

## Product



### CardVision™

## Cultivate Engagement and Growth in Your Card Program



With its unique combination of managed marketing campaigns, thorough portfolio reporting and personalized consultation services, CardVision from Fiserv gives you the power to connect with cardholders.

CardVision offers unmatched industry expertise and meaningful data to help you understand your cardholders like never before. A deeper understanding of your cardholders provides the insight you need to stand out in the marketplace and provide the solutions consumers demand.

### Keep Your Portfolio Healthy

Having a clear picture of your entire portfolio is essential to a healthy card program. With CardVision, you have access to:

- In-depth monthly and quarterly reports outlining key performance metrics, actual interchange income by network, activation and usage rates, growth by user segment, and more
- Easy-to-read dashboard reports that allow you to quickly analyze portfolio performance
- Peer benchmarking for a clear understanding of your competitive position

### Put Your Data to Work

CardVision provides targeted marketing campaigns with a proven track record of motivating cardholders. With options spanning all phases of the consumer life cycle—from activation and usage to adoption and long-term loyalty—CardVision delivers top-notch management and execution of every campaign from start to finish. CardVision provides:

- Historical baseline data to ensure efficient targeting
- A proprietary approach to portfolio segmentation, designed to optimize results
- Comprehensive and personalized results reporting
- Sustained transaction lift post-campaign across all segments



## Translate Strategy Into Action



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit [fiserv.com](http://fiserv.com) to learn more.

## Partner With an Expert

Complete your portfolio growth strategy with a customized marketing program and regular consultation with an advisor. By partnering with our experts, you'll build on the foundation of powerful data and compelling marketing strategies to create a market-leading card program.

Your portfolio consultant provides insight and advice to help ensure the success of your card program, including:

- Marketing plans and projected ROI
- Consumer trends and impact of new technologies
- Segmentation strategy and best practices
- Campaign performance evaluation
- Annual marketing review

In addition to strategic planning, portfolio consultants can provide guidance on optimizing other Fiserv solutions such as CardValet® and uChoose Rewards®, as well as new payment technologies like tokenization and EMV™.

## Key Benefits

- Improves revenue growth and portfolio profitability
- Increases card usage and cardholder engagement
- Delivers valuable information on key portfolio performance indicators
- Delivers actionable insights through customized reporting
- Helps achieve greater card activation rates
- Builds brand equity through targeted marketing
- Leverages industry best practices for optimal ROI

## Connect With Us

For more information about CardVision, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).



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