

Incentive-to-ActionSM

Closed Loop

Direct marketing is an ever-evolving discipline, with effectiveness and ROI being driven through increasingly sophisticated use of data. The key to any direct marketing campaign is being able to drive the desired consumer behavior. The Incentive-to-ActionSM (ITA) program provides a unique combination of highly targeted direct response (mail, magazine and newspaper inserts) offers and motivating incentives, delivered through prepaid incentive cards that have an increased likelihood of success due to greater consumer relevancy.

The Challenge

Traditional direct marketing will typically have relatively low response rates. Yet, in this highly saturated space, marketers must drive greater levels of response and activation from their target customers. Marketers are challenged with breaking through the messaging and incentive clutter to deliver truly motivating offers that drive desired action. Consumers expect differentiated offers supported by incentives that are relevant to their individual lives and tastes. Additionally, marketers are challenged with driving conversion to ensure consumers experience “value” through participating in a program and realize the benefits of brand loyalty.

The Solution

First Data has developed a unique direct marketing program that delivers motivating incentives to your targeted consumers that lead to more effective marketing campaigns. You can select prepaid cards that provide instant gratification to your target audience as the incentive that motivates them to take the desired action prescribed in your campaign.

First Data provides its merchants the opportunity to serve as the powerful incentive that drives the marketers’ direct marketing offers. The effectiveness of these direct marketing program offers, in turn, results in incremental sales for participating merchants. Both marketer and merchant benefit from more effective programs through highly relevant and targeted offers and incentives, as well as greater levels of participation and sales conversion.

There are two ITA program options. A merchant can be matched up with a marketer to provide the incentive card and, in turn, receives the benefits of increased revenue and store traffic. The other option is that a merchant can send out a direct mail piece to consumers with its own incentive card attached. This not only gives the merchant the benefits of providing the incentive, but also the opportunity to drive effective marketing campaigns.

Here’s How it Works

- Prepaid merchant’s gift/incentive card is matched with a marketer’s direct marketing program
- Consumer receives mailer and enters the numbers on their card via web, IVR or SMS and completes the actions desired by the marketer (applications, incremental purchases, etc.)
- Incentive card is activated once the consumer completes the desired action
- Consumer uses the prepaid incentive card, driving business to the prepaid merchant location
- Campaign results are analyzed to optimize future continuity programs

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Marketer Benefits

- Improve direct mail response rates by offering an incentive that provides instant gratification to consumers, which results in incremental sales conversion at retail
- Leverage multiple channels to acquire customers
- Build loyalty with more customers
- Establish brand relevancy through smartly targeted incentives and communications
- Continually improve results by gathering consumer information that is not typically captured in direct mail campaigns
- Align with well-recognized consumer brands, providing positive consumer brand associations

Merchant Benefits

- Increase revenue
- Increase store traffic
- Increase brand awareness
- You get paid every time a gift card is redeemed
- Simple and straightforward implementation—transacts just like your current gift card program
- Little or no impact to store operations

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data helps you maximize value for your business.



WINNER

**Best Prepaid Program
Direct Marketing**

For more information, contact your Sales Representative or visit firstdata.com.

ITA Program Successes with Closed Loop Prepaid Incentive Cards			
MARKET SEGMENT	INCENTIVE	RESPONSE RATE	REDEMPTION RATE
Health and Beauty	\$20	20%	63.2%
	\$15	12.4%	59.2%
		35%*	
Home Retail	\$5	35.4%	91.8%
Athletic and Sports	\$10 when you spend \$50	5.7%	63.2%**
Home Furnishings	\$10 when you spend \$75	2.4%	55.9%

*Key demographic: 26-35

**Certain demographics performed 3x higher