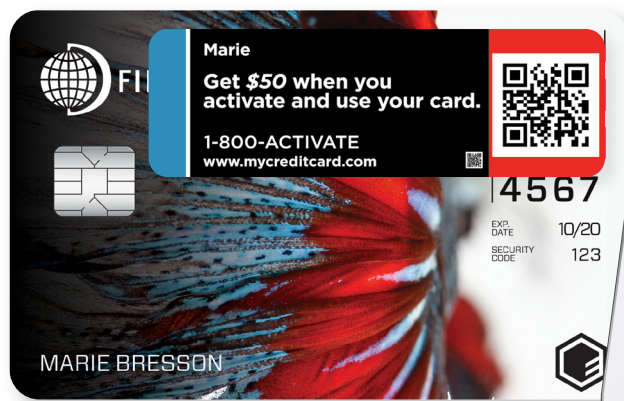


CUSTOMER USE CASE

How to Turn Cardholder Attention into Card Activation



Personalization drives activation

With no shortage of brand messages to choose from, capturing consumer attention is a challenge. But the direct ROI from an engaging and personalized message can be well worth the effort. In a study by Gartner, researchers found brands that rise above the marketing noise to deliver personalized messages and eye-catching designs outsell companies that don't by 20%.¹ In a similar study, researchers found that personalized calls to action (CTAs) drive 42% higher conversion rates than generic CTAs.²

Dynamic color/Label printing empowers banks to stand out

In the card package, the label represents the most valuable real estate for reaching cardholders. It can be the first place a cardholder looks. Financial institutions that use generic or preprinted labels risk missing out on a powerful opportunity to captivate their audience in the fleeting moments when they are most likely to activate their card.

Adding dynamic, inline color label printing capabilities to an existing DATACARD® MX Card Issuance System can help make your customers' cards stand out — engaging card recipients and encouraging card activation and usage.

Create card labels that deliver:

- Eye-catching, high-quality color images
- Personalized, 1:1 marketing messages

Additional business benefits may include:

- Reduce inventory management costs
- Simplify inventory processes
- Drive larger job sizes to minimize system starts and stops
- Streamline production

¹ <https://www.gartner.com/smarterwithgartner/walk-a-fine-line-with-personal-mobile-offers/>

² <http://www.econtentmag.com/Articles/News/News-Feature/How-to-Realize-ROI-From-Personalization-109358.htm>

Increased activation is a win-win for everyone

For the bureau: Higher card activation rates increase the value of label printing services — driving demand that supports higher price points for customized inline labeling.

For the customer: Increased activation rates create new revenue opportunities — such as additional transaction fees and account interest charges.

CARD LABELS with customized activation messages and full-color designs drove **1-3% INCREMENTAL INCREASES** in card activation*

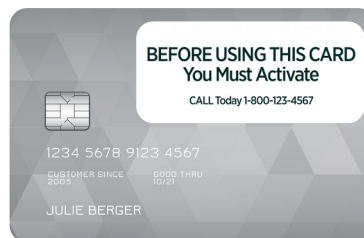
Establishing the proof point: personalized label pilot study

In order to validate the activation benefits of full-color, personalized labels, Entrust partnered with a large bureau and its national customer to create inline custom labels that would help its branded credit and debit cards meet three key objectives:

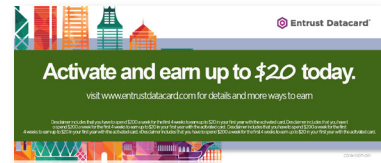
1. Drive new customers to action
2. Increase card activation
3. Achieve top-of-wallet status

The pilot study used inserts and two different versions of the card label — one that included personalized, full-color messages repeating the activation offer and another that offered a generic, preprinted activation message.

INSERT OFFER + GENERIC LABEL



INSERT OFFER + LABEL OFFER



During the pilot, the personalized label engaged additional card recipients who may not have taken action reading the insert alone. Card labels with customized activation messages and full-color designs had 1-3% incremental increases in card activation.*

« This (positive result) confirms that a cardholder is more likely to read the label than other materials (in the card package). »

– Pilot customer

Learn more about the benefits of inline, full-color labels

Contact a card program expert to see how customized activation messages can drive new card activation and create new revenue opportunities across your banking operation.

Learn more at [entrust.com](https://www.entrust.com)



U.S. Toll-Free Phone: 888 690 2424
International Phone: +1 952 933 1223
info@entrust.com