



First Data® IntelliColor™ Printing Solution

Color helps engage your customers, and increase retention of your messages.

Color has the power to compel, influence, motivate, and inspire. Besides, it just looks better than black and white — especially when it comes to your customer communications.

Make it easier for your customers to find important information at a glance. First Data offers full color and variable MICR printing capabilities for your account statements, letters, or other customer communications.

Our color printing options efficiently and seamlessly integrate into our routine document production. With First Data, you can rely on a leading print product, trusted solutions, and exceptional service.

Benefits to Your Business



Cost Savings

Our solution enables you to consolidate your marketing mailings. Print your direct mail, convenience checks, coupons, and insert content right on your customer statements — helps reduce the costs of separate mailings.



Strategic Communications

Transform your customer communications into a true one-to-one marketing vehicle. Maximize your documents to help increase customer response time and purchase likelihood.



Customer Engagement

Incorporate color into your customer communications to highlight key information, and impact readability.

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Effectiveness of Color

The average consumer is flooded with about 12 pieces of informational mail or solicitations per week. With this high volume, your documents really need to stand out.

80% Increase in consumer purchase motivation by switching to color.

87% Of consumers are more likely to notice color marketing materials over black and white.

80% Increase in consumer willingness to read a message in color.

Source:
ConnectToBuy / *The Effectiveness of Color*

Paired with First Data's composition, decisioning and electronic delivery capabilities, IntelliColor 4 over 1 color turns your transactional correspondence into strategic communications. Help convert your routine customer communications to a value-added, revenue-generating marketing channel.

First Data IntelliColor also offers on-the-fly MICR printing and selective perforation capabilities — flexibility for you to offer full-color checks and coupons to targeted customers.

For more popular sizes, our “white-in” approach means there's no need for preprinted forms. Our solution enables you to consolidate your marketing mailings. Print your direct mail, convenience checks, coupons, and insert content right on your customer statements — helps reduce the costs of separate mailings.

First Data's IntelliColor is one of four powerful tools within our Strategic Communications Solution™ platform. Leverage this solution for personalized customer communications that fully integrate your marketing efforts:

- Achieve brand consistency
- Engage and retain customers
- Improve customer spend
- Create additional revenue from third-party advertising opportunities
- Reduce the cost of customer service through call diversion and call avoidance programs
- Reduce the costs of marketing
- Better manage compliance issues

For more information, contact your
Account Executive or visit FirstData.com.