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.

Jane, get 20% off your next meal.

List of Charges and Credits   Amount

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

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Make a More Powerful Statement

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

Pitney Bowes

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Pitney Bowes

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 Onserts 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 — Your Account Statement

DIANE MCGREGOR
102 HIGHLAND DR
ROCKFORD MI 49341-1540

1060 West Addison Street
Chicago, Illinois 60613

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