



INCREASE CUSTOMER LOYALTY WHILE EARNING EXTRA REVENUE

Deliver targeted coupons and offers
from external advertisers with
MarketSpace™

Presenters:



Candice Russell
Marketing Manager



Pete D'Amato
Vice President of Global
Marketing and Product
Management



Ken Renko
Product Marketing
Manager

At the end of this Webinar you'll understand how to:

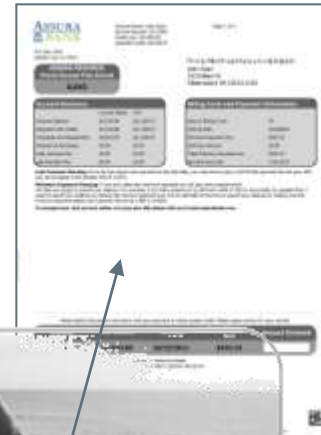
- **Use your transactional documents as a valuable communication channel**
- **Increase customer loyalty by providing targeted external offers on your monthly statements**

TRANSFORM YOUR STATEMENTS

“We see significant potential related to targeted coupons on transactional documents—they just add value to our members.”

Comment from Director of Strategic Communications with a major Health Care provider

InfoTrends case study
October 2008



TransPromo Journey



Start here

Commit



Find available space



Gain document owner buy in

Content

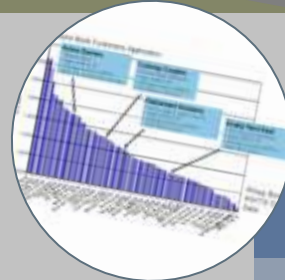


Obtain content



Gain approval

Execution



Segment recipients



Write script, code document



Create accounting reports

Ongoing



Ongoing maintenance



Manage collections and payments

TransPromo Journey



Start here

Commit



Find available space



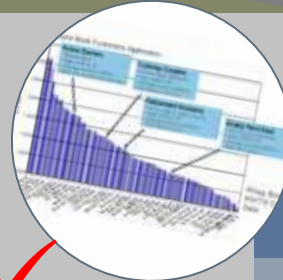
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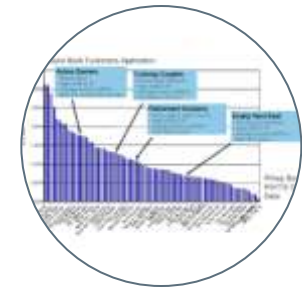
MarketSpace™

GETTING STARTED

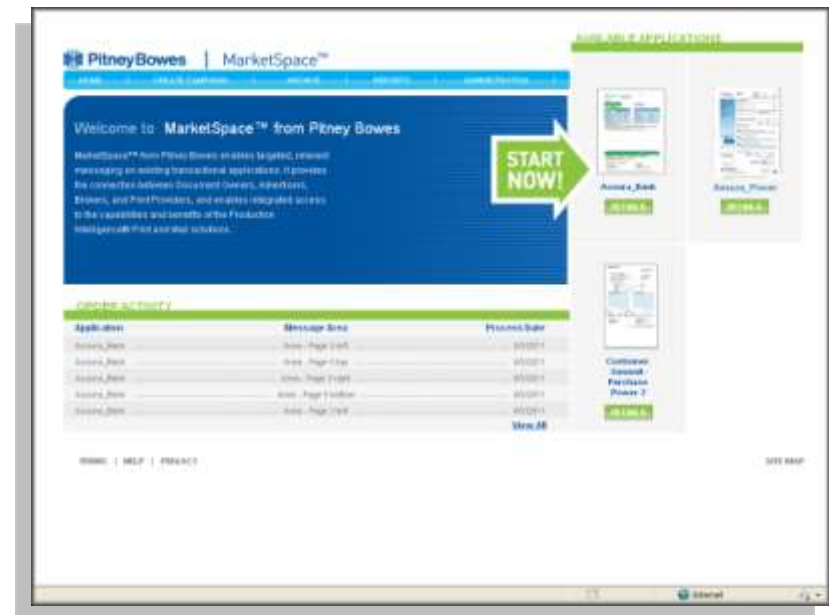
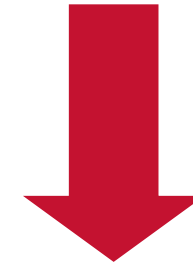
Statement characterization information placed on MarketSpace™ Web portal.



Find available space

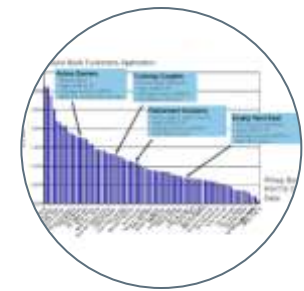


Segment recipients

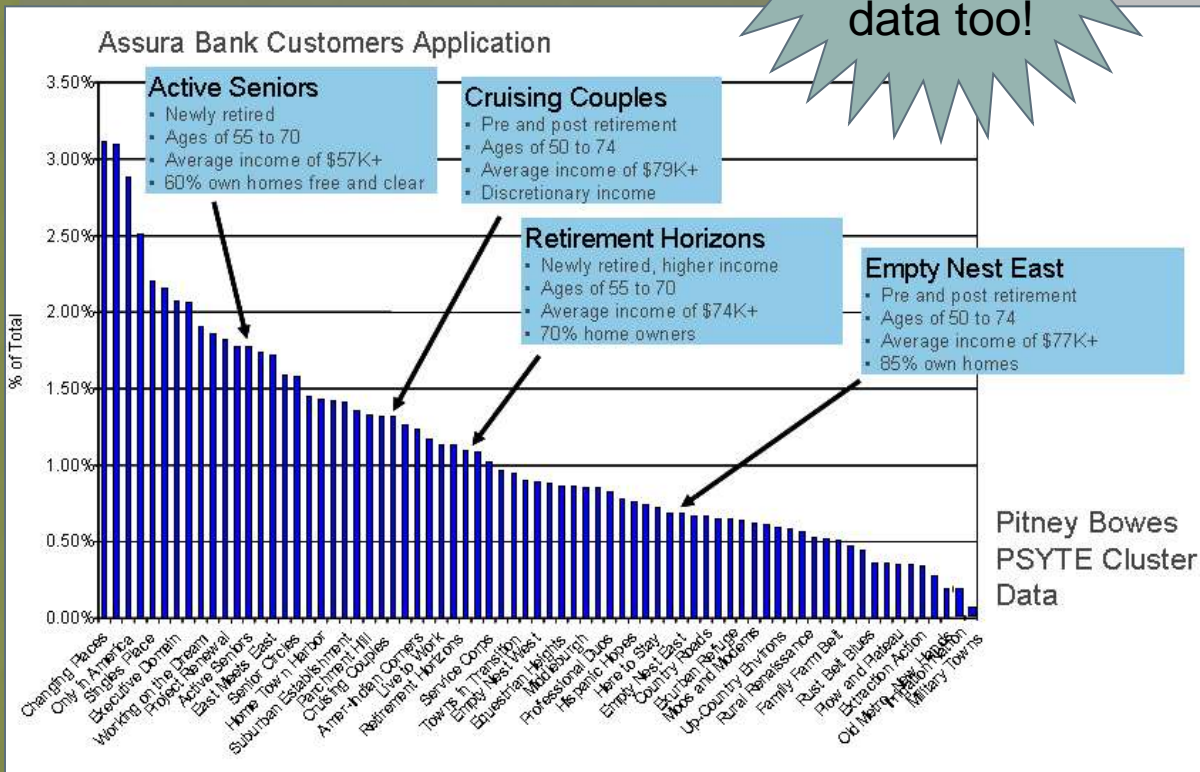


GETTING STARTED

We can segment based on statement data too!



Segment recipients

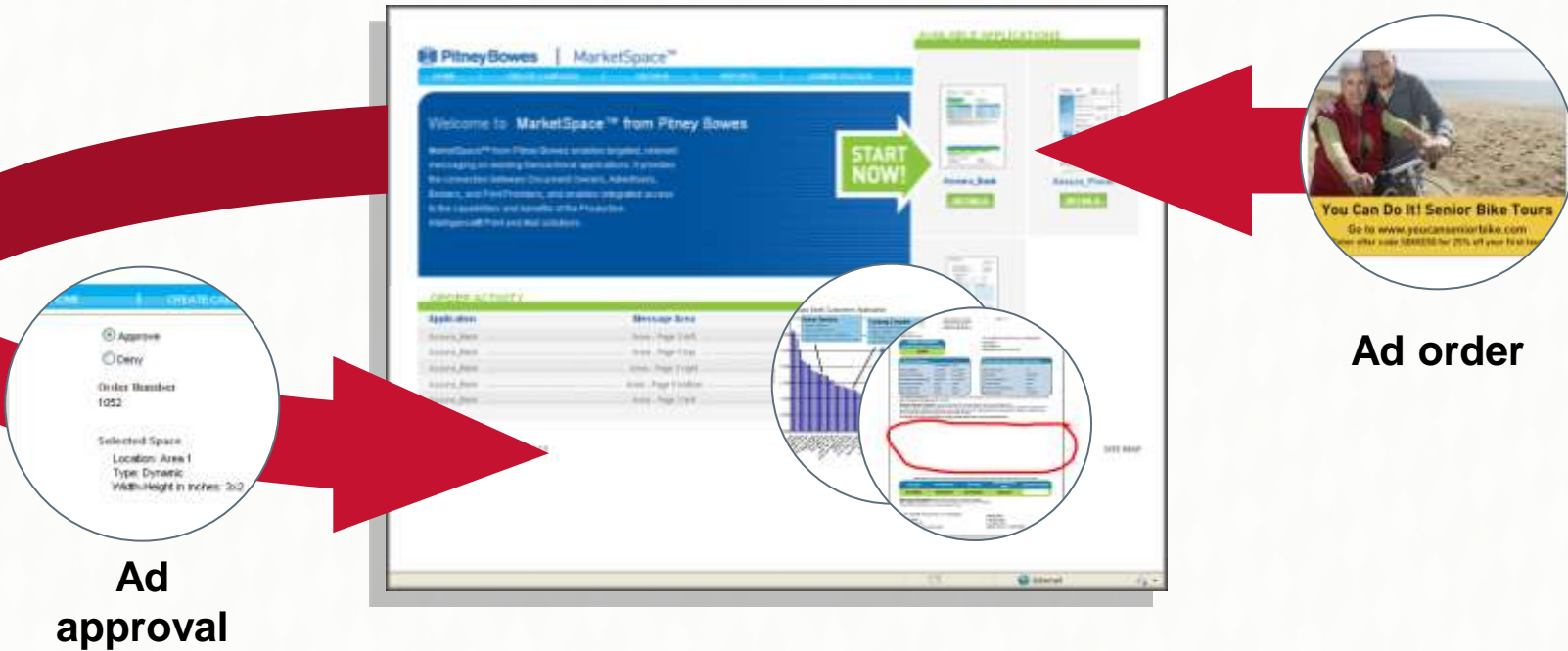


72 different groupings with information on average age, income, ethnicity, education attainment, family status, longevity in a particular area—

add value to your white space.

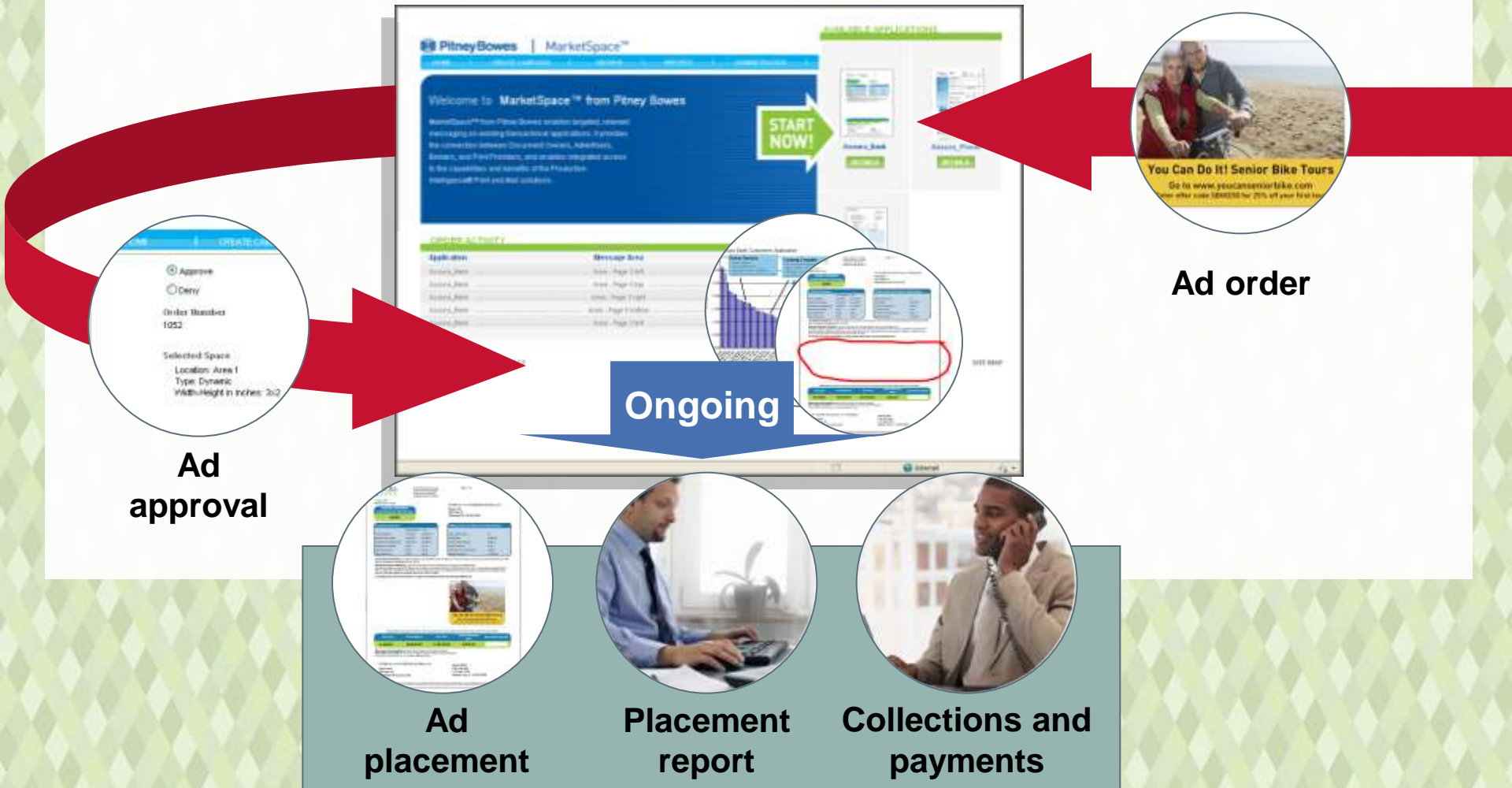
IN THE GROOVE

Third party advertiser views characterization, then places an order for space. **The document owner views and approves the ad.**



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IF YOU BUILD IT, WILL THEY COME?

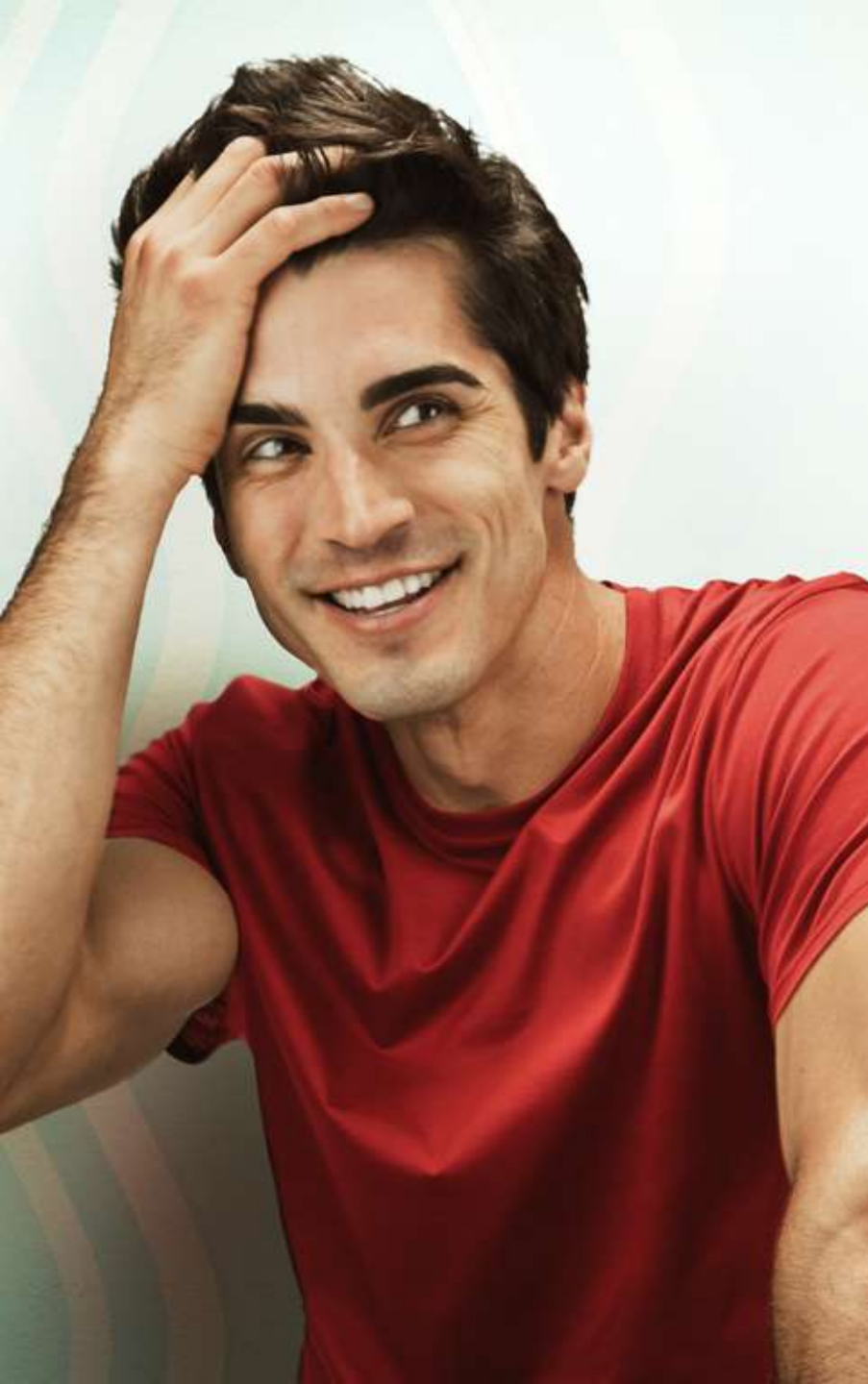
**MarketSpace™ from the advertiser's
perspective**



Yes!

**Third party advertisers
are interested in:**

- 1. Targeting capabilities**
- 2. Implied endorsement**
- 3. No print costs**



Yes!

Third party advertiser prospects:

- 1. Multi channel merchants**
- 2. Retailers looking for geotargeting**
- 3. Home services**

 **Pitney Bowes**

Every connection is a new opportunity™

SHOW ME THE MONEY!

MarketSpace™ potential revenue



**You can still
maintain
your insert
program**

Calculating potential revenue is not an exact science

Factors to consider:

- Ad space and size
- Number of available documents
- Placement rate
- Color or monochrome

Conservative estimate:

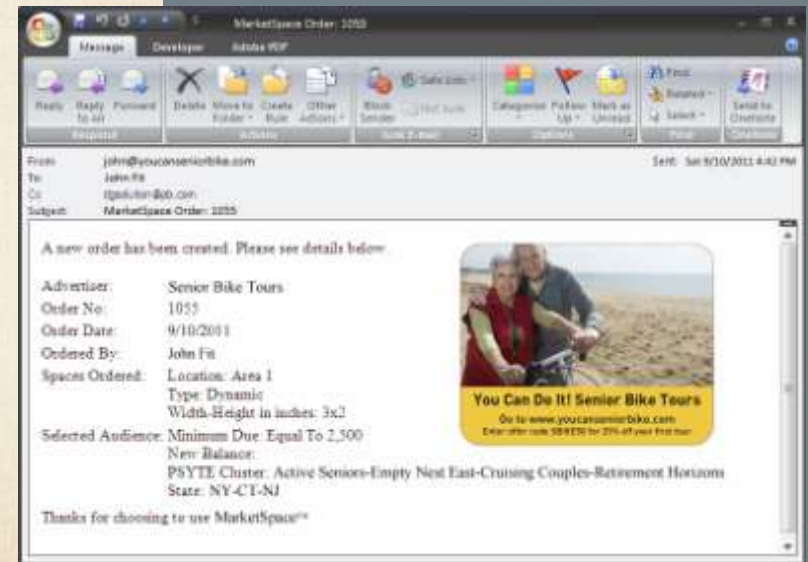
Annual revenue in **Year 1** would be equal to half your daily statement volume, **possibly much more.**

MAINTAIN CONTROL

MarketSpace™ content control and data privacy protection



Oversight of what appears on your statements is essential



All advertisements must be approved by internal stakeholders before an order is finalized.



Protecting customer data is paramount



Only statement characterization is available on the portal, with absolutely no individual customer data included.



Every connection is a new opportunity™

Date



Now you see how you can...

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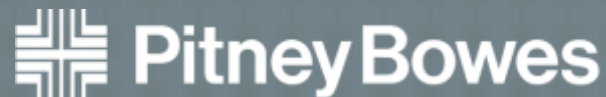
 **Pitney Bowes**

Every connection is a new opportunity™

Add value for your customers with targeted coupons from third party advertisers printed directly on your statements with MarketSpace™.

QUESTIONS

For more information please visit
www.pb.com/marketspace



Every connection is a new opportunity™



THANK YOU!