

TransPromo.

SMART. STRATEGIC. POWERFUL.

Special
Limited Time
Offer

★ ★ Maximum Discount ★ ★
Save up to 70%

**BEST
OFFER**

LIMITED TIME ONLY
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INTEREST RATES AS LOW AS
5.0%



**SPECIAL DISCOUNTS ON
COFFEE AND PASTRIES**

\$7



&



15%

VOUCHER

**\$200
VALUE**

COUPON

\$100

**CUT THROUGH
THE CLUTTER**

NCP Solutions provides time-sensitive and mission-critical customer communications on the behalf of organizations, while freeing their internal resources to focus on core business functions and goals.

Our printed and electronic solutions are designed to help organizations distribute communications that are vital to customer relationships in ways that allow the business to:

- Impact cash flow
- Address compliance and regulatory requirements
- Drive customer acquisition, engagement and retention
- Inform and educate audiences

Contact us to find out how you can optimize the effectiveness, efficiency and impact of your business-critical communications.



THE POWER OF PRINT...

In today's cross-media marketing environment, print packs a powerful punch. Virtual channels like mobile marketing and email may get the lion's share of the attention, but print has the ability to reach consumers regardless of demographic or socio-economic status and deliver response rates unmatched by any other vehicle.

With the addition of TransPromo onserts, print can be transformed into an interactive medium, driving traffic across channels and cultivating deeper engagement between customer and brand. A critical component of any integrated marketing program, print is the catalyst for success.

STATEMENTS

Cut Through the Clutter with TransPromo-Powered Statements

Today's consumers are hit with thousands of marketing messages every day, at every turn, and have less time and patience to sift through the media and market fragmentation. In this age of information overload, it takes something extra-compelling to cut through the clutter and grab their attention. As companies seek to overcome this challenge, transactional and financial statements are rapidly emerging as a highly effective marketing vehicle.



VARIABLE IMAGES

Include customized images that incorporate the recipient's name, age, gender, interests, or past purchase.

Connect and engage with truly relevant content

The sheer importance of transactional and financial statements ensures they get read. The average consumer receives 5 - 10 bills or statements each month, and spends between 4 - 6.8 minutes reviewing these printed transaction

documents¹. That presents a tremendous opportunity for marketers to sell additional products and services while strengthening existing relationships by incorporating TransPromo into these trusted, must-read documents.

No longer static lists of transactions, today's statements are doing double-duty as powerful, revenue-generating, interactive one-to-one marketing tools. Because they are already being delivered on a regular basis, statements can help you save money, build customer loyalty, and boost profits without adding one penny to your postal costs.

Personalize messages based on demographics or previous purchase activities; encourage enrollment in auto-pay or electronic statements; and transform your printed statements into an interactive medium with QR codes. The possibilities are endless!

¹ Source: *The Future of Multi-Channel Transactional Communications in the U.S.*, InfoTrends, 2013

MARKET DRIVERS

What does leveraging TransPromo mean for you?

Marketing ROI, reaching customers, and reducing operational costs are the driving forces behind TransPromo. More than ever, businesses are focused on cost containment and measurement, and TransPromo communications address the challenges associated with delivering your message in a way that encourages desired behaviors in recipients.

Save money on postage by integrating promotional offers and transactional statement into a single document. Eliminate the need for additional printed material, the need to ship and warehouse such pieces, and waste due to obsolescence. Minimize the total number of items contained in a single mailpiece to save additional postage by reducing envelope weight².

Build awareness and highlight very specifically what action a consumer is to take. Combining relevant messaging, color, and attractive offers make business communications easier to understand, leading to greater customer satisfaction and reduced call center expenditures².



HIGHLIGHT COLOR

Use color to add clarity and help customers find important information

Drive revenue by expanding relationships with satisfied customers, and gain referrals as they become your advocates. Decrease call center volumes and shorten call duration, reduce payment collection and processing costs, and lower operational costs to promote profitability².

Reduce the number of calls to your call center

Whether your organization begins with a revenue-generating approach, a cost-savings approach, or blend of the two, TransPromo communications offer the opportunity to significantly heighten the value of these important customer touchpoints³.

² Source: *Adding Value to Transaction Printing, TransPromo: Delivering ROI*, InfoTrends, 2013

³ Source: *TransPromo: Optimizing Marketing*, InfoTrends, 2012

OPPORTUNITY

Today's TransPromo Realities

TransPromo, or statement based marketing, is one of the fastest-growing digital print applications, with an increase of almost 15 billion impressions expected by 2018, and a CAGR of nearly 20%¹. Leverage this valuable touch-point to better manage your customer relationship life-cycle by blending targeted, relevant messages with these "must-read" transaction statements.

Make the most of your transactional documents. Increase their value and relevance by using whitespace to deliver targeted messages that can be as personal and relevant as the transactional documents that contain them. By delivering targeted, personalized offers, you demonstrate you have extensive knowledge of your customers, increasing the value and relevance of each communication.

TARGETED MESSAGES

Turn your statements into a marketing tool and encourage cross-sell by incorporating promotional offers and coupons.

Generate revenue with TransPromo techniques

Turn process into profit with TransPromo printing. Affordably blend full-color messaging with statements to enhance value and drive new revenue streams. Statements have become increasingly strategic and are now often viewed as a revenue-generating platform rather than an operational document

representing an accepted cost of doing business.

And by the way, do you realize customers prefer inserts over mail package inserts by almost 2 to 1²?



¹ Source: *U.S. Digital Production Printing Application Forecast: 2013-2018*, InfoTrends, 2014

² Source: *Adding Value to Transaction Printing, TransPromo: Delivering ROI*, InfoTrends, 2013

MAKE A DIFFERENCE

The time is now to seek ways for more effective communication!

With so many choices in the marketplace today, consumers have a dizzying array of options. The key to sustained engagement is making it relevant with targeted, unique-to-the-individual messages. Maximize effectiveness in reaching customers with a blend of print, web, and email – incorporating mobile devices into this cross-media strategy.

Emerging technologies provide opportunities to make print interactive, and TransPromo is a critical component in moving consumers to online channels. Whether using mobile codes, mobile messaging, near field communication, or augmented reality, blending media channels allows your business to reach a broader audience, target demographics, and boost response rates.



INTERACTIVE PRINT

Give customers an easy way to respond to offers or get more information with QR codes or marker-based augmented reality.

Turn communications into interactive marketing tools

When the appropriate message is matched to the right channel, integrating those channels reaches and engages the audience. Consumers can gain access to additional information without the need to include additional text in the document, creating a seamless interactive experience and maximizing the communication.

Tying all channels together in an integrated TransPromo campaign allows consumer data to be collected, responses tracked, and knowledge gained of which media is most likely to get a response from each contact for more successful and cost-effective follow-ups.

Integrating digital and print adds value, offering a higher level of engagement, strengthening the message, and driving action while providing the ability to measure and learn about the consumer.



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