

# Reach New Customers In Your Market Quickly



## Turnkey On-Demand Campaigns

76% of consumers trust direct mail when they want to make a purchase decision.

In fact, when making a purchase, consumers trust traditional advertising more than digital.<sup>1</sup>

Successful financial institutions maintain steady growth by acquiring new households, increasing deposits and adding new loans to their portfolio. But maintaining brand awareness among prospects can be challenging, especially for small financial institutions in a crowded market. In addition, community-based financial institutions may not meet budget or quantity minimums for many acquisition solutions.

### A cost-effective, turnkey solution

Offering quick deployment of custom-branded, high-quality direct mail and low minimum quantities, this solution is designed specifically for community financial institutions and small businesses.



<sup>1</sup> "Which Advertising Channels Consumers Trust Most and Least When Making Purchases," Marketing Sherpa, 2017

## The right products, the right incentives

Turnkey On-Demand Campaigns are versatile and can help you promote any product in your portfolio. Use it to promote incentives on new checking/savings accounts or CDs. Quick deployment allows you to advertise promotional rates for auto loans, personal loans, mortgages and more.

## Reach the right prospect

Not all consumers are the same. Tailor your campaign to specific segments using audience selection tools that let you to reach households based on factors like location, age, income and family status. Introduce your financial institution to new movers before the competition reaches them. Increase foot traffic by saturating specific neighborhoods.

## Select Your Audience By:

Age

Gender

Marital Status

Children

Homeowner/Renter

Income

Estimated Home Value

Length of Residence

Age of Home

and more



Find out more about how Harland Clarke can help your financial institution achieve its portfolio goals.

Call 1.800.351.3843  
Email [contacthc@harlandclarke.com](mailto:contacthc@harlandclarke.com)  
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