**Online Appendix**

**Examples mailing versions – tailored content in italics**

**Version tailoring on gender and age: young age group, female**

 *[Quote:]*

*“I wasn’t at all sure whether—at my age— it would be necessary to look into my pension situation. And yet, I am glad that I did the Pensioncheck. How nice to have an overview! Now, I have a sense of where I am at…”*

*Sanne Mulder (27 years)*

Dear <FIRST NAME>,

More and more people would like to know whether they are on track with retirement. Now you can do it, too. *It probably still feels like your retirement is really far away. And yet, why not already take a look at how you are faring? It is nice to have an overview!* Recently, XXX has introduced the Pensioncheck, a convenient tool quickly providing you with a snapshot of your personal pension situation.

The Pensioncheck answers three questions in only a few steps: how much income do you need in order to live pleasantly just the way you want? Are you on track in order to achieve the desired income? And what are your possibilities when this might not be the case? *If you take action now while you are still young, you will have the most benefit.*

Just take ten minutes to check out your situation. You log in with your DigiD, so that you can check out your situation in a safe environment. Therefore, keep your log in details ready.

<Click here to go to the Pensioncheck>

Kind regards,

XYZ

Director Pensions

[Pay off

At the end of the mail there is a general pay-off sentence:]

Pensions— on average, we work one day per week for them!

**Version no-tailoring**

[Quote:]

*“I am glad that I did the Pensioncheck. How nice to have an overview! Now, I have a sense of where I am at…”*

Robin Mulder

Dear <FIRST NAME>,

More and more people would like to know whether they are on track with retirement. Now you can do it, too. Recently, XXX has introduced the Pensioncheck, a convenient tool quickly providing you with a snapshot of your personal pension situation.

The Pensioncheck answers three questions in only a few steps: how much income do you need in order to live pleasantly just the way you want? Are you on track in order to achieve the desired income? And what are your possibilities when this might not be the case?

Just take ten minutes to check out your situation. You log in with your DigiD, so that you can check out your situation in a safe environment. Therefore, keep your log in details ready.

 <Click here to go to the Pensioncheck>

Kind regards,

XYZ

Director Pensions

[Pay off

At the end of the mail there is a general pay-off sentence:]

Pensions— on average, we work one day per week for them!

**Stylised impression of the Pensioncheck**

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