



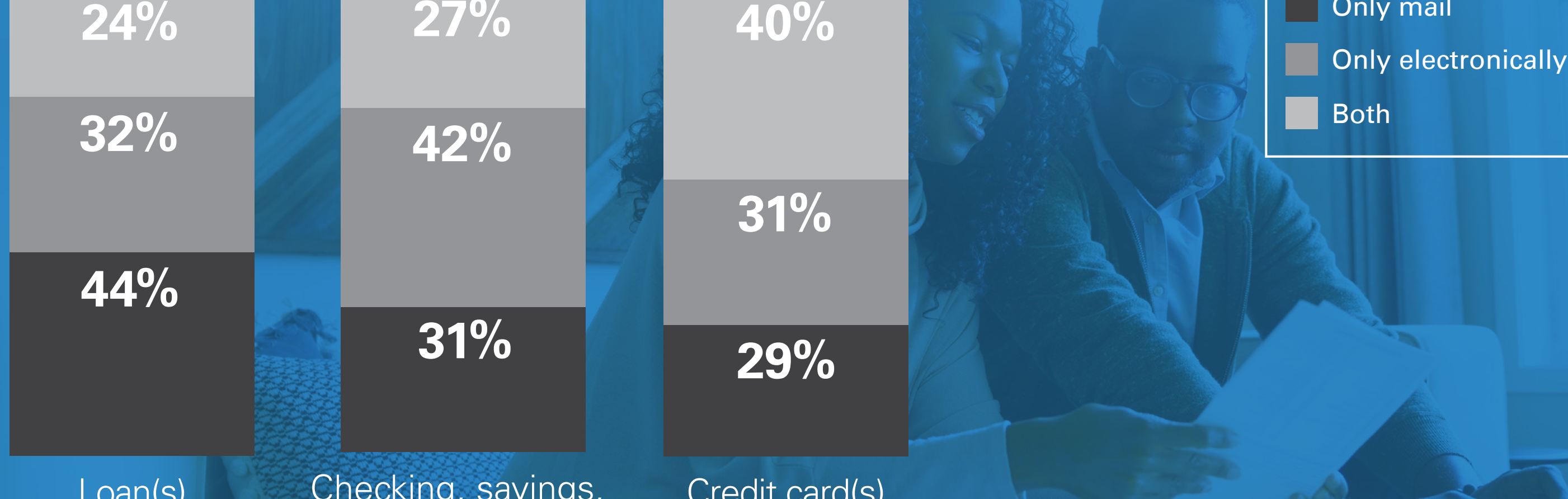
Connect With Accountholders

Drive engagement, digital adoption and revenue with intelligent experiences for your consumers.

There's more than one way to deliver statements.

(And more than one way to reach the accountholders reading them.)

How consumers receive statements



Whatever the delivery method, accountholders spend serious time with their monthly statements.



4:03
3:05



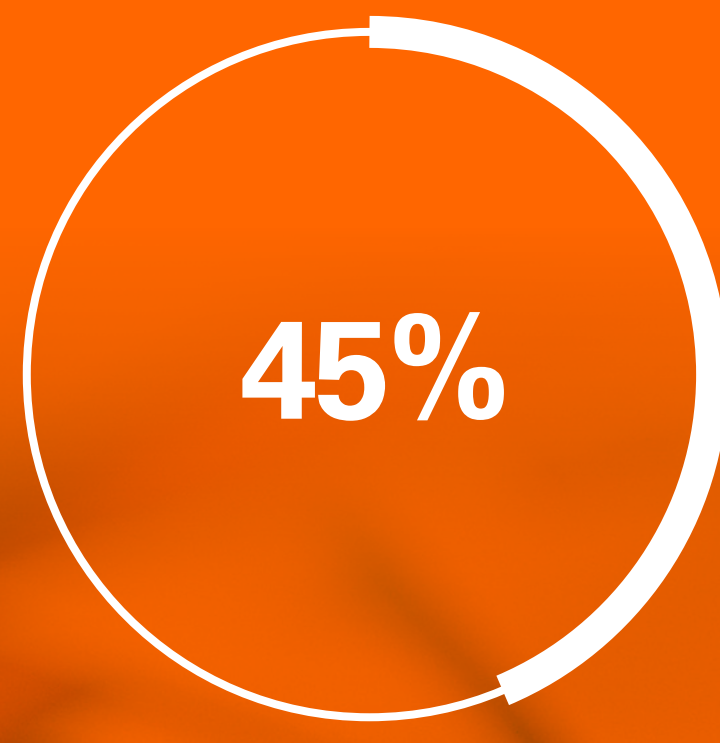
Paper statements
(refers to checking, savings, money market or CD accounts)



Electronic statements
(refers to checking, savings, money market or CD accounts)

This means you've got a captive audience for 40 to 50 minutes per year.

Who spends the **most time** with paper statements?



of **boomers** (53–71) spend 6+ minutes with account statements.

(Checking, savings, money market, or CD)

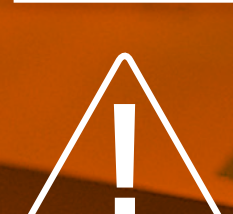


of people with **more than \$1 million in investable assets** spend 6+ minutes with credit card statements.



of **seniors** (72+) spend 6+ minutes with account statements.

(Checking, savings, money market or CD)



You've got your accountholders' attention.

Why do people choose **paper statements** over electronic?

- 1 I need a paper copy for **records and/or taxes**
- 2 They're **easier** to read
- 3 I'm worried about **security**



Why do people choose **electronic statements** over paper?

- 1 They're more **environmentally friendly**
- 2 They're **easier** to read
- 3 I don't want to **file paper**



Understand what your accountholders want.

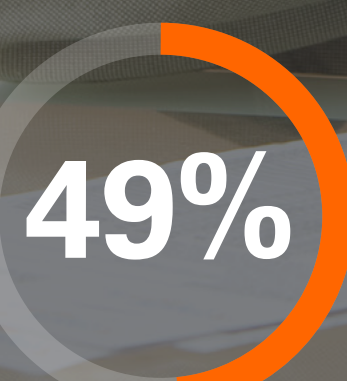
And meet them where they are.

37%
of **consumers**

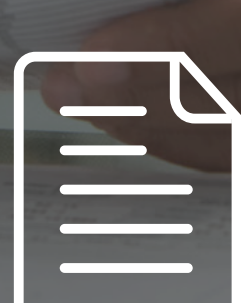


remember seeing personalized messages on statements or bills

Who's **most likely** to remember your message?



of **millennials** remember seeing personalized messages on statements or bills



of **urban consumers** remember seeing personalized messages on statements or bills

Statement Advantage™ from Fiserv helps financial institutions drive engagement, accelerate digital delivery and create compelling accountholder experiences. Make every connection count with Statement Advantage.

Connect With Us

For more information about Statement Advantage, call 866-963-4877, email getsolutions@fiserv.com or visit [fiserv.com](https://www.fiserv.com).

The data included here are drawn from the Fiserv quarterly consumers trends survey, Expectations & Experiences: Household Finances, Fiserv 2018. Some of the results presented here reflect survey questions that were posed to subsections of the total sample. The full survey methodology is available at <https://www.fiserv.com/expectations-experiences-research.aspx>. More information is available upon request.



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