

N nerdwallet

Best-Of
Awards
2024

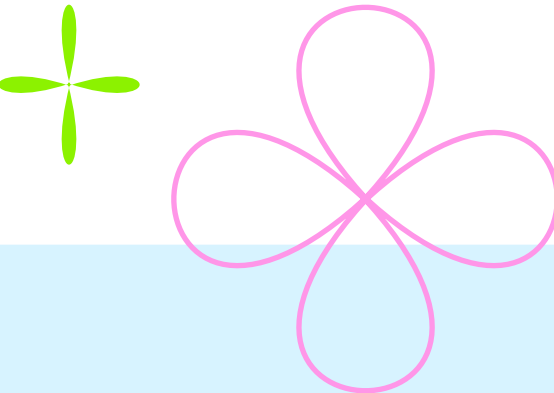
Make your win

work harder

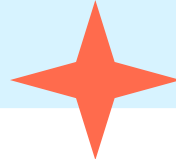
**How to create a holistic
campaign around your
Best-Of Award**

About the Best-Of Awards

Since 2017, NerdWallet has used our annual Best-Of Awards to recognize the best of the best in financial products. And every year, we make strategic investments and campaign optimizations in order to reach more and more consumers. In fact, our Best-Of Awards program recently achieved record awareness levels. In 2023, we saw:



A 37% increase
in awareness of our Best-Of Awards badge from the previous year



A 10% increase
in time spent on our Best-Of Awards website, with greater likelihood for users to take action than in previous years

A 38% increase
in awareness of the overall program from the previous year



In 2024, we have our sights set on even higher highs. As we continue to build awareness of the program and grow traffic to the website, we encourage you to leverage our success.

What you'll find in this guide

We've put together a wealth of information and inspiration to help you build a holistic marketing campaign around your Best-Of Award win. That way, you can put your win to work and capitalize on all the buzz we'll be generating on our end. From all of us at NerdWallet, congratulations on your win — we can't wait to see what you do with it!



The benefits of using our Best-Of Awards badge

Each year, we conduct independent research to better understand the impact of our Best-Of Awards. Recent research shows that brands gain the following advantages when they use our Best-Of Awards badge:

Improved trust

47% of consumers aware of the Best-Of Awards believe the program is “a trusted seal of approval.” Partners who use our endorsement are able to leverage our strong brand trust.

Source: July 2023 NerdWallet Brand Tracker

Higher engagement

Interest in learning about a product increased by 45% when the product received a Best-Of Awards endorsement, meaning more ad clicks and website visits for your brand.*

Source: 2021 NerdWallet consumer survey

Increased conversions

Likelihood to apply for a product increased by 55% when a product received a Best-Of Awards endorsement.**

Source: 2021 NerdWallet consumer survey

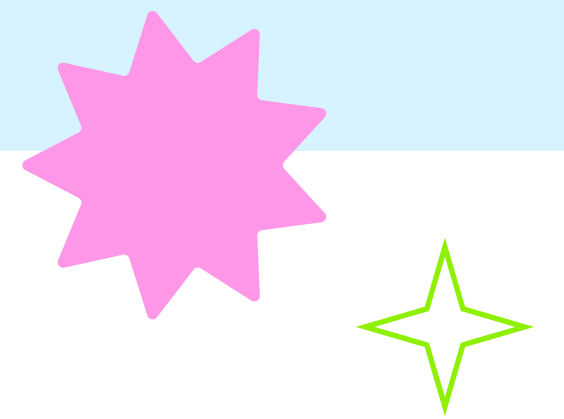
More qualified leads

Consumers who are in-market or open to being in-market are more likely to apply for a product and learn more when a product has our Best-Of Awards badge.

Source: 2023 NerdWallet consumer study

*With a NerdWallet Best-Of Awards endorsement, those very interested in learning more about the product increased from 11% to 16%.

**With a NerdWallet Best-Of Awards endorsement, those very likely to apply for the product increased from 9% to 14%.



Audience considerations

From our research, we know that Best-Of Awards messaging is the most activating for consumers who:

Are in-market or about to be in-market.

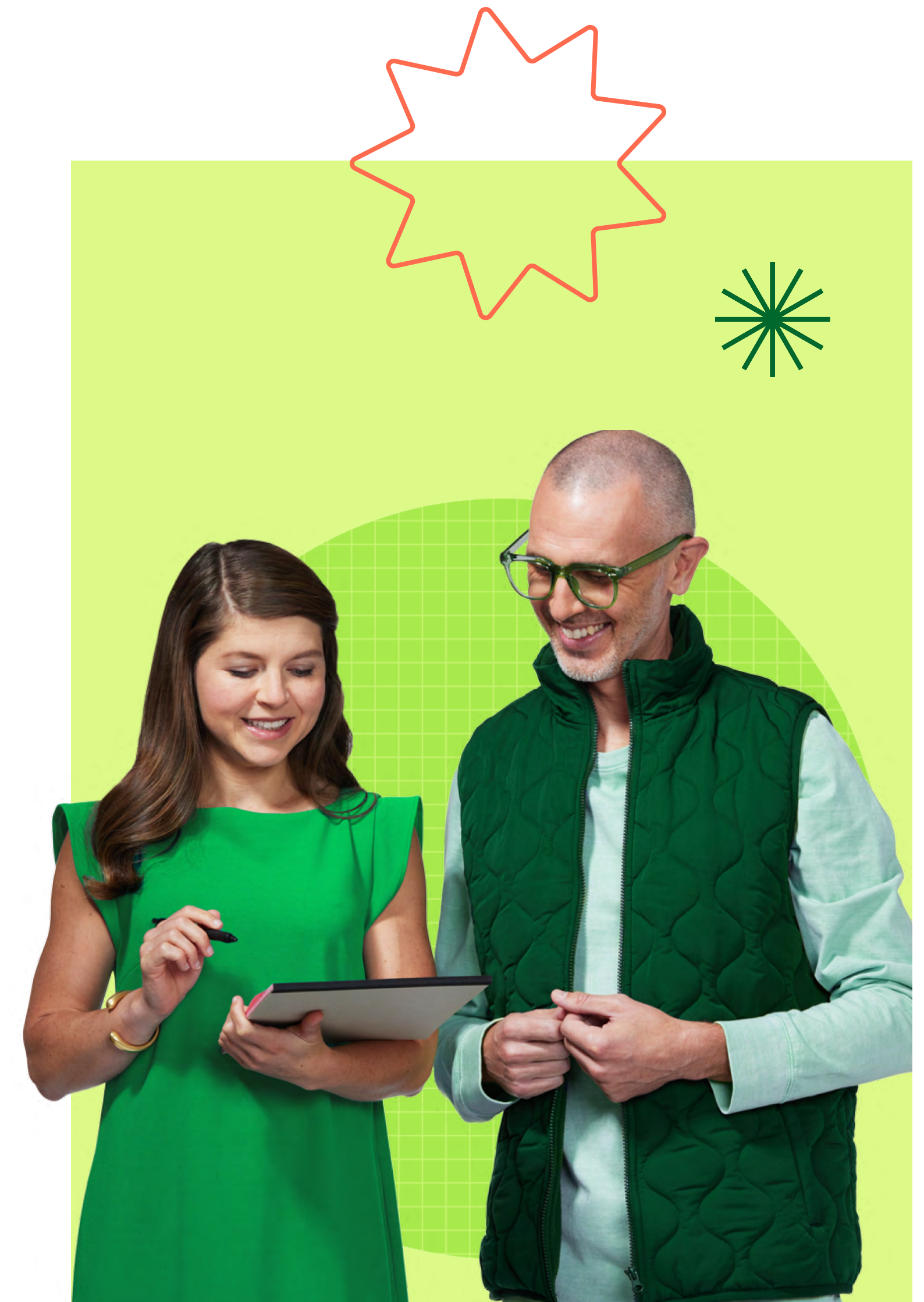
Targeting these customers with a Best-Of Awards message is more likely to lead to an engaged session.

Have excellent and very good credit scores.

Consumers with credit scores of 740+ are more likely to apply for a product and want to learn more about a product when the product has earned our Best-Of Awards badge. In general, consumers on the upper end of the credit score scale have a greater appreciation of our badge and believe it to be a credible endorsement.

Have higher household incomes.

Consumers with household incomes of \$100k+ are more likely than consumers with lower household incomes to apply for financial products that feature our Best-Of Awards badge.



Timing considerations

Best-Of Awards messaging is most activating to consumers in the first six weeks of the new year, when shopping and seasonality for financial products have historically been high. At NerdWallet, we start every year off with a big campaign of our own, utilizing a variety of channels to drive consumers to our Best-Of Awards website to see the winners.

To leverage our campaign, we recommend:

- Launching your Best-Of Awards marketing efforts and heavily promoting your win in January and February, while our campaign is in full force.
- Planning additional Best-Of Awards messaging throughout the year based on white spaces and other opportunities within your content calendar. Would a mention of your win complement another message you already have planned?
- Considering seasonality. Is there a timeframe when demand for your product is particularly high? Use Best-Of Awards messaging to bolster your seasonal pushes.

Need some inspiration? Check out the creative examples on the following pages.



Creative examples

Best-Of Awards messaging is particularly effective for consumers who are in-market or about to be in-market, but it can be used in all stages of the customer journey, across every type of media. Here are some examples to spark your creativity.

Awareness Stage

TV END CARD

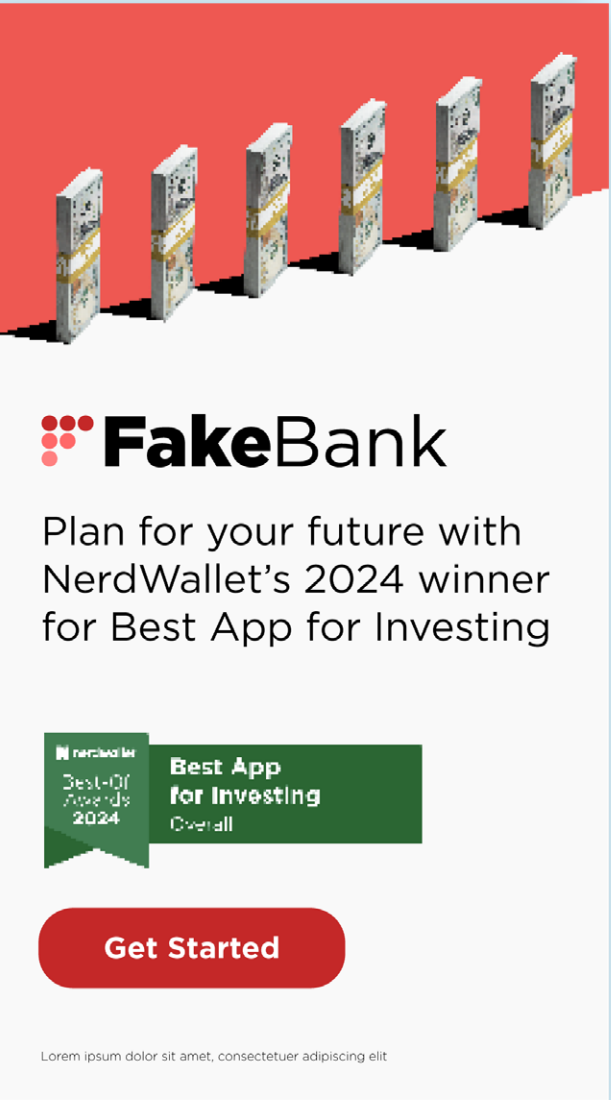


If you're a repeat winner, be sure to mention it — it's an amazing feat!

OUT-OF-HOME



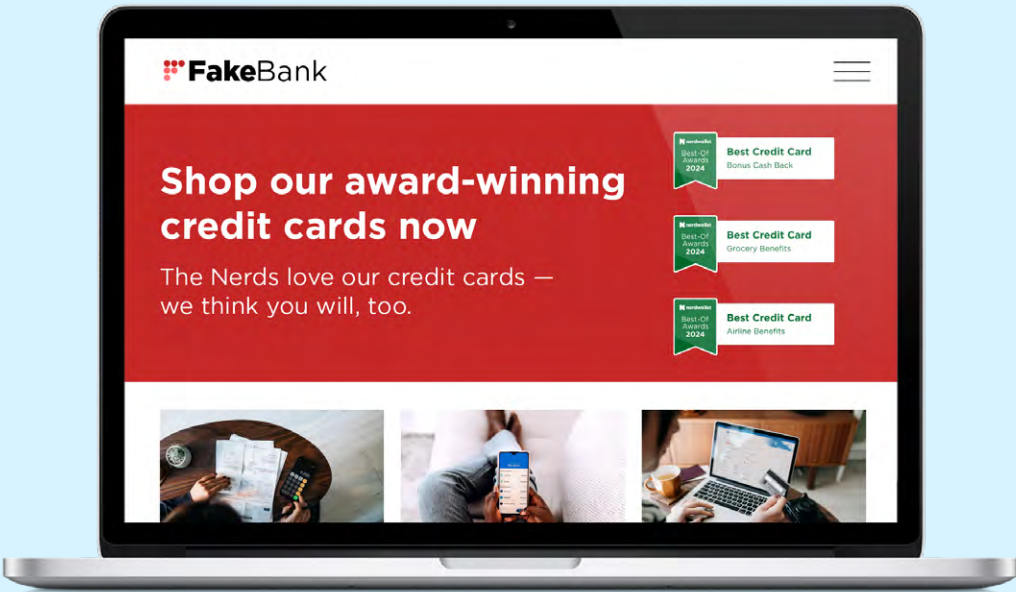
DIGITAL BANNER



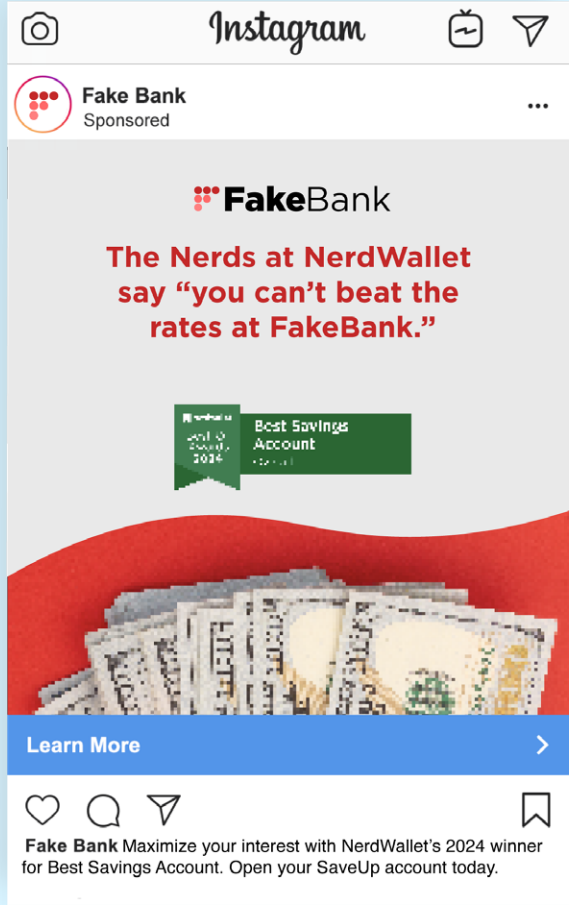
Creative examples

In-Market Stage

LANDING PAGE

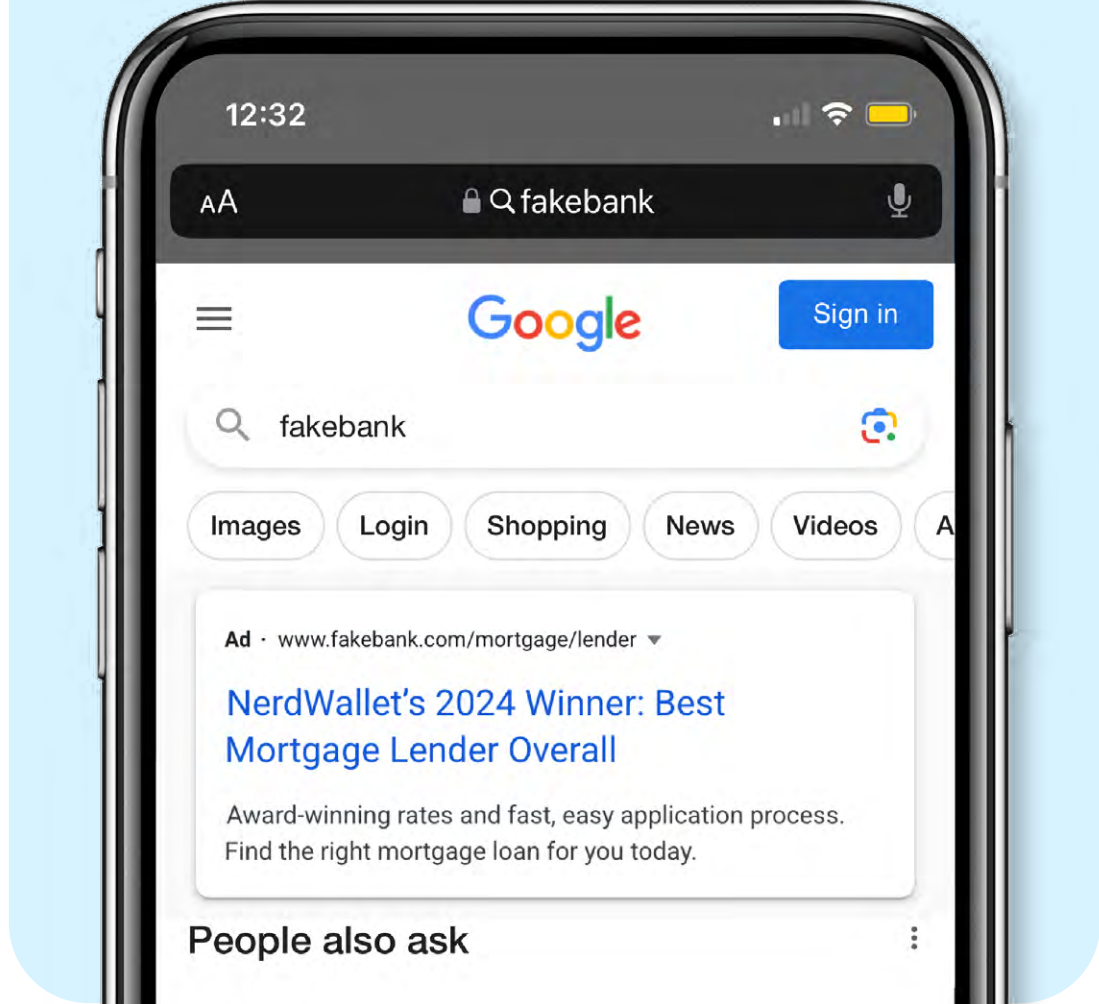


SOCIAL AD

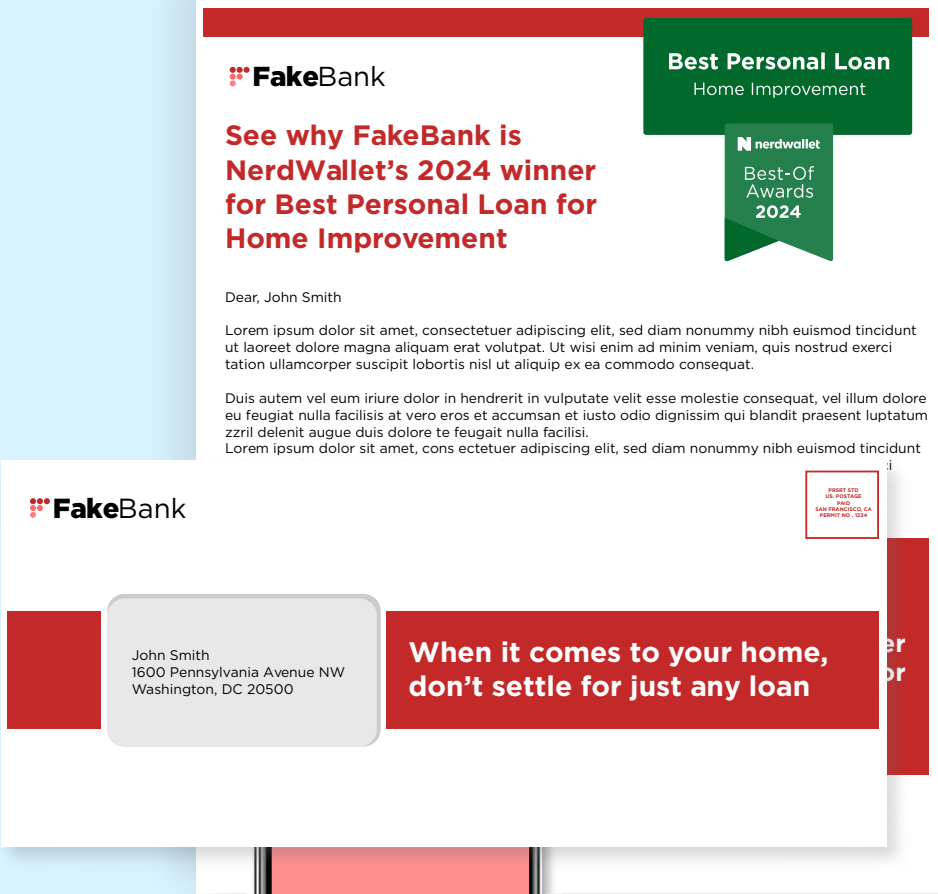


Leverage your "why our Nerds love it" copy to help explain how your product beat out your competition.

SEM AD



DIRECT MAIL



Creative examples

Retention Stage

ORGANIC SOCIAL

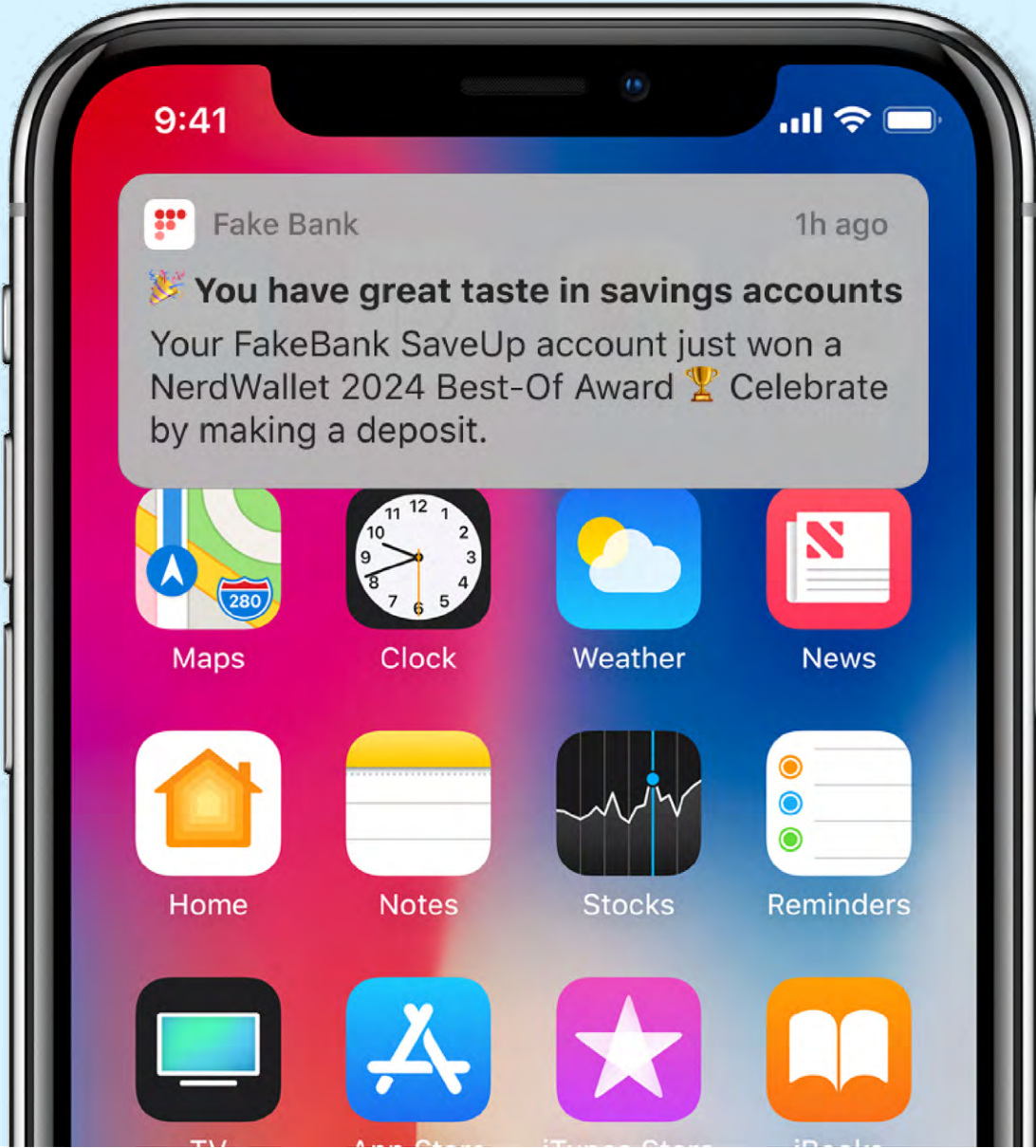


EMAIL



Highlighting your Best-Of Award wins can be a powerful way to cross-sell to current customers.

PUSH NOTIFICATION



Recap

Here's a summary of what we've covered in this guide:

- **Why create a campaign around my win?** Brands that use our Best-Of Awards badge to market their products see improved consumer trust, higher engagement, increased conversions, and more qualified leads.
- **Who should my target audience be?** Best-Of Awards messaging is most effective at driving interest and engagement for consumers who are in-market or about to be in-market, and it's a great way to level-up marketing within any stage of the consumer journey.
- **When should my Best-Of Awards campaign run?** We recommend heavily promoting your win in January and February to capitalize on NerdWallet's Best-Of Awards campaign — but don't forget to plan additional Best-Of Awards marketing efforts throughout the year based on your business objectives and other planned campaigns.

What's next?

You're almost ready to craft your campaign! Just a few final steps before you get started:

- Visit the **Best-Of Awards winners website** to download your badge and get instructions on how to submit your marketing materials for approval.
- Hold off on announcing your win until Jan. 8, 2024 — that's when NerdWallet will publicly announce the winners and launch our campaign.
- Reach out to **awards@nerdwallet.com** with any questions that may come up along the way.

Now go out there and put your win to work — and once again, congratulations! 🎉

