

Your Money Further Program Benefits	Standard	Premium
YourMoneyFurther.com Locator Listing		
Visual differentiation in locator list	✓	✓
Higher ranking than non-participants	✓	✓
Address, Phone, Website (per NCUA data)	✓	
Address, Phone, Website (editable/admin access)		✓
Branch Count (per NCUA data)	✓	
Branch Count (editable/admin access)		✓
Link to CU's ATM location page		✓
YourMoneyFurther.com Locator Landing Page		
Landing Page		✓
Credit Union Logo		✓
Credit Union Summary		✓
Address, Phone, Website (editable/admin access)		✓
Branch Count (editable/admin access)		✓
Link to CU's ATM location page		✓
Products + Benefits w/customizable links		✓
Call to action buttons - Join Now		✓
Administrative access to locator data		✓
Link to Chat Function (Future)		✓
YourMoneyFurther.com Matcher Functionality		
Match with a Credit Union Tool	✓	✓
Matcher Insights (FUTURE)		✓
YourMoneyFurther.com Browse Credit Unions by State Listing (FUTURE)		
By State, City	✓	✓
Link to credit union CU website (with ability to track)		✓
Link to credit union CU website	✓	
Your Money Further Paid Media		
Paid Digital Media (when minimum level is met)	✓	✓
Paid Media Performance Dashboard (self service)	✓	✓
Media Pilot Program Opportunities		✓
Your Money Further Organic Media		
Facebook Page	✓	✓
Instagram	✓	✓
Twitter	✓	✓
YouTube	✓	✓
SEO + Keyword Performance Insights		✓
Organic Social Insights		✓
Contributor Headquarters Website Access		
Creative Asset Guide	✓	✓
Your Money Further Campaigns	✓	✓
COVID Resources	✓	✓
Customizable Creative Assets	✓	✓
Contributor Chats + Case Studies	✓	✓
Program Performance Update (performance only)	✓	✓
Program Performance Update with Insights + Best Practices		✓

Your Money Further Program Benefits	Standard	Premium
Digital Marketing Webinars (special invitation)		✓
Digital Marketing Videos (tips and how-to's)		✓
Research		
Consumer Consideration Research	✓	✓
Consumer Insights	(selected)	✓
YourMoneyFurther.com Content + Engagement Insights		
YourMoneyFurther.com Dashboard (self service)		✓
Locator clicks to credit unions (conversion data)		✓
Consumer Journey		✓
Top Converting Content		✓
Top Converting Pages		✓
Locator Insights (e.g., top filters)		✓
Matcher insights (future)		✓
Top Blog categories		✓
Top calculators (future)		✓
Top Quizzes (future)		✓
Downloadable Content (future)		✓
YourMoneyFurther.com Content/Advertising Opportunities (FUTURE)		
<i>Advertising opportunities only available to premium participants</i>		
Featured Content/Ad space (selected opportunities) <i>(e.g., CU auto loan promotion within auto loan content page(s))</i>		✓
Editorial Content <i>(e.g., featured in "Top auto loan providers in X state")</i>		✓
Credit Union Content Contributor <i>(e.g., CU interviewed for featured article written by CUA w/links directly to CU)</i>		✓
Credit Union Blog Contributor <i>(e.g., featured blog post written by CU, edited by CUA w/links directly to CU)</i>		✓
Event listings		✓
Downloadable Content		✓
Audience Sharing		✓
First party data		✓
Participation in pilot programs and new media		✓
Credit Union Awareness Communication and Updates		
Monthly Newsletter	✓	✓
Your Money Further Facebook Group	✓	✓
Access to Success Manager for one-on-one support	✓	✓