
Security Finance & Informed Delivery

— Tuesday, August 27, 2019 —





Denine Knapp

Marketing Manager

Security Finance



Traditional Marketing

Digital Marketing



Direct Mail

- Reaches New and Existing Customers
- Major focus of Marketing efforts
- 30m+ mail pieces per year



Digital Marketing

- Paid Social Media
- Paid Search
- Texting
- Mobile App



Informed Delivery

Early adopter - Started in August 2017

- Introduced by close partner.
- 345 completed campaigns to date.
- 214 completed campaigns in 2019.



**2019 Mailing and Digital Innovation Award &
2018 Next Generation Campaign Award**
Honorable Mention

By The Numbers

1.6m

Impressions presented to Informed Delivery users. 1.33m presented in the email digest. Over 700k email opened with almost 11k click-throughs.

0.66%

Average CTR

1.45%

Average Email click-to-open rate

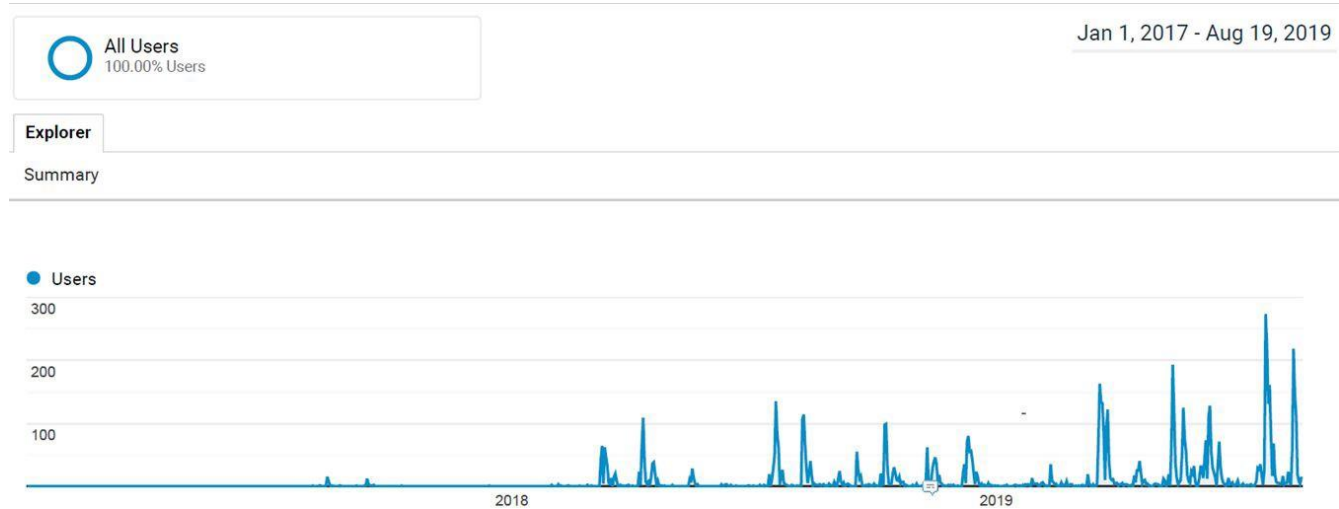
8%

User saturation for CY19, with a high of 13.5%. Original July '17 was 1.8%



Analytics

As Informed Delivery adoption rates increased, so have our engagement rates.



Campaign Examples



24% Dual Campaigns
* Avg. CTR = 0.64%

76% Basic Campaigns
* Avg. CTR = 0.80%

You have mail and packages arriving soon. 8/12/2018

COMING TO YOUR MAILBOX SOON.

MAIL

[View all mail on dashboard >](#)

We're Changing Our Name

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To Better Serve You

Current Sunbelt Credit 1206 Sam Houston Ave Huntsville, TX 77340 (936) 291-2291		Future Security Finance 1206 Sam Houston Ave Huntsville, TX 77340 (936) 291-2291
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SUNBELT CREDIT

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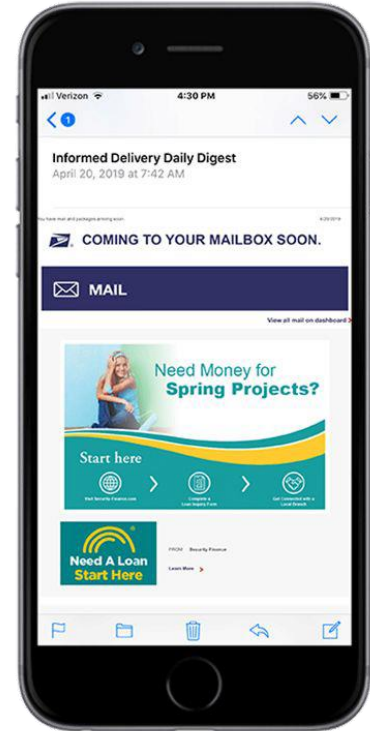
**Need A Loan
Start Here**

FROM: Security Finance

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Tips

- Include a clear offer & call-to-action in the ride-along image.
- Use an image of the non-address side of the mailpiece for the representative image.
- Try both 'Basic' and 'Dual' campaigns
**Look for variances in data based on mail piece volumes*



Customer Journey

Representative Image



Back to School
shouldn't mean
Back to Stress
TURN TO US FOR A FAST, SAFE LOAN.

WE SPECIALIZE IN INSTALLMENT LOANS

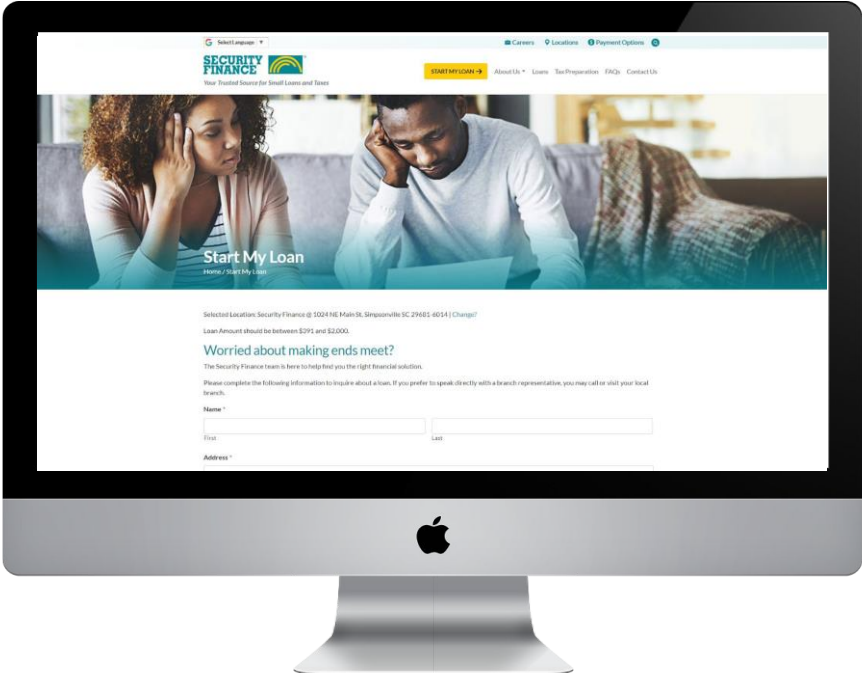
Ride-along Image & TargetURL



**Need A Loan
Start Here**

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Selected Location: Security Finance @ 1041 HE Math St, Simpsonville SC 29681 4034 | Change?

Loan Amount should be between \$295 and \$2,000.

Worried about making ends meet?
The Security Finance team is here to help find you the right financial solution.

Please complete the following information to inquire about a loan. If you prefer to speak directly with a branch representative, you may call or visit your local branch.

Name *

First Last

Address *





Thank You



 **MAILERS TECHNICAL**
ADVISORY COMMITTEE
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August 27-29, 2019