

CO-OP Preferred Custom

Program Summary

Transitioning your members to EMV technology can be an opportunity to drive card usage, as well as significantly advance security. A CO-OP Preferred Custom EMV multichannel marketing package gives you a choice of tools to introduce members to their new chip-enabled cards and educate them on the benefits and actions required to activate and use them. Precise targeting using CO-OP Revelation® analytics helps focus your program to achieve a user mix with post-flip behavior that's more productive than ever.

EMV Campaign Benefits

- Minimize disruption of putting a new card in members' hands
- Encourage fast activation and usage to match or surpass pre-issue card activity
- Comprehensive pre- and post-issue plan
- Multi-touch, omnichannel programs include direct mail, email and web content
- Turnkey marketing collateral
- Efficient target segmentation using CO-OP Revelation analytics
- Featured campaigns offer:
 - Direct marketing including pre- and post-issuance communications
 - Electronic marketing including microsite/landing pages and web banners
 - In-branch marketing including "take-ones," tent cards, posters and retractable banner
 - Gold, Silver and Bronze Packages offering all-inclusive, average or minimal portfolio coverage
- Messaging may include:
 - EMV education on security, widespread card acceptance and "card dip" instead of swipe
 - Activation instructions and old card disposal
 - Recurring payments setup
 - Plus other issues such as embossed or flat-card technology, instant-issue option for stragglers, new brand, and same/new card number issuance

EMV Marketing Packages

Package	What's included	Marketing Methods	Benefits
Gold	3 Direct Communications (Communications 1-3 with ALL the cardholders at various stages of the EMV issuance) 1 Post-Issuance Low- and No-User Communication Program Electronic Messaging In-Branch collateral Pre-, During-, and Post-EMV issuance Analysis	Direct Mail Letters Inserts Postcards Email Microsite Webpage banner Teller "Take- Ones" Tent Cards Posters	All-Inclusive coverage of portfolio <ul style="list-style-type: none"> – Full Portfolio Activation and Utilization focus – Strategic Messaging at key points – Continuity of messaging: in cardholder's home, email, on website, and in branch – Full portfolio segmentation and 3-stage analytics tracking response and cardholder trends – Multi-point portfolio analysis and segmentation
Silver	2 Direct Communications to all cardholders (Communications 1 and 2) 1 Post-Issuance Low- and No-User Communication Program	Direct Mail Letters Inserts Postcards Email	Average coverage of portfolio
Bronze	1 Direct Communication (Direct Mail and Email) with ALL cardholders	Direct Mail Letters Email	Minimal coverage of portfolio

For more information, visit CO-OPs.org/preferredcustom, call 800.782.9042, option 2 or email sales@CO-OPs.org

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