15/17

CONTRIBUTION PERCENTAGE RANGE  
You are allowed to contribute between 0 - 50%.

EMPLOYER CONTRIBUTION  
Your company will match 50% of your salary deferrals up to the first 6% of your eligible compensation.

[DOWNLOAD YOUR ENROLLMENT GUIDE](#)

## Guided enrollment experience

For those employees who need a little more assistance when enrolling, we've created a guided experience to help support them. Our personalized enrollment journey includes relevant messaging tailored to meet the participants personalized needs and encourage them to begin saving. This is where we utilize our data-driven peer benchmarking to help to guide eligible employees with selecting an adequate savings rate. By leveraging this data, we're able to provide employees with real and relevant insights into how much people like them are contributing to their 401(k) plans and whether they are contributing enough to reach their goals.

The screenshot shows a multi-step enrollment process. The current step is "SET SAVINGS AMOUNT". The interface includes a progress bar at the top with four steps: "SELECT TYPE", "SET SAVINGS AMOUNT", "SELECT INVESTMENTS", and "REVIEW".

**Set your saving amount**  
Choose the amount that you want to contribute to your retirement saving per paycheck.

**Message:** You're eligible to make catch-up contributions! You may be able to save an extra \$6,500 this year. Catch-up contributions start after you reach the 2020 annual contribution limit. Your retirement contributions above the regular annual limit are considered catch-up contributions up to a maximum of \$6,500 this year. [LEARN MORE](#)

**CHOOSE CONTRIBUTION TYPE** [ % ]

**Before-Tax** [ - 9 + ] = \$117 /paycheck

Includes a SaveSmart increase of 1% every November until 10% is reached.

Save Smart settings:  
Increase by: 1%  
Maximum %: 10%  
SaveSmart Month: November  
SaveSmart Year: 2021

Save Smart will only be applied to Before-Tax 401(k).

[View Contribution Election Limits](#)

**Not sure how much?**  
Check out MyADP Snapshot to see how much you can save for retirement. [See what's possible](#)

**FAQ**

- How much can I contribute?  
Your retirement plan and the IRS limit how much you can contribute each year. ADP automatically adjusts any changes to the annual contribution limits and will display those limits when you access your account either by web, mobile, or phone.
- What is Save Smart?

Navigation: [PREVIOUS](#) [NEXT](#)



By leveraging this data, we're able to

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into how much people like them are contributing to their 401(k) plans.

As participants move through the enrollment process, messages at critical decision points can help drive positive savings choices. The messaging provides insights about peer decisions generated from workers with similar demographic and employment data including age, gender, marital status, compensation, and employment tenure and status.

Plus, our MyADP Retirement Snapshot® tool leverages data-driven intelligence to help guide employees with their enrollment decisions. Messaging about:

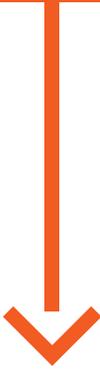
- General retirement savings targets and statistics about peer savings rates offer participants comparative benchmarks they can use to determine their own savings rate.
- Plan matching contributions (if available), encourages participants to maximize their match benefit by meeting the requirements.

## Continued support through the retirement journey

Enrollment support is just the start. Because participants need help and assistance throughout the retirement journey, peer messages will be enabled to guide them and make informed decisions. For example, encouraging participants to increase savings, take full advantage of the match and use plan features that automate plan savings management can help participants improve their future retirement outlook.

The screenshot displays a user interface for the MyADP Retirement Snapshot tool. At the top, there is a navigation bar with a 'FAQ' icon and a close button. Below this, a central illustration of a person is surrounded by two callout boxes. The left box contains a lightbulb icon and the text: 'Among people similar to you, Top Savers are contributing 17% or more. [How do you know?](#)'. The right box contains a speech bubble icon and the text: 'Nice! This contribution maximizes your company's match.' Below the illustration is a 'CHANGE MY DETAILS' button. The main content area features a large heading: 'By saving **\$638** per paycheck your savings by 67 may be about \$650,033'. Below this is a slider control for the contribution rate, currently set at '9 %', with minus and plus buttons and a 'contribution per paycheck' label. Underneath, it says 'Your MyADP Retirement Snapshot looks like:'. This is followed by three data cards: 1) '\$129,936 savings from employer match', 2) '\$4,814 monthly income for selected lifestyle', and 3) '86 age your savings may run out'. At the bottom, there is a 'Methodology & Disclosures' link and a prominent dark blue button that says 'I want to start saving'.

This screen is representative of website features and is not meant to reflect any specific investments or customer account.



## A personal experience that motivates and encourages action

The ADP Achieve education components work together to make the journey to retirement readiness easy. Benefits of the program include:

- Making decisions easier
- A simplified, personal retirement planning experience
- Communicating the potential next step in the savings journey
- Engaging and motivating action
- Improving decision-making and confidence



## Let's Talk.

To find out how ADP can inspire your client's workforce with an engaging employee education experience, contact your ADP Retirement Services District Manager or visit us at [adp.com](https://www.adp.com).

**IMPORTANT: ADP, Inc. owns and operates the ADP.com website and ADP mobile app. MyADP Retirement Snapshot makes no assumptions about your tax status or savings and should not be used as the basis for any planning decisions. The likelihood of various savings outcomes are hypothetical, do not reflect actual investment results or market fluctuations and are not guarantees of future results. Results may vary potential savings scenarios, with each use and over time.**

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