

# Do more with your statements.

Across the country, companies have combined promotional messages with transactional mailings to create TransPromo communications. By adding relevant, personalized content to statements, invoices and notifications, you can cross sell, up sell and strengthen relationships.

## Increased Response Rates

Statements are opened, read and trusted, so marketing messages imbedded in transaction documents are seen by more people. And with the ability to customize messages based on segments and individual preferences, each customer can receive an offer based on their needs.

## Lower Costs than Multiple Mailings

Combining several communications into a single envelope can dramatically cut costs and increase your marketing ROI.

## Preferred by Your Customers

In a recent study by InfoTrends, 63% of consumers preferred a TransPromo document over a traditional statement because it contains personalized content they find useful.

## More Efficient and Eco-Responsible

Instead of sending a customer two, three or more communications in a week, the ability to consolidate direct mail and transaction mail into a single document saves time, money and natural resources.

## In Black & White or Color

While it's true that color printing can help your message get noticed, many mailers start their TransPromo journey by adding personalized messages to statements and invoices in black and white. The key to success is relevancy—and the most important investment you can make is in matching the most appropriate offers with the corresponding customer needs.



## The TransPromo Advantage

- > 95% opened and read
- > High-involvement media
- > Trusted channel of communication
- > Viewed multiple times
- > More cost-effective
- > Increase bottom-line profits

*To learn how TransPromo can make a difference in your business, speak with the experts at Pitney Bowes.*

*Call 1-877-536-2736 or visit [www.pb.com/transpromo](http://www.pb.com/transpromo)*



# Make a More Powerful Statement

*Discover the many ways TransPromo can improve your business today >>>*



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# Ten Practical Ways TransPromo Can Improve Your Business

- 1 Enhance Your Brand**  
Every communication, including bills, statements and notifications, is a chance for you to promote your business.
- 2 Follow Your Customers**  
Capture last minute move-update changes and correct addresses on the fly to make sure more of your mail reaches its intended recipient.
- 3 Leverage the Intelligent Mail® Barcode**  
Gain greater visibility into the mailstream with the Intelligent Mail® barcode. Track mail delivery and get an earlier indication of response.
- 4 Promote More Relevant Offers**  
Segment customers based on what they are most likely to purchase next. Promote different offers to different groups based on individual preferences.
- 5 Use Transaction Data to Drive Messaging**  
Target offers and messages based on customer-specific behaviors to improve satisfaction, highlight relevant news and create a true 1:1 experience.

- 6 Add Data-Driven Graphics**  
Turn statistics and data into easy-to-read charts that provide your customers with added value—and further differentiate you from competition.
- 7 Manage White Space**  
With print stream engineering software, you can modify and rearrange content to maximize returns from your statement real estate.
- 8 Target Inserts Based on Geography**  
Tap into the power of location intelligence to promote convenient locations, or make this prime space available to strategic partners to create a new revenue stream.
- 9 Attract Attention with Color**  
Transform static black and white messages into color, variable print promotions and increase response.
- 10 Sell Before the Envelope is Opened**  
With data-driven content, you can customize and personalize each component of your communication, including envelopes and inserts.

**GRN Bank** Page 1 of 2  
**Your Account Statement**

Diane, your high balances qualify you for a below-market rate home equity loan. Call us today at 888-654-7787.

DIANE MCGREGOR  
102 HIGHLAND DR  
ROCKFORD MI 49341-1540

Statement Date  
April 1, 2008 to April 30, 2008

**Your assets, at a glance**

|                       | Value on April 1    | Value on April 30   |
|-----------------------|---------------------|---------------------|
| Current - 31901688    | 8,000.00            | 9,322.25            |
| Savings - 4130111     | 13,900.00           | 15,000.00           |
| Investment - 518101-B | 19,900.00           | 20,000.00           |
| Home Equity           | 199,000.00          | 200,000.00          |
| <b>Total</b>          | <b>\$240,800.00</b> | <b>\$244,322.25</b> |

Since April 1 your assets have grown by \$3,522.25

Value of assets on April 30

|             |     |
|-------------|-----|
| Home Equity | 81% |
| Investment  | 10% |
| Savings     | 6%  |
| Current     | 3%  |

Interest paid to you this statement period

| Account               | Interest Paid   |
|-----------------------|-----------------|
| Current - 31901688    | 5.00            |
| Savings - 4130111     | 19.00           |
| Investment - 518101-B | 199.00          |
| Mortgage - 613-0114   | 9.00            |
| <b>Total</b>          | <b>\$115.00</b> |

**Apply for a Diamond Rewards Gold ChoiceCard**  
Now you can use your Diamond Rewards Gold ChoiceCard everywhere to earn points fast. Transform everything you spend into your next family holiday, dinner out with friends – even a flat screen television. With 1 point for every dollar you spend on your card, and 500 bonus points on your first purchase, you'll be ready to redeem in no time.

**How can we help you?**  
We treat our customers the way we'd want to be treated.  
Call us with questions about your account.  
You may reach us 24 hours a day, 7 days a week, at 800-654-9999.

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**GRN Bank**  
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Diane, act now and we'll donate 1% of every purchase to your alma mater, Bates College!