



Online Advertising

Engage the right consumer,
at the right time, on the right device

Consumers have so many choices to make and paths they can take to discover, learn, purchase and experience a brand. The days of the linear customer journey are long gone. Consumers today shop around the clock, across multiple devices and touchpoints, both online and off.

Engaging consumers when, where and how they want to be reached is only part of the challenge. Rarely does someone read one article or view one ad then decide to act. It's cumulative, and every impression counts.

A consumer engages with up to 18.2 pieces of information before making a final purchase decision.¹

Understanding consumers — who they are, their interests and behaviors — is fundamental to capturing attention and creating positive experiences. Combining repeat impressions with positive experiences keeps your brand top of mind and boosts overall campaign performance.

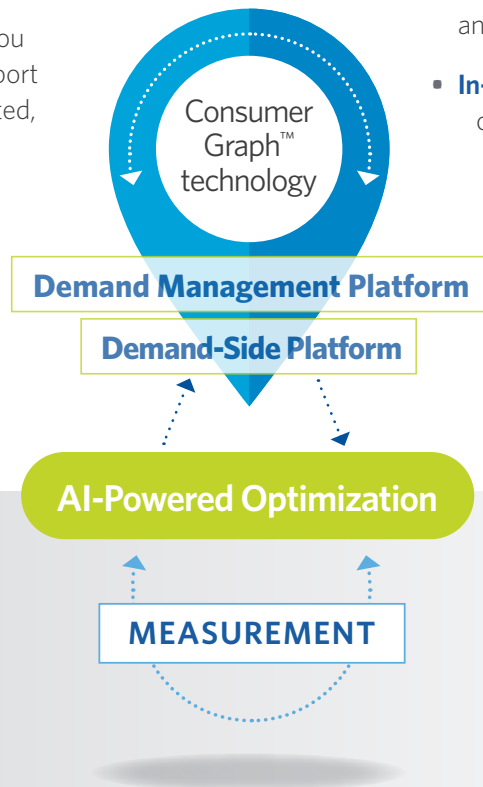
With Harland Clarke DigitalCX™, you receive always-on, end-to-end support you can count on. Our fully connected, in-house platform is designed to continually optimize performance and drive measurable results.

Powerful Consumer Intelligence

Our proprietary, patented Consumer Graph™ technology provides a 360-degree mosaic of each consumer, enabling financial marketers to create meaningful connections that move the needle on performance objectives. With a more complete consumer identity, your institution can more fully and intelligently understand your customer and personalize your campaigns for better results.

To identify your most receptive consumers, we draw on a unique mix of third-party and proprietary first-party data:

- **Predictive intelligence:** browsing and buying habits across devices
- **In-market intelligence:** what consumers want now and over time
- **Location intelligence:** where consumers live, shop and visit



77% of marketers lack the comprehensive view of consumers needed to create more relevant, personalized experiences²

Display advertising **raises brand awareness by 12%**³

The Consumer Graph

Our intelligence provides a complete mosaic of *each individual*



Demographics

Age, Income, Ethnicity, Sex, Family Make-up, etc.



In-Market Finance Signals

Loans, Financing, Insurance, Mortgages, Credit Cards



Location

Banks, Credit Unions, Financial Services, Competitive Locations



Interest Over Time

Online Activity Across 1,600 Topics



Customer Data Analytics

CRM Matching, Look-alike Modeling and Suppression Solutions



Financial

Spending Habits Credit Risk



DigitalCX also offers unparalleled household and neighborhood intelligence with the ability to map as soon as our technology sees a device with an ad call:

- Consumer devices tied to **>120MM** U.S. households in **>100K** neighborhoods
- A unique mix of first-party data including **110B** daily intention signals, **33B** daily location signals and **2B** coupon redemptions
- Data from Valassis Area Trading Zones and Harland Clarke's own digital neighborhood ZIP Code database for a more robust profile
- With Valassis being one of the top customers of the U.S. Postal Service, we've used this pristine data to maximize list hygiene matching consumer devices to specific households

Intelligent Media Delivery

Once we know your ideal consumer, we have multiple ways of driving engagement, including desktop and mobile banners as well as high-impact rich media. The scale of our quality media portfolio allows us to coordinate delivery so institutions can reach the right consumer, at the right time, on the right device.

Our in-house, Demand Side Platform (DSP) delivers seamless predictive marketing messages across channels and devices for a more connected — and compelling — customer experience. Throughout the lifecycle of your campaign, the Consumer Graph continually connects online and offline consumer behavioral data to optimize results and improve overall performance.

Measure Real-World Impact

Through a fully-connected platform, our technology is able to understand who is responding and what's driving response in order to optimize performance. Via our robust insight and measurement, institutions are able to truly understand how their digital media translates into results.

Why Harland Clarke DigitalCX

Harland Clarke DigitalCX is powered by Valassis, a Vericast business and recognized leader in intelligent media delivery. Together Harland Clarke and Valassis provide media solutions to influence financial consumers wherever they play, shop, and buy while providing financial institutions with best-in-class digital media offerings previously only available to traditional retailers. With DigitalCX, financial institutions can harness the power of consumer intelligence to turn online engagement into a true competitive advantage.

¹ Google/Shopper Sciences, Zero Moment of Truth Macro Study, April 2011

² CMO Council, Customer Experience Dynamics, September 2017

³ PerformancelN, "Display Ads Raise Brand Awareness by 12%, IAB UK Finds," March 16, 2018

Find out more about how DigitalCX can help you identify and engage the right consumer and boost online brand awareness.

Why Online Advertising

- **Grow Your Customer Base:** increase brand presence during branch acquisitions, grand openings, or entering new markets
- **Acquire Prospective Customers:** engage prospects who are banking with your competitors
- **Grow Wallet Share:** market to high-potential prospects using look-alike customer models
- **Create Marketing Lift:** combine digital advertising with direct mail and other channels

Rigorous Data & Security Standards

As certified leaders in brand safety and transparency, we consistently deliver impressions that surpass industry standards.

Call **1.800.351.3843**

Email **contactHC@harlandclarke.com**

Visit **harlandclarke.com/DigitalCX**