

**Insights and Action for Growth With Raddon® and Originate™**

**Accelerate Growth Through Market Insight and an Easy-to-Use Account Origination System**

In the increasingly competitive world of financial services, you need to know what your members want and when they want it. You also need a quick, convenient way for your members to take advantage of your offer. With Raddon and Originate from Fiserv, you get both.



How often do you wonder, “What is my generational segmentation and how should I message to them? How are we doing compared to peers? What wallet share opportunities exist with my members?”

With Marketing Accelerator from Raddon, a Fiserv company, you can get these insights and more, enabling you to provide the products and services your members need right when they need them. Our experts analyze your data and deliver an optimized campaign to your members, leading to any easy online account opening experience through Originate.

**Giving You the Insight You Need**

Through a strategic discussion and data analysis, Raddon experts provide a baseline 360-degree view of how you stand today. In-depth analysis of your performance from a household perspective includes:

- Product penetration and balances
- Share of member wallet
- Products per household metrics
- Product performance profiles

We also look at how effective you have been in capturing opportunities within the member base, including metrics such as:

- Household-level benchmark comparisons that show where you rank relative to peers
- Proprietary consumer segments from Raddon that reveal the impact of member demographics on performance and identify areas of opportunity

We provide start-to-finish support from experienced strategic and marketing advisors to provide deep insights into the results – including recommendations. Ultimately, you receive an actionable campaign for delivery to your members.

**Building an Actionable Campaign**

After agreement on the campaign and growth objectives, our creative team works within your brand standards to design industry-proven, relevant, impactful campaign assets that drive the response, revenue and relationship outcomes that you desire. Campaigns include both direct mail and email assets.

We manage the printing and mailing of your campaign from standard letters and postcards to high-color forms, highly

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personalized self-mailers and other custom communications. Our direct marketing production facilities feature both digital and lithographic printing in up to eight colors. We offer your brand logo personalization to create engaging direct mail.

### **Making It Easy to Apply**

With Originate, you can create customized applications to correspond with your campaigns, giving members a streamlined application experience. You can place an “Apply Now” button in emails or a QR code on printed mailers that link directly to your application or an informational landing page.

### **Focusing on Results**

You’ll receive a full post review to help determine success of the campaign – including both the direct results desired from the campaign as well as in-depth tracking to provide indirect results with the targeted households. We’ll provide a full report along with recommendations for the next steps available for further campaign development.

You also get start-to-finish support from our experienced strategic and marketing advisors, providing leading industry expertise and depth of personal experience.



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### **Connect With Us**

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