



## Targeted Marketing

# Drive Revenue Reduce Costs

### THE NEXT GENERATION OF CUSTOMER STATEMENTS

Lanvera's complete document marketing platform allows clients to reduce and offset operational costs through personalized, full color messaging. The flexible and easy to use system improves the quality of marketing content and is proven to deliver results and increase customer engagement.

When an organization incorporates offset marketing into customer communications, they do so in hopes of achieving a "high-impact, low-cost" opportunity. In practice however, it's often expensive and time-consuming as buck-slip printing costs stack up significantly and require weeks of planning and a separate inserting machine, slowing down the entire process.

Lanvera solves this challenge by offering a complete document marketing platform that provides the ability to reduce and offset operational costs through personalized and automated marketing capabilities that include:

- Full color in-line inserts
- Envelope overprints
- Dynamic TransPromo messages
- Affiliate Partnerships
- Standard or selective inserts

No longer is document marketing limited to generalized statement stuffers that yield minimal returns. Personalized, targeted, automated and custom marketing is proven to improve statement processing ROI, reduce and offset operational costs, increase customer engagement and create better customer experiences.

### A COMPETITIVE ADVANTAGE

#### Dynamic TransPromo Messages

By blending transactional data with a targeted, relevant brand-building or marketing message on a single document, TransPromo converts the unused space on your statements into a personal, timely, effective promotional message that can be leveraged both online and in your printed statements.



### 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



**LANVERA**  
DELIVERING DOCUMENTS WITH INTELLIGENCE

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.

