

Product



Integrator Advance™

Drive Profitable Growth Through Advanced Marketing



The right business decisions require reliable intelligence about your customers. Whether you're targeting the best audience for cross sales or developing a strategy to increase channel usage, Integrator Advance from Fiserv delivers the answers you need to deepen customer relationships and drive growth.

Your marketing analytics platform is an essential tool for strengthening customer relationships across multiple dimensions and leveraging this knowledge to drive profitable growth.

Integrator Advance is a new marketing analytics platform that offers advanced capabilities including research-based segmentation, cross-sell intelligence, campaign management and reporting. This easy-to-use solution provides a 360-degree view of customer relationships, expands your ability to incorporate data from myriad sources into your marketing analyses, and enables you to probe that data in ways that reveal new growth opportunities.

Put Your Data to Work

Fiserv has been arming financial institutions with objective and actionable market research for more than three decades.

Integrator Advance is the only solution that enables you to upload consumer research, performance analytics and survey responses into its database and draw from these sources to implement strategic and tactical recommendations. It also enhances your ability to share and leverage this data with various users across a range of devices—enabling marketing executives, branch managers and CEOs to make more informed, profitable decisions.

Simplify Campaigns with a Unified Solution

Integrator Advance includes benchmarking and analytics, campaign process support, simplified querying and reports, and platform management tools in a single solution. Its innovative features and modules support a full range of campaign needs to help you achieve better results.

- **Advanced Segmentation and Campaign Management**—Target, plan and track the results of multi-threaded campaigns. Your campaign will be tied to financial results like never before
- **Dynamic Reporting**—Create customized portals and dashboards including charts, graphs, reports and links to deliver concise data views aligned to the needs of users
- **Flexible Views**—View customer and household account relationships, as well as service/channel usage, to design effective and successful campaigns
- **Web-based Platform**—Access the solution across your organization without additional installations or licensing. Run ad hoc queries and reports any time, from anywhere



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 and fiserv.com/speed to learn more.

Performance Marketing

To drive growth and promote customer retention, your financial institution needs a targeted, multi-channel marketing program. Market Performance Solutions from Fiserv meets this need with an integrated approach to delivering relevant marketing analytics and end-to-end campaign management. A critical component of this solution suite is Integrator Advance, which provides the customer analytics needed for targeted product and service offers.

Integrator Advance amplifies the power of your customer contact teams by capturing, analyzing and leveraging valuable financial and lifecycle information that is often revealed during customer conversations. You'll feel like your marketing department just got bigger—and smarter.

When you partner with Fiserv, you have the option of engaging one of our strategic advisors to help you optimize your performance. Our advisors will work closely with you to enhance your understanding of the competitive landscape and match emerging customer insights to growth opportunities.

Key Features

- Identify and prioritize recommendations that will have the greatest impact on performance
- View and work with our proven consumer and small business segments, or create your own to track and plan customer behavioral changes
- Plan, track, measure and report on multiple marketing campaigns
- Create interactive maps of your customers, branches and ATMs to better understand bank facility uses and reveal new market opportunities
- Calculate the profitability of each account and customer
- Update daily, or as often as needed, to react quickly to changing customer behaviors and campaign responses
- View, organize and understand your customer relationship data more quickly and easily than ever before

Connect With Us

For more information about Integrator Advance, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com



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