

Increase Portfolio Profitability | Engage With Customers | Personalize Interactions

WHAT IS CAMPAIGN MANAGER?

Campaign Manager is a multi-channel communications module within the MCP processing platform that streamlines account administration, improves customer communications and helps manage portfolio Key Performance Indicators (KPIs). It facilitates the management of real-time, personalized and interactive customer communications for a wide array of purposes, including marketing, customer support and account management. By delivering relevant and timely communications – delivered strategically throughout the account life-cycle – you can increase customer engagement, reduce costs and boost revenue.

DID YOU KNOW?

75%

Percentage of consumers who spent more with a brand because of a history of positive service experiences

15%

The number of people, on average, a consumer will tell about positive service experiences

6x-7x

It is six to seven times more expensive to acquire a new customer than it is to keep a current one

Sources: American Express, Bain & Company

KEY BENEFITS

Portfolio Management

- Boost the profitability of your portfolio
 - Drive activations and loads
 - Increase account usage
 - Extend account life
 - Reduce servicing costs
- Encourage desired customer behavior, such as adopting low cost service channels
- Engage customers with personalized, real-time offers, rewards and incentives

Streamline Account Administration

- Quickly and cost effectively deliver relevant communications
 - Price changes
 - Compliance notices
 - Nearby load locations
 - Low balance alerts
 - Birthday messages
- Increase efficiencies in your communication process
 - Automatically trigger messages
 - Utilize built-in templates
 - Configure and adjust campaigns and messages in real-time

Customer Centric Communications

- Communicate the right message through the right channel at the right time by matching:
 - Behaviors
 - Motivations
 - Channel preferences
- Make messages more relevant and timely with event-driven message triggering
- Increase engagement with your brand by initiating interactive dialogue that enhances the customer experience

HOW DOES IT HELP MY BUSINESS?

Campaign Manager empowers you to impact key components of your profitability such as account activations, loads, account life, and spend while reducing costs associated with account servicing and compliance. By sending personalized, real-time communications specific to your customers' spend behavior, locations, account information and customized preferences, your interactions with them become more compelling and relevant. Campaign Manager makes it easy to create this meaningful engagement, helping you create sustainable, profitable customer relationships.

REAL-TIME, PERSONALIZED EVENT-TRIGGERED MESSAGING

Imagine your customer tries to use their card at a non-participating merchant, instead of allowing them to walk away wondering why it was declined, wouldn't it be nice to immediately text them with an explanation and the location of the nearest participating merchant? This is the power of Campaign Manager thanks to its real-time nature and event-triggering functionality.

Real Time

Other processors send batch files to outside vendors who deliver messages on their behalf, resulting in delivery lags of 4-24 hours. With i2c, your messaging never leaves our secure, PCI-compliant data centers – we deliver them to consumers ourselves within seconds.

Event Triggering

With Campaign Manager, you can quickly create a message, define when it should be sent and rest assured that it will be delivered immediately as the defined event(s) occur.

CAMPAIGN EXAMPLES



Initial Load

Target customers who have not yet loaded funds to their account with a cash reward if they load by a specific date



Extend Account Life

Offer customers special discounts at popular merchants if they sign up for direct deposit



Drive & Expand Usage

Trigger automatic delivery of a digital coupon whenever a customer spends a certain amount in a specific merchant category within a set number of days/weeks/months



Account Servicing

Send a message to customers who maintain a certain balance in their account about a new savings account offer

FEATURES

- Segment customers based on real-time account-level transaction data and demographics
- User-configurable message content, formatting and branding
- Multi-channel delivery options – SMS, HTML email, mobile app, website or IVR
- Flexible email creation options allow you to:
 - Use your customized pre-built templates
 - Select from templates built into MCP
- Supports communication campaigns as well as digital offer communications & delivery
 - Real-time delivery
 - Compatible with i2c's digital offer technology
- Intelligent personalization capabilities, including name, location and account details
- Triggering option allows pre-defined messages to be sent automatically as events occur in real-time
- Fully integrated with MCP
 - No need to transfer batch files to outside vendors
 - Execute campaigns within MCP's secure, PCI-compliant environment
- Immediate, on-demand access to campaign and message delivery reports

CAMPAIGN MANAGER AS A MARKETING TOOL

Identify the Ideal Targets



Based on spend, account profile, location or demographics

Distribute Relevant Offers to Segment



Issue offers and incentives to the precise segment of customers that will value it most

Optimize Marketing Strategy



Measure and optimize marketing campaigns to have the most impact and effectiveness