



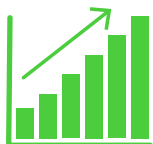
PAYMENTSEdge

Grow your card program with FIS’ proven Card Marketing strategies

Financial institutions experience stagnation in card usage and growth due to several common factors. FIS’ Card Marketing services boost card awareness, usage and loyalty with a high rate of success.

HERE’S WHAT WE DO.

Our card portfolio marketing clients have seen:



6.25%

growth in average balances



4.21%

growth in average active accounts



1.71%

growth in account penetration

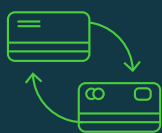


11.07%

growth in average interchange

HERE’S HOW WE DO IT.

Balance transfer campaigns



FIS effectively builds card balances by offering customers the convenience of balance transfer checks with a 2.77% response rate.



\$2,402 average balance transfer amount

442% ROI

Usage and retention campaigns



FIS helps increase card usage with promotional rate campaigns that increase purchase volume and drive cardholder loyalty



56.1% of qualified accounts reverted to the original APR

671% ROI

Incentives and reward campaigns



FIS’ incentive campaigns are an effective way to activate dormant accounts and build incremental revenue.



16% activation rate

42.4% of responding cards perform five or more transactions over \$100

313% ROI

Get Started Today

For more information, email getinfo@fisglobal.com or visit fisglobal.com.

fisglobal.com getinfo@fisglobal.com

