



Color as a Game Changer & Why it matters

WHAT DOES COLOR SAY ABOUT YOUR BRAND?

When looking to optimize and improve your brand image and identification, color is something you shouldn't overlook. Color has been played an integral role in the natural progression throughout history. Within our conscious minds, we create meanings and feelings to particular colors within the context of the culture in which we live.

Incorporating color is a natural part of nature and a turning point when it comes to technology, and there's a good reason for that. Studies have proven that the inclusion of color plays a pivotal role in all of our visual experiences: from the way we interpret and view marketing and advertising, to the way we engage and identify with brands, to even our memory and information retention.

WHY IS COLOR SO IMPORTANT TO YOU?

Color is the visual component people remember most. It has a significant impact on your print and electronic statement marketing.

A study conducted by the secretariat of the Seoul International Color Expo determined that **92.6%** of those surveyed stressed the importance of visuals when purchasing products, and **84.7%** believe that color accounts for more than half of the various factors important to consumers when choosing which products they purchase.

Additionally, research has shown that consumers make subconscious choices about people and products within **90 seconds** of contact or interaction, and between **62** and **90%** of that initial assessment is based on color alone.

Given these statistics, you can imagine the impact a color ad or an inline insert might have when cross-selling products to your customers. Lanvera's technology and flexibility today allows you to easily incorporate color into your document advertisements, and marketers can and should leverage that capability to their advantage.

The results of incorporating color are demonstrated over and over throughout history, and guaranteed to increase the impact of your print communications. Stop wasting time and money on black and white messaging and graphics. Color is the future of document marketing.

Quick Color Stats:

92% - Believe color presents an image of impressive quality

90% - Feel color can assist in attracting new customers

90% - Believe customers remember presentations and documents better when color is used

83% - Believe color makes them appear more successful

81% - Think color gives them a competitive edge

76% - Believe that the use of color makes their business appear larger to clients

In-line inserts are marketing pieces which are printed in-line and in full color with the rest of your documents. This process eliminates offset printing costs, while reducing waste and production time. Lanvera's solution provides total flexibility to change an in-line insert at any time, even minutes before production. Additionally, customer read-rate is significantly higher with these types of marketing messages, as it is the same size and fully incorporated into the customer's statement.

Do you want someone else to pay for your statements? The beauty of affiliate marketing is that you don't have to invest the time and effort to create a product to sell. Lanvera can even connect you to advertisers that are relevant to your customer base. This is an appealing opportunity to businesses given the increased open, view, and read rates of these particular documents, and can offer tremendous additional benefits by increasing revenue and offsetting document processing costs as a whole.

Lanvera has the flexibility to empower your members with the ability to choose which statements and documents they want online versus by mail. Drive customer action through online advertising and marketing that is different than your printing statements.

Our self-service, rules-based client portal is the key to Lanvera's marketing platform. By utilizing a 24X7 online access, client marketing teams can easily and quickly make changes to documents, manage messages and execute campaigns. Additionally, the client portal allows for workflows and business rules creation and customer segmentation for personalized and dynamic marketing distribution.



Lanvera is first and foremost a technology company. The cornerstone of our success revolves around employing the brightest minds in technology solutions while implementing cutting edge processes.

Lanvera is committed to delivering strategic solutions that satisfy the ever changing landscape of customer service. With a focus that extends beyond the document, Lanvera is able to deliver the latest in solutions while improving operational efficiencies, enhancing the client facing image, and reducing ongoing expenditures.

