



Are Your Cards Top of Wallet?

The WOW Factor Your Card Program Needs

5 Compelling reasons why customization is a necessity for today's consumers

Consumers love customization

Study after study shows that customization creates an emotional connection that can positively impact consumer preferences and instill brand loyalty.



The positive impacts are clear

1 41% of U.S. consumers are loyal to brands that offer the opportunity to personalize products or express their individuality¹



2 15-20% increased transaction volume²



3 21% higher usage seen with customized cards³



4 6% increase in debit card activation for banks offering photo card customization⁴



5 18% higher customer retention with customized cards⁵



Blank to Brilliant

Take individualization to the next level and turn blank white stock into high-impact cards, personalized labels and targeted carriers — all printed on demand. Get the ultimate flexibility to create customized packages that fit consumer preferences and win wallet share.



Drive metrics that matter — wow consumers with customized cards, labels, and carriers.

[Download Report](#)

Download the Aite Impact Report for market insights from an industry analyst.



ENTRUST
SECURING A WORLD IN MOTION

1 Accenture, Wasting Billions on Customer Loyalty Programs that Don't Work Like they used to, February 2017

2 Boxever-Thooz, History of Personalization, June 2015

3 Aite Group LLC., Print on Demand: Driving Usage and Customer Retention Through Custom Cards, August 2018

4 ibid

5 ibid