

# Acquisition **Accelerator**<sup>®</sup>



## Quickly Find Prospects For Low-Cost Deposit Accounts, and Extend Personalized Offers at Saturation Pricing

*With higher deposit rates on the horizon, attracting core deposits has never been more important. Pinpoint top prospects and extend a personalized offer to improve your chances of success.*

One way to prepare for a higher deposit rate environment is to increase your financial institution's low-cost, core deposits. Do you have a strategy that identifies the best prospects, successfully targets them, and really grabs them with a strong incentive?

Acquisition Accelerator lets you extend a highly personalized offer to potential new customers — who match the profile of your best account holders — in and around your trade area.

## Apply Superior Analysis and Insight for Unmatched Targeting

The best prospects for new account holders are in your community. While competitors focus on target neighborhoods, Acquisition Accelerator guides you to individual prospects at the same saturation pricing. Why? Because not all households or residents in a neighborhood are created equal. Deposit balances and product usages vary significantly.

Acquisition Accelerator layers consumer, demographic, behavioral, purchase potential and other data for a unique view of prospective account holders. Combine these insights with your own account holder profiles to identify top prospects that are just like them.

Acquisition Accelerator enables financial services marketers to dive deeper than just the neighborhood level. For instance, adding actual account holder data to geographic data can identify areas of high sales penetration. This level of detail facilitates more focused targeting and messaging that is tailored to the recipient.

## Offer the Right Products and The Right Incentives at the Right Time

Consumers often change banks. The primary bank switching rate increased by more than 40 percent in late 2013 to an overall switch rate of 10%.<sup>1</sup> Acquisition Accelerator helps financial institutions engage top prospects in one-to-one, compelling communications when they might be considering a switch.

The approach is highly targeted. The messaging is personalized. Offer the right product at the right time with the right incentive and, suddenly, you could be well ahead in landing the account.

## Enjoy Personalized Communications at Saturation Pricing

The Power Card Plus is customized, targeted direct mail to individuals in specific audiences at saturation marketing prices. These segments include:

- Look-alike Consumers
- Small Business Owners
- Seniors
- Existing Account Holders for Cross-sell

The exclusive Power Card Plus is highly visible, very affordable, and ultra-customized. You'll also receive a full response analysis, including demographics.

*A new checking household is valued at \$791.<sup>2</sup>*

*Financial institutions that acquire these account holders stand to profit from the relationships.*

*Is your institution in the running?*

## Power Card Plus

**CHECK WITH US**  
for a thank-you gift and so much more.

**GET \$100**  
OR ONE OF 5 great gifts!

**Jen, our FREE Checking account makes it simple to manage your money.**

You'll love the convenience and ease of your ((YOUR FI NAME)) FREE Checking account. You'll get a gift just for opening your account, and you'll enjoy these outstanding features:

- **FREE debit card** - Makes paying and getting cash a snap.
- **FREE online services** - Bank 24/7 and keep track of your finances with Online Banking, Bill Pay and e-Statements.
- **FREE Mobile Banking** - It fits your on-the-go style! Bank right from your phone or other mobile device.
- **Convenient ATMs** - You're not far from a ((YOUR FI NAME)) ATM in your area.

**Just open a FREE Checking account**  
it comes with lots of great features — and a special gift!

**FREE Checking account is a snap!**

Bring this card to get your account set up. Forward to:  
123 Street  
City, US 12345

**Come see us!**

**Open a FREE Checking account AND GET \$100**  
OR ONE OF 5 great gifts!

**YourFI**

**Free, easy and something extra. Jen, you're gonna love checking with us.**

<sup>1</sup> Alix Partners, *Mobile Financial Services Tracking Study*, March 2014

<sup>2</sup> Callahan & Associates, Javelin Strategy & Research, Moebs Services and Harland Clarke, *Combined Aggregate Data*, 2012-2013

Choose a Turnkey Solution That You Won't Find Elsewhere



- **Data-Driven Analysis**  
Combines 1,400 variables for 1:1 segmentation
- **High-Value Incentives** - including Cash
  - » Redeemable online from home, your branch, or virtually anywhere
  - » Mobile enabled
  - » Includes a referral program
- **Personalized Creative**
  - » Offers that are specific to the individual recipient
  - » Printing, postage, and letter shop services
- **Comprehensive Metrics and Reporting**  
Includes Incremental Sales, Market Performance, New Customers Generated, Response Rate, Redemptions, ROI, and Cost per Acquisition

To learn more about how Harland Clarke can help your financial institution attract new account holders, **call 1.800.351.3843**, email us at **ContactHC@harlandclarke.com**, or visit **harlandclarke.com/AcquisitionAccelerator**.