

Advanced Marketing Solutions

First Data's Advanced Marketing Solutions help merchants optimize revenue from both new and existing customers through the use of relevant offers and promotions marketed via channels based on customers' preferences

Go Beyond: Traditional Marketing

Yesterday's marketing approach relied on "one-to-many" static messaging. Today's consumers expect meaningful, personalized incentives and offers through channels they use, such as online, social media and mobile. First Data takes you beyond with Advanced Marketing Solutions, a suite of easy to use products to help merchants acquire, retain, and generate more loyal customers by leveraging the power of your marketing and brand strategy with First Data's technology, experience and reliability.

First Data Advantages

Advanced Marketing Solutions is a flexible set of marketing products designed to help you effectively target customers. Our Advanced Marketing Solutions help you reach the right customers through the most appropriate distribution channel and keep them coming back; streamline operations associated with executing marketing programs including seamless redemption and settlement; measure performance for new insights to customer behavior and to further optimize the return on your marketing investments.

First Data has a strong history in delivering innovative marketing solutions, from the industry's first third party gift card program 17 years ago to meeting the needs of today's digital consumer with mobile promotional gifting, integrated couponing and offers. All of our marketing solutions are backed by First Data's proven security, point-of-sale integration and robust reporting and analytics.

Product Offerings

- Gift card processing
- Distribution of physical gift cards in-store, at your website, via gift card malls or social media sites
- Distribution of virtual gift cards via email, at your website, social media, or mobile apps/SMS
- Incentive or reward cards, activated by the customer upon providing valued data to the merchant
- Virtual promotional coupon codes integrated into your campaigns (email, online ads, mobile campaigns, website promotions)
- Loyalty program reward fulfillment
- Card-linked offers, rewards, coupons and incentive redemption



WINNER

Best Prepaid Program
Direct Marketing

Prepaid Cards Sweeten Invitation to Shop

First Data was awarded the 2011 Paybefore Award for Best Prepaid Direct Marketing Program. This program conducted with a large retailer leveraged a direct mail piece and a prepaid card, incenting consumers with a tangible reward to visit a new or redesigned store. The program results included a 40% card activation rate, with 91 percent of those redeemed. The retailer saw a 36% per card uplift on purchases.

In addition to direct mail, First Data enables similar promotional programs using a virtual promotional coupon code that could be distributed via online advertising or email, directly at the merchant's website, at social media sites, or using SMS/mobile.

Advanced Solution Features

- Multi-purse: store funds, points, and product codes on one card account
- Online card registration and reload automation
- Physical and virtual account linking
- Mobile wallet transaction services
- Product code restriction
- Authenticated coupon codes
- Automated franchise settlement

Program Support

- Consultations with industry experts
- Comprehensive industry research
- Regular communications regarding market trends, best practices and product innovations
- Designated account management and professional program implementation
- Robust reporting and analytics enabling a “full-cycle” view of each marketing program



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.

[For more information, contact your Sales Representative or visit \[firstdata.com\]\(http://firstdata.com\).](#)