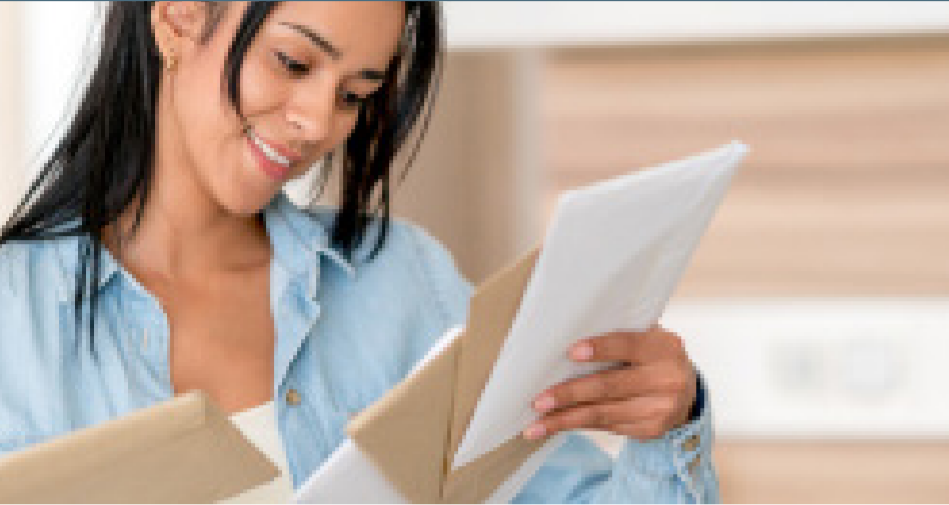
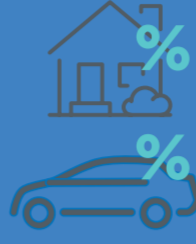


CUSTOMER EXPERIENCE JOURNEY



01



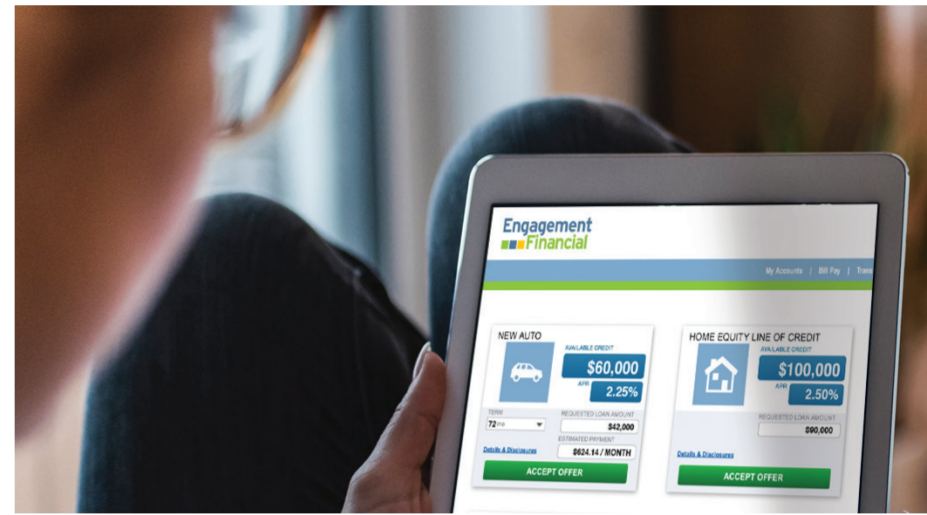
PERSONALIZED, HIGHLY RELEVANT, TIMELY OFFERS

LIA RECEIVES PRE-APPROVED OFFERS FOR **MULTIPLE LOAN TYPES*** FREQUENTLY BY DIRECT MAIL, EMAIL, AND MOBILE AND ONLINE BANKING

LIA IS REMINDED OF THE OFFERS WHEN SHE LOGS INTO HER ACCOUNT AND BY THE BRANCH TELLER WHEN SHE VISITS

02

OFFERS REINFORCED



03



LIA HAS UNEXPECTED EXPENSE AND **REMEMBERS THE PRE-APPROVED OFFERS** SHE HAS RECEIVED

LIA DECIDES TO **ACCEPT AUTO LOAN** ON HER DEVICE, CONFIRMS THE TERMS. LOAN OFFICER CONTACTS HER TO CLOSE

04



05



LIA'S LOAN IS FUNDED AND SHE FEELS HER FINANCIAL INSTITUTION **APPRECIATES HER** AND IS **READY TO MEET HER NEEDS**

*For Auto Loans, Home Equity Loans, Personal Loans, Credit Cards and more

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