

## Affiliate Marketing Program

## Help people. Earn money.

While more than 40% of Americans\* are unsure how to track their net worth, over 10,000 of them reach retirement age every day.\*\* Help them gain clarity and control of their finances with the free Empower Personal Dashboard™.

[Join now](#)

# 19M+

Individual investors<sup>1</sup>

**nerdwallet**  
"one of the 8 best budget apps for 2025"<sup>2</sup>

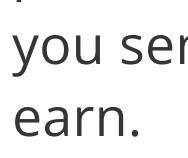
As of 2025

**Forbes ADVISOR**  
**BEST OF 2025**

# \$1.7T

in customer assets<sup>1</sup>

## Help us transform financial lives



### Earn money

Our top partners earn \$100K+ per month. The more traffic you send us, the more you can earn.



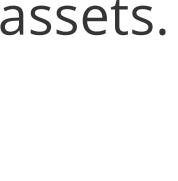
### Tools for success

Help change financial services for the better with one of the largest firms in North America.



### Insider details

Content creation is easy —use our proprietary surveys and data.



### Product suite

Empower offers a full suite of financial products, custom landing pages, and creative assets.

## How does it work?

1

### Create content

Create content that drives traffic to [empower.com](https://empower.com) by directing your Impact tracking link to one of our landing pages.

2

### Register and connect

Your visitors register for our free financial dashboard and securely connect external accounts totaling at least \$100K.

3

### Qualify and earn

Once a visitor tracks \$100K in assets with our dashboard, they trigger Qualified Lead status and make you eligible for payment.

## Sign up today

Email us with any questions or click below to get started.

[Join now](#)

\* Empower, The Currency, Money Talks, 2023, empower.com/the-currency/money/money-talks.

\*\* U.S. Census Bureau, "By 2030, All Baby Boomers Will Be Age 65 or Older," 2019, census.gov/library/stories/2019/12/by-2030-all-baby-boomers-will-be-age-65-or-older.html.

1 As of December 31, 2024. Assets under Administration (AUA) refers to the assets administered by Empower. AUA does not reflect the financial stability or strength of a company.

2 NerdWallet, "The Best Budget Apps for 2025" January 2025. ©2014-2025 and TM, NerdWallet, Inc. All Rights Reserved.

3 Forbes Advisor, "Best Budgeting App for Tracking Net Worth," April 14, 2025.

### Why Empower

Cybersecurity

Community impact

Diversity, Equity, Inclusion & Belonging

### About Empower

About us

Our history

Careers

### Who are you?

Personal investor

Financial professional

Plan sponsor

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