

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 investors¹

 **nerdwallet**

“one of the 8 best budget apps for 2025”²


As of 2025



\$1.7T


in customer assets¹

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.



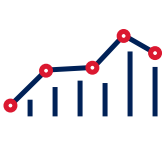
Tools for success

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

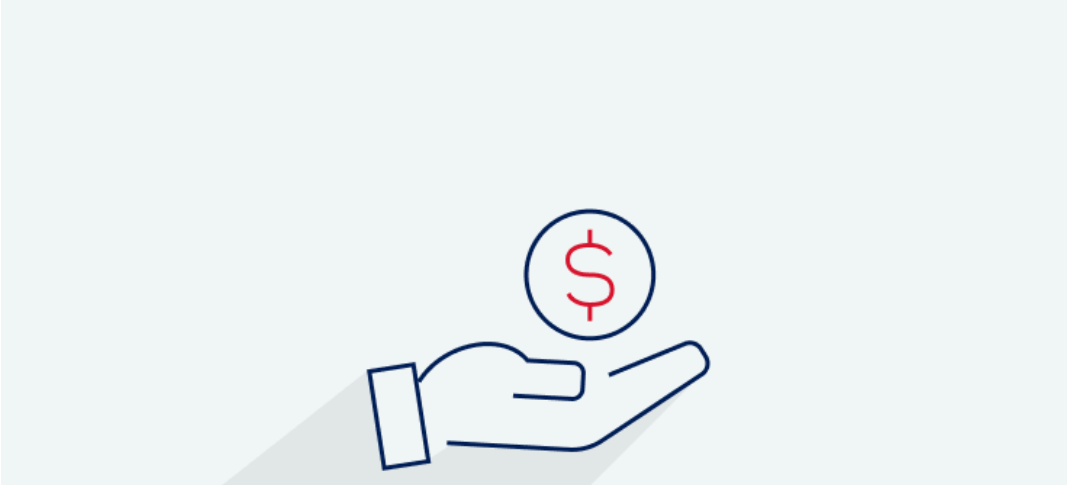
Create content that drives traffic to [empower.com](#) by directing your Impact tracking link to one of our landing pages.



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

News and views

- The Currency™
- Press center

About Empower

- About us
- Our history
- Careers

Help

- Contact us

Who are you?

- Personal investor
- Financial professional
- Plan sponsor

