

Affiliate Marketing

Let someone else pay for your statements...

Would you consider flying an airplane that is half-full as an efficient way of doing business? In the same way an empty airplane is wasting fuel, an empty member statement is wasting money.

Consider this: processing, printing, mailing and electronically delivering your members' statements are expensive. If you are only including transactional data and ignoring paid marketing opportunities, you are missing out on a huge communication tool and actionable vehicle.

SMART MARKETING, INNOVATIVE THINKING

Though third-party paid, or affiliate statement marketing, you can drive new revenue streams, new loans and referrals to your profitable departments. This type of business relationship can even pay for your monthly statement costs in full.

Lanvera will help you leverage every touch point by targeting messages to specific members, allowing you to educate, cross-sell and retain your members. By developing relevant and personalized communications, we can help you stay top-of-mind and maximize your member satisfaction and retention.

WHAT SETS US APART?

Proven

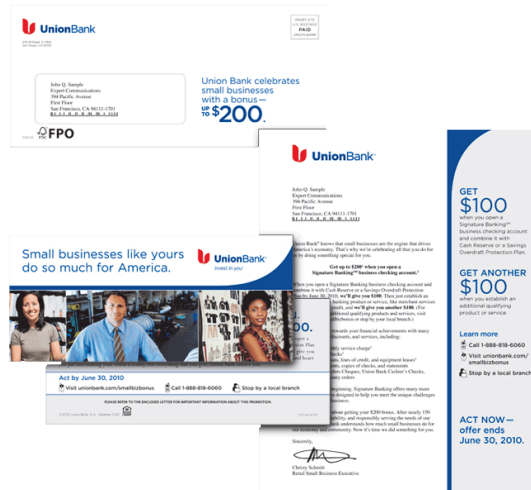
- 25 years of experience
- Diverse client portfolio
- 100% guaranteed quality

Innovative

- Design
- Technology
- Automation

Results Driven

- Lower costs
- Increase paperless adoption
- Drive new revenue



KEY BENEFITS

- Lower marketing costs and increase ROI
- Offset and reduce operational costs
- Deliver high-impact, personalized messages
- Improve customer engagement
- Provide easy, self-service marketing management
- Postage optimization

Full Color In-Line Inserts

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.

Affiliate Partnerships

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.

Electronic Messaging

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.

PULLING IT ALL TOGETHER

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.



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