



GM Financial and Everfi

Bridging Financial Gaps with Impactful Solutions



GM Financial, the wholly owned captive finance subsidiary of General Motors, offers auto financing and leasing for consumers and auto dealers. Starting in 2016, GM Financial launched KEYS®, a financial wellness program aimed at empowering individuals to make smarter financial decisions through free educational resources. The program offers courses both online and in virtual or in-person settings, providing valuable financial information to all learners.

CHALLENGES

As a provider of financial services, GM Financial understands the impact quality financial education can have – both for its organization and for its customers. While the organization initially began their KEYS financial education program by offering in-person financial workshops in 2016, they quickly realized the limitations of this format.

By 2017, GM Financial was keen to expand the breadth and depth of its program to provide on-demand resources that allowed for scalability. Additionally, they wanted to lower the barrier to entry by addressing travel constraints and making the program more accessible through Spanish language availability.

When they decided to expand KEYS to include digital financial education, they knew they needed a solution that could cater to the general public across the U.S. with a specific focus on young adults.

SOLUTION

GM Financial chose Everfi Achieve for several reasons. As a finance company, they required a partner that was up to date on the U.S. regulatory environment



One of the underlying tension points for our audience is 'feeling behind' — feeling behind their friends and the life they are living and that there is a gap in what they are accomplishing. We saw an opportunity there to look at how we can provide education to bridge that gap with personal finance conversations."

Allison (Scott) Rummage
Digital and Marketing Manager
GM Financial

and capable of handling legal and compliance protections. The KEYS Online site, powered by Everfi Achieve, now offers more than 40 interactive modules on topics such as budgeting, money management, understanding credit, and buying a home. Designed to be completed in 10 minutes or less, these modules are convenient for users to fit into their schedules.

Additionally, the flexibility of adding digital education to their classroom-style workshops has allowed GM Financial to reach a wider audience and provide valuable financial education to underserved communities.

Everfi's ability to create custom content that aligned with GM Financial's business priorities made the collaboration an ideal fit.

This led to high-performing custom modules like "Leasing or Buying a Car."

"We greatly appreciated that Everfi had the option to create custom content to align with business priorities; and the module's continued popularity demonstrates the value in having the ability to tailor content for our audience," said Rummage.

BENEFITS

Today, Since launching KEYS as a digital financial education program in collaboration with Everfi, GM Financial has experienced numerous benefits.

Everfi Achieve's platform features, such as the ability to test various custom moment formats, assess content performance, and easily update content, enabled GM Financial to make data-informed decisions on what to promote, where, and how. Additionally, the platform's ease of navigation and customizable playlist structure further enhanced the user experience.

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"The ability to get data-driven insights that confirm our thoughts that the highest performing custom moments correlate with the most popular modules allows us to make smart strategic decisions," said Rummage.

Marketing responsible financial best practices effectively to their target audience was also crucial. GM Financial utilized a podcast to achieve this goal, discussing personal finance topics, sharing success stories, and highlighting key features of the KEYS program. By promoting the podcast through various channels, they ensured that their target audience stayed engaged and informed.

The program's analytics have been invaluable in understanding audience interests and needs, ensuring that KEYS delivers the right content. The ability to promote further learning through podcasts and additional articles has consistently driven traffic to the KEYS Online site.

"Using the data to see how we can grow the program is invaluable. By equally promoting both the podcast and the KEYS Online site, we can ensure that our audience remains engaged and informed," said Rummage.

Looking to the future, GM Financial plans to continue building and updating content, integrating and promoting new pathways to drive additional traffic. They also plan to launch new initiatives on additional social media channels to spread awareness. Further integration of the program with existing customer platforms and bringing content to international audiences are also part of their strategy.

Everfi Achieve is just one of Everfi's broad offerings of [free online education programs](#) for adults and K-12 students. Through the support of its corporate sponsors, Everfi has been offering financial literacy education since 2008.

Interested in gaining a tangible business edge through personal financial education?

Explore Everfi's innovative financial education solutions [here](#).