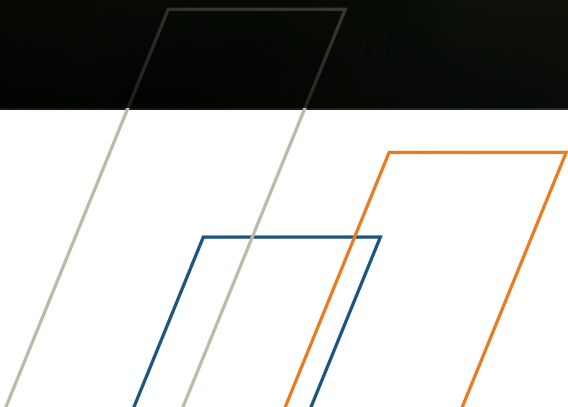
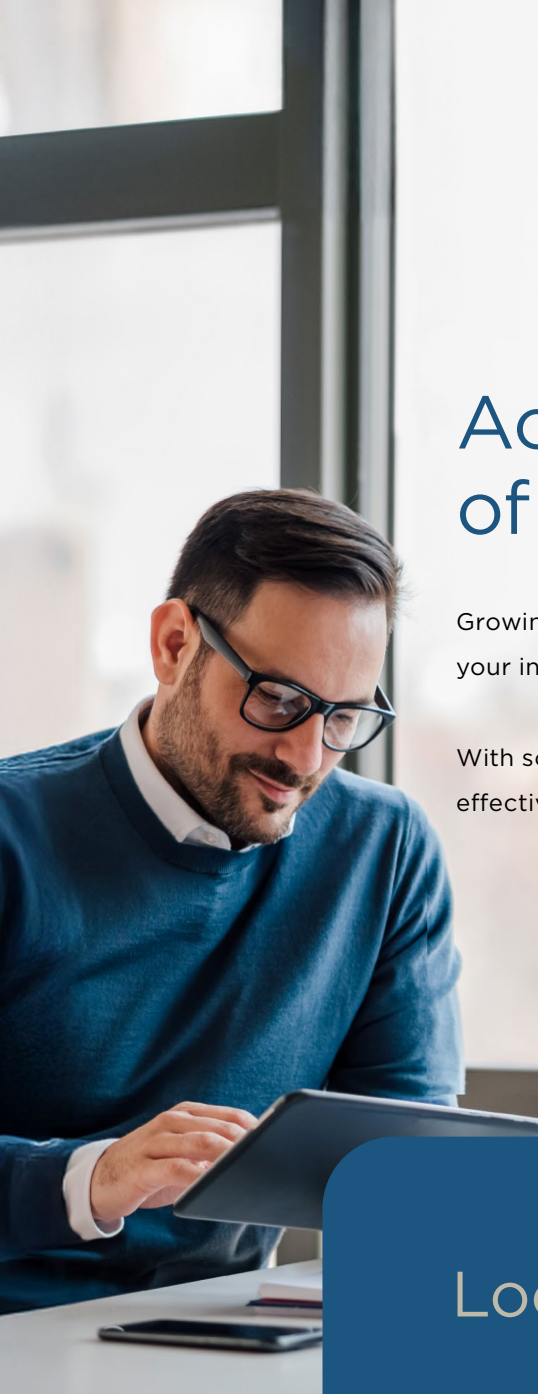


A photograph of three business professionals in a modern office setting. Two women and one man are seated around a white conference table, engaged in a meeting. The room features large windows with a view of a brick building and trees outside. The text "TOP REASONS FINANCIAL INSTITUTIONS CHOOSE VERICAST AS THEIR MARKETING PARTNER" is overlaid in white on the lower half of the image.

TOP REASONS FINANCIAL INSTITUTIONS CHOOSE VERICAST AS THEIR MARKETING PARTNER





Acquisition is the lifeblood of financial institutions.

Growing your business in deposits, loans, checking, savings — this is what keeps your institution financially healthy, vital and relevant in the communities you serve.

With so many choices of vendors, how do you select the right partner for an effective acquisition solution? We have some ideas.

Look for a partner that will:

- 01 Extend Your Team with a Proven Process
- 02 Take the Guesswork Out of Data
- 03 Operate with Compliance Confidence and Trust
- 04 Prove Your Campaign Value

01

EXTEND YOUR TEAM WITH A PROVEN PROCESS

It's your job to identify your needs and goals. It's your partner's job to make it happen.

You need a partner who not only adds value, but who expertly runs the show so you can focus on other priorities and get your efficiency back. Look for a provider who can operate as an integral part of your team — one that can seamlessly orchestrate and synchronize your acquisition solution from end to end.

Look for a process that works. A partner that integrates planning, execution and reporting can ensure a comprehensive approach that aligns across all stages of a campaign. It's more than just precise targeting and personalization — it's leveraging insights to identify trends, understanding customer behavior and tailoring approaches accordingly. This leads to more effective strategies that resonate with the target audience, fostering stronger customer relationships and driving growth.

Why Vericast? You dream it. We deliver it.

We bring a lot to the table — not just data analytics and technology, but vast experience and extensive expertise. Our turnkey, fully managed solutions cover the entire process, with end-to-end planning, execution and reporting, handled by a team of acquisition experts.

We start and finish strong. Our sales team, comprised of account executives, client strategists and subject matter experts, works with you to design and implement a comprehensive solution tailored to your needs. Once the campaign is launched, a dedicated client manager steps in with ongoing support, including regular calls and strategic assistance. We continuously monitor campaign performance and provide detailed matchback reporting (see more about reporting below). Using these results, we refine direction, ensuring every effort is backed by data and industry knowledge.



02 TAKE THE GUESSWORK OUT OF DATA

Understanding and managing consumer data is essential to your marketing success. But its sheer volume and complexity is challenging. Where do you start?

Find a partner who leverages comprehensive data insights to optimize channel selection, lead generation, campaign efficiency and cross-sell opportunities. The depth of data is key to driving performance outcomes — for example, using insights to determine the most effective channels, which can vary between urban and rural areas — and to reducing waste before refining audience targeting and list acquisition. Ensure they have the expertise and technology to translate these insights into a measurable performance advantage.

Your own first-party customer data will give you insights into your current customer behavior, preferences and needs. But it doesn't capture the broader view of the market or potential customers who haven't yet interacted with your brand. That's where your partner's third-party data expertise comes in. When your provider weaves together this complex set of data sources into a specialized market intelligence platform, you gain richer insights into your customers and their behavior. This knowledge is power — it removes guesswork, lets you achieve greater engagement and conversion rates and helps you make better use of your marketing dollars.



Why Vericast? You see a challenge. We see an opportunity.

This goes way beyond pulling lists. With so much data available, and such enormous effort required to determine what's relevant and actionable, it's imperative to have a solution provider that can synthesize what's important. Our advanced data collection, enhancement and analysis capabilities fit the bill.

Our sophisticated platform takes the guesswork out of data analysis, which allows us to be more agile and productive with your campaign design. Our AI-powered predictive insights foster better decision making, and our data visualization tools make it all make sense. We can help you be more targeted, purposeful and cost-effective, which in turn generates more effective, desirable leads.

03 OPERATE WITH COMPLIANCE CONFIDENCE AND TRUST

Navigating the complex web of compliance is a critical, yet often daunting, element of acquisition campaigns for financial institutions. A compliance mishap can lead to lawsuits, substantial fines and long-lasting reputational damage to your institution.

Each time you run a marketing program, it must comply with federal, state and local regulations. A vendor with extensive experience in the financial industry and a deep understanding of compliance and regulatory landscapes is crucial.

Many institutions don't have the full, dedicated compliance and legal resources that regulatory compliance demands. Look for a partner who already understands financial marketing and compliance — one that has specific compliance protocols and monitoring practices you can trust.

Why Vericast?

We treat compliance as a strategy, not an afterthought.

Compliance requires investment — and it makes all the difference. Our team of legal and compliance experts includes former regulators. These seasoned experts track regulatory and legislative information, digest and understand it and use it to vet and improve our acquisition targeting programs.

We cover all the bases with outstanding attention to detail. In fact, we undergo rigorous external audits to ensure our targeting and modeling practices to stand up to regulatory scrutiny. Our clients trust us to navigate the dense regulatory landscape and keep them protected.



04

PROVE YOUR CAMPAIGN VALUE

How do you know your campaigns are having maximum impact? You need advanced campaign reporting to assess which strategies are working, calculate your ROI and fine-tune your campaigns for improved outcomes.

The best partners not only deliver data, but use campaign insights to enhance future strategies, enabling a continuous learning and improvement loop. This helps you stay agile and responsive to market dynamics, consumer behaviors and technological advances.

But don't settle for generic performance indicators. Instead, look for a vendor who can help you elevate your game in ways you can't do now. Prioritize providers who can delve into engagement data and help you assess which strategies are driving tangible growth and real-world action.



Why Vericast?

We deliver insights that drive results.

A campaign's true value lies in the lessons learned from its execution. Our Campaign Analysis & Insights dashboard provides monthly scorecards to review media plan performance, giving you critical insights needed to adjust your strategies. This advanced system carefully tracks and refines your strategy, offering a dual view of success: a monthly scorecard provides immediate visibility into in-flight performance, while a comprehensive campaign dashboard reveals the trajectory of results improving over time.

Also impactful is our matchback reporting. We tie all the digital devices we serve back to a physical address, so we know which media consumers were exposed to at a household level, and what action they took, whether it's opening a new checking account or applying for a mortgage. Our ability to connect all campaign touchpoints to real-world action gives you insights needed to enhance future strategies.

Partner with Vericast to unlock your full acquisition potential.

Vericast is the FI performance partner. We help banks and credit unions drive growth, improve efficiency, increase engagement and navigate change through the power of data, technology and people. Our advanced analytics, data-driven insights and integrated solution set enable better execution with agility, precision and scale. That's why thousands of financial institutions look to Vericast and our 150 years of financial services expertise to help them achieve more.

Get started today!

EMAIL CONTACT@VERICAST.COM

VISIT [VERICAST.COM/ACQUISITION](https://www.vericast.com/acquisition)