



HARLAND CLARKE

/ ACQUISITION & RETENTION

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.¹

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

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.

STILL PAYING MONTHLY RENT?

The Rent You're Paying Could Be Building Equity In Your OWN Home!

Let Us Help You With A **FREE** Personalized Home Loan Consultation

MONTHLY	1 year	3 years	5 years	7 years
\$1000	\$12,000	\$36,000	\$60,000	\$84,000
\$1200	\$14,400	\$43,200	\$72,000	\$100,800
\$1500	\$18,000	\$54,000	\$90,000	\$126,000
\$1750	\$21,000	\$63,000	\$105,000	\$147,000
\$2000	\$24,000	\$72,000	\$120,000	\$168,000

Call Us Today!
(888) 555-1212 or (888) 555-1212

AUTO RATES AS LOW AS 1.90% APR*

APPLY NOW
Monday - Friday 7:00am - 7:00pm
Saturday 8:00am - 5:00pm, Sunday Closed
WWW.YOURDOMAIN.COM

123 Main St. Tarpon Springs, FL 34689

It's Never Too Early To Start **Education Savings**

5.50% APR* No monthly maintenance fees

SUPER SAVER CERTIFICATE OF DEPOSIT

¹ "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 PROSPECTS

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

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

1.800.351.3843 contactHC@harlandclarke.com vericast.com/Acquisition