**Marketing Recommendations for Create Account Page**

**Strategy**

* Ensure there is no disconnect/confusion in transition from partner to Next
* Be more direct about what we want them to do and why

**Tactics**

1. Adjust messaging to better suit strategy.
2. Test various language options to see which perform best.
3. Move “Your email will be your username, and we will send you a security code to verify your account.” under the email form field (to make it clear why we want their email address)

**Messaging**

1. Change headline from “Secure Your Account Information to “Apply for Next Term Life”
2. Change intro language:

Option A: Complete some simple steps to apply for Next by Pacific Life coverage. You may qualify for an instant decision and get your policy within minutes. You will also be able to use the account you create to view your information later and make changes. It’s that easy!

Option B: Please create an account to keep your insurance application information secure. Applying for Next by Pacific Life coverage is quick and convenient.

1. Try alternate CTA – “Continue” vs. “Start My Application” or “Apply Now”
2. Authentication page – change headline to “Enter Verification Code to Continue Application”
3. Authentication page – Change intro to “Please check <email> for your authentication code. You will need to wait to close this window until after you receive your security code.”



