



**AMEX**  
**OFFERS**



# Advertiser Case Study: Amex Offers x Trust & Will

## The Challenge

Estate planning has long been perceived as expensive, complicated and something that only high-net-worth individuals need. Trust & Will strives to educate more Americans on the importance of estate planning. To accomplish this, they wanted to expand their brand awareness and reach new audiences.

## The Solution

Amex Offers was instrumental in raising awareness among new audiences by exposing Trust & Will to the Amex customer base — Amex Offers has been the perfect catalyst for encouraging that next step.



Amex directly contributed to new customer acquisition by driving increased visibility.



Case studies shown for illustrative purposes only. Individual results will vary.

## The Impact

**99:1**

Return on investment<sup>1</sup>

**+104%**

Average spend lift of redeemers vs. non-redeemers<sup>2</sup>

**98%**

of redeemers were new Amex shoppers<sup>3</sup>

1 For every \$1 Merchant spent in Offer Funding Costs, they saw \$99 in return. **Offer Funding Cost** is the amount of money a Merchant spend running an Amex Offer. **Return on investment** =  $[(\text{Total Campaign Spend} - \text{Offer Funding Cost}) / \text{Offer Funding Cost}]$ . **Total Campaign Spend** is total spend that occurred at the Merchant by Amex Card Members who viewed the offer during the offer period, and includes all Amex Offer campaigns run with this Merchant in 2024.

2 Based on average spend across all Card Members who redeemed any Amex Offer run with this merchant in 2024, compared to spend across all Card Members that spent at this merchant but did not redeem an Amex Offer in the same year.

3 New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer.