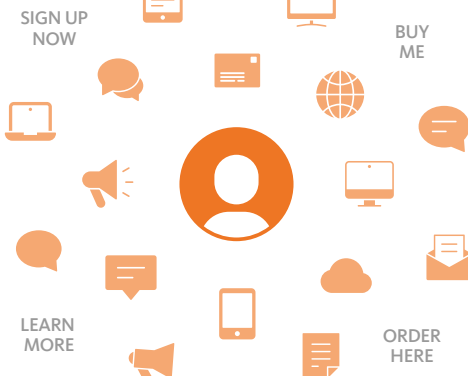


As Marketers, it's harder than ever to reach customers, get their attention and drive desired behaviors. We are surrounded by an unprecedented amount of **content**, **channels**, and **data**.

Content.

Consumers are inundated with content, making it hard to stand out and separate your message from the noise.

Digital Marketing experts estimate that most Americans are exposed to **4,000 to 10,000** advertisements each day.



Channels.

Consumers have information coming at them on many different channels – and the number continues to grow.



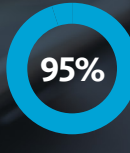
of adults consume content on multiple devices at the same time



Number of times consumers switch between screens



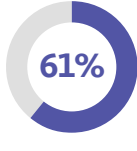
Number of channels consumers use for accessing transactional communications



of consumers use three channels regularly

Data.

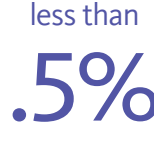
Content leads to an ever-increasing volume of data, which is a challenge to manage: accessing it from multiple sources, understanding what messages are impactful, measuring responses across each channel, and applying insights to determine what drives behavior.



of marketing decision makers struggle to access or integrate the data they need



The size of the digital universe is doubling every two years



Yet, less than 0.5% of all data is analyzed and used

The Solution.

There is a communication that captures your customers' attention: **YOUR BILLS AND STATEMENTS.**



of consumers read their bills and statements



Number of minutes consumers spend each month reviewing their bills and statements regardless of the channel



Number of times consumers need to see a message before action is taken, making a monthly touchpoint powerful

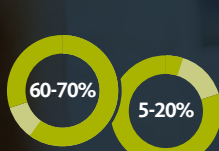
Bills and statements offer tremendous marketing potential:

- Incorporate personalized offers and information
- Meet regulatory requirements
- Add charts with data and analytics (e.g., usage history, investment performance over time)
- Measure responses and apply learnings to next month's communication
- Provide educational information

Since bills and statements are sent monthly, you can consistently message to your customers with relevant information, creating upsell, brand loyalty and engagement opportunities.



of consumers would like to see personalized recommendations on their bills and statements



The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is just 5-20%



Existing customers are 50% more likely to try new products and spend 31% more when compared to new customers

You become a part of your customers' everyday life when you deliver bills and statements to the channels they are going to on a regular basis.

83% of consumers said it is important for me to be able to decide which channels my providers use to communicate with me

No other touchpoints deliver these results. Let's talk about how you can get started. Call 1 (844) 364-4966 or visit broadridge.com.