



PAYMENTSEDGE™

Card Issuing Solution

In the face of fierce competition in the card business, even your strongest offerings can underperform as new products roll out into the marketplace, one after another. Financial Institutions need to continually find new ways to exceed customer expectations.

FIS PaymentsEdge™ focuses on critical card portfolio challenges and opportunities. Our marketing consultants are experienced in providing practical, cost-effective solutions that generate new revenue streams, enhance the cardholder experience and improve profitability.

Highly Engaged PaymentsEdge™ Clients Realize:

- **706%** Debit Active Cards
- **304%** Debit Transaction Volume
- **87%** Debit Sales Amount
- **1022%** Credit Purchase Active Accounts
- **373%** Credit Transaction Volume
- **160%** Credit Sales Amount

PaymentsEdge includes two components that can be purchased separately or together:

PaymentsEdge Advisory Services™

- Diagnosis of portfolio opportunities
- Portfolio performance reporting
- Advanced analytics
- Annual business reviews and market analysis
- Strategic planning assessments

PaymentsEdge™ Marketing Services

- Customer segmentation and targeting
- Marketing campaign design and automation
- Loyalty program marketing
- Omnichannel communications
- Digital campaigns

PaymentsEdge™ Advantages

- Differentiate your brand
- Elevate awareness of your card program
- Benefit from enhanced monthly reporting
- Promote card activation
- Keep customers more engaged to drive card usage
- Increase transactions, spend and card balances
- Grow revenue without additional burden to your staff
- Build customer loyalty and retention

“The PaymentsEdge Marketing Team makes marketing our VISA cards easy, from campaign creativity to fulfillment. Plus, they provided a detailed analysis of the campaign results and ROI, so we know what is working and what we should continue to focus on. Everyone on the team is very easy to work with, helpful and knowledgeable.”

-Director of Marketing
Directions Credit union

Benefits to your Account Holders

- Compelling incentives
- Attractive offers
- Valuable rewards
- Clear communications

FIS is a Trusted Partner

FIS' solution breadth, market reach, client relationships and industry expertise creates an opportunity to provide solutions that transform the market. FIS We provide powerful debit and credit card payment processing and support the full array of card-related services: plastic design, production and issuance; marketing; chargebacks; billing; cardholder services; fraud prevention; reporting; training; and collections.



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