

# Create better engagement with Card Solutions

Driving brand awareness and revenue requires maximizing every engagement tool at your disposal. Yet, many institutions fail to leverage their card program to do so. Our card solutions go beyond offering core card solutions and program components to deliver a full suite of card services that engages customers and helps build fee income.

## Card Solutions help you...

**Give customers peace of mind** by replacing lost, stolen or compromised cards instantly.

**Enhance the customer experience** by delivering cards instantly and by mail.

**Strengthen brand awareness and grow revenue** utilizing an easy and effective card program to support acquisition and drive customer engagement objectives.



## Distinguishing Features

1

**We deliver an end-to-end solution** that supports account acquisition to drive profitability and cardholder satisfaction.



### Card Manufacturing

Nearly half Americans own a contactless card, and that number is growing.<sup>1</sup>



### Card Personalization

33% of consumers who abandoned a business relationship did so because personalization was lacking.<sup>2</sup>



### Instant Issuance

Instant issuance increases activation rates by 93%.<sup>3</sup>



### Prepaid Cards

The U.S. prepaid card market is expected to reach \$1,645.77 billion by 2027.<sup>4</sup>

## 2 Create top-of-wallet engagement

Don't underestimate the power of a cool-looking card. We deliver a number of opportunities to make sure your card stands out, including contactless technology, cards customized with a favorite pet, family or sports team, sustainable cards, metal cards, and more.



*Attract high-end cardholders*

The estimated target audience for metal cards is nearly 40 million-strong<sup>5</sup>

*Instant gratification = Instant results*

82% of cards are activated with instant issue compared with 50% for cards that are mailed<sup>6</sup>

*Drive revenue and delight cardholders*

Personalized credit card customers average slightly more than 10 transactions per month<sup>7</sup>

*Going green gives you a competitive advantage*

93% would switch to a recovered ocean plastic card if it were offered by their current issuer<sup>8</sup>

## 3 What does "fully managed solution" mean?

- Our dedicated, experienced team is available to guide you
- We take a consultative approach to ensure your card programs are considered in the context of your customer engagement and activation strategies
- The solution is easy, seamless and profitable
- We're an extension of your financial institution



**We are here to help you succeed.**

Count on us to make the most of your card program, driving what matters to your financial institution: affordable innovation, brand awareness, revenue and — most important — customer engagement.

Discover how our full suite of cards, innovative card technology and superior service combine to give you a competitive edge.

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<sup>1</sup> Tepper, Taylor, "Contactless Credit Cards and Payments: The Good, The Bad, and The Ugly," Wirecutter, May 7, 2020  
<sup>2</sup> The Financial Brand  
<sup>3</sup> Vericast client data  
<sup>4</sup> GlobeNewswire, United States Prepaid Cards Market Report 2022  
<sup>5</sup> CPI Card Group  
<sup>6</sup> Aite Group  
<sup>7</sup> The Financial Brand  
<sup>8</sup> CPI Card Group