



# IN-THE-MARKET ALERTS™

## MARKETING THAT PAYS FOR ITSELF



Think about your most successful marketing campaigns. No doubt they are the ones where you hit the bullseye in terms of:

**People** - choosing qualified consumers with a propensity to respond

**Timing** - knowing who is actively in the market and ready to buy

**Offer** - customizing based on consumer need and qualification criteria

**Channel** - communicating via the consumer's preferred means

# 80%

**OF YOUR DIRECT  
MAIL BUDGET CAN  
POTENTIALLY BE  
SAVED BY USING  
IN-THE-MARKET  
ALERTS**

### Now you can have more successful lending campaigns

Increase the conversion rate and ROI of your lending campaigns by using event-triggered marketing to get your targets, timing, and offers just right. Using data, analytics, and technology, In-the-Market Alerts notify you when qualified consumers are applying for a loan and are most open to your offer – so you can immediately engage them with a multi-touch campaign.

### Use fewer resources

The proven strategies of event-triggered marketing have been automated for you into our In-the-Market Alerts solution. Now, instead of mass mailing “invitations to apply,” this proven technology allows you to save money and time by marketing only to qualified consumers.

### Achieve better financial metrics

Whether you want to monitor 2,000 records or 20 million, our platform is the only solution that combines data from all three credit bureaus with your specific qualifying rules to help you engage existing account holders with targeted, pre-qualified offers.



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“If you partner with Deluxe and follow their direction, I am confident you will be successful with event-triggered marketing just like we are.”

– Eric Carling, VP of Sales, Commerce Bank

## Benefit from performance that pays

Most marketing campaigns cannot come close to the ROI achieved with In-the-Market Alerts. Whether you are cross-selling Mortgage, HELOC, auto, personal loans, credit cards or insurance to your existing account holders, In-the-Market-Alerts helps improve your capture rate.

A 30-day analysis of averaged client performance shows the potential return on every marketing dollar spent for a new mortgage from a qualified existing account holder. How does this compare to your current cross-selling campaigns for mortgages?



**\$90**

**New revenue generated for every dollar spent marketing a mortgage to a qualified account holder.**

\*The above match rates represent average baseline metrics of client performance, assuming tri-bureau use and minimal qualifying criteria.

Don't miss any more potential opportunities. Get started today by requesting a 30-day lookback opportunity analysis to find out how many of your customers were in the market for a loan in the last 30 days.



**WANT MORE INFORMATION ABOUT DELUXE MARKETING SOLUTIONS?**

Contact us today.

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**CALL**

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**Listen. Solve. Deliver.**