



# Engage Consumers Better With Direct Mail

DirectMail **CX**<sup>™</sup>

# Get Physical



## Direct Mail is a Critical Engagement Tool

Direct mail is an extremely relevant strategy that allows very specific audience selection along with being able to determine ROMI.



75% of households either read or scan advertisements in their mail<sup>1</sup>



92% of millennials are influenced by direct mail to make purchase decision<sup>2</sup>



1 in 7 checking account openers were influenced by a direct mail piece from their financial institution<sup>3</sup>

## Count on Harland Clarke for *Direct Mail Planning, Production and Mailing Capabilities* to Help Grow Your Business

**Going to the mailbox is now an event.** With email fatigued and oversaturated, and **42 percent<sup>4</sup>** of the U.S. labor force working from home, using direct mail to send a **physical letter, package, mailer, brochure, or postcard** to your prospects and customers is now the channel consumers can touch, feel and trust most.

Harland Clarke is uniquely qualified to help you plan, create and execute a successful direct mail campaigns. We offer state-of-the-art processes, technology and equipment to execute your campaigns — flawlessly and on-schedule.

Our world-class direct mail capabilities include data processing, print production, lettershop services, inventory management and information management. Rigorous quality and security standards ensure exceptional results, regardless of volume or complexity.

### Our award-winning production and fulfillment capabilities deliver:

- Efficient materials management from production to completion of your project
- Secure handling of sensitive customer data
- Equipment and expertise to meet any creative request or production challenge
- A one-stop resource for projects of any size or complexity

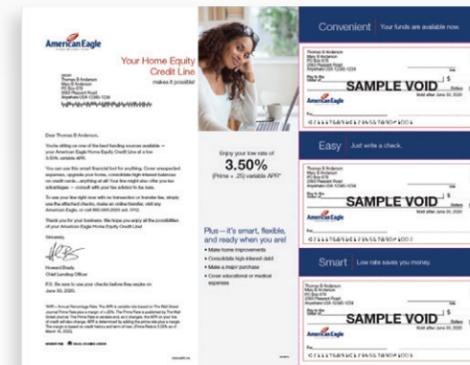
<sup>1</sup> USPS  
<sup>2</sup> Digital Dog Direct  
<sup>3</sup> The Financial Brand  
<sup>4</sup> Stanford Institute for Economic Policy Research

# Full-Service Direct Marketing Campaigns

*Direct Mail is an extremely relevant strategy that allows very specific audience selection along with being able to determine ROMI.* Harland Clarke provides professional, innovative direct mail campaigns to support your customer engagement strategy. Choose from check letters, live checks, letters and notices, rebate checks and coupons — to meet all your needs.

### Everyone could use a check or three.

Check letters cut through the clutter and get noticed. Examples include convenience check solicitations that access lines of credit, such as credit cards and home equity loans.



### Variety of direct mail formats to match your budget and strategy.

There are many ways to send direct mail — letters, postcards, and self-mailers. We can help you choose the most effective format by making expert recommendations based on your budget and promotion, i.e., rebate checks and coupons, general communications (investment, collection, deposit letters), notices, marketing communications (activation/engagement, cross-sell), and skip-a-pay.



### Real checks get real results.

Direct mail that includes live checks are highly effective for enabling customers to use for balance transfers, mobile deposits, rebate checks, reward checks and more, particularly around the holidays.



### M&As present unique and powerful customer engagement opportunities for financial institutions.

We'll help plan, create and execute a direct mail strategy specifically designed to achieve success for your financial institution and deliver a world-class customer engagement experience.



# Quick Direct Mail Marketing

Aptly named, Quick Direct Mail from Harland Clarke offers faster deployment of custom-branded, high-quality direct mail. The benefits of Quick Direct Mail include:

- Turnkey solution with timeline as quick as 12 days (plus mail time)
- Household direct mail program, puts your important message directly into your customers' mailbox
- Library of attractive, ready-to-go templates for letters, postcards and convenience checks
- Client simply chooses the design, supplies customized messaging and we do the rest — production, lettershop and mailing.

## Direct mail is a valuable marketing tool with many uses, both promotional and practical.

For customers who may need short-term budget relief, help with expenses, or simply added financial flexibility, there's skip-a-pay, convenience check mailers, SBA/paycheck protection, personal loans and lines of credit.

Provide customers with the knowledge and skills needed to maximize emerging banking technologies, like online/mobile capabilities, remote deposit capture, self-service options, and online account opening

Direct mail postcards are the perfect format for operational announcements, like branch hours, call center information, branch services, and other updates.



# Direct Mail Services We Provide

Our goal at Harland Clarke is to be your partner for all of your direct mail needs. We serve banks and credit unions of all sizes with full-service solutions, including:



## Design

From quick-to-market templates to custom, branded design



## Data

Secure, automated file transfer and management



## Production

Fully capable lettershop with capability to digitally produce any type of direct mail



## Mailing

Presorting, distribution handled through USPS or comingle services, bulk mail pricing

## Experience

- 40+ years of experience in direct mail
- Over 500 million pieces mailed annually
- Millions invested in imaging, bindery, finishing and inserting equipment across multiple locations
- Trusted by the world's best-known brands

## Information Management

- State-of-the-art physical and information security
- Regular vulnerability and penetration testing
- Personnel screening and background checks
- Ongoing security education
- Meets all regulatory compliance measures

## Production

- 100% fulfillment services
- 99.99% on-time delivery rate
- Variable print personalization services
- Four-color digital imaging
- UV imaging (black/white)
- Card encoding
- Custom finishing (tabbing, stamping, labeling, folding, cutting, spot gluing, perfect binding)
- Automated intelligent inserting
- Distribution direct to USPS or via comingle service
- Presorting

# Award-Winning Service and Support

Recipients of the prestigious Malcolm Baldrige National Quality Award, Harland Clarke puts the industry's best practices and technologies to work on your behalf to make sure every crucial step is completed at the highest quality level possible — intelligently, effectively and efficiently.



## THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.



Whether a simple postcard, letter or multi-touch campaign, Harland Clarke is committed to consistently delivering on your expectations, giving your financial institution a competitive advantage.



Learn more about our direct mail planning, production and mailing capabilities.

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Visit [harlandclarke.com/DirectMailCX](http://harlandclarke.com/DirectMailCX)