

DIGITAL PROMOTIONS HELP FINANCIAL INSTITUTIONS INCREASE DEPOSITS, ATTRACT NEW CUSTOMERS

FINANCIAL PLANNING: Statistics show that audio book listeners are well educated, have higher incomes, hold professional positions and tend to be 30 years or older, making our [Audiobook Download Cards](#) (which carry a retail value of \$25) an ideal incentive tool for financial planners looking to connect with this hard-to-reach demographic. The custom-branded Audiobook Download Cards – give recipients' the choice of more than 60,000 best-selling titles – also serve as a great event giveaway that can be used to drive after-show Web traffic and obtain online seminar feedback.

NEW ACCOUNT PROMOTIONS: Reward customers who open a new checking, savings or CD account with a custom-branded [Digital Choice Card](#) that enables them to choose the digital entertainment they prefer: music downloads, a personalized cell phone skin, an audiobook, or phone card.

ONLINE BANKING PROMOTIONS: To save money and reduce their environmental footprint, banks are going paperless – and digital promotions and online banking go hand-in-hand. Reward customers who sign up for paperless statements or online bill pay with a [music code](#) good for five free songs that can be delivered virtually to their email box. Music codes can also be used as an ongoing incentive to reward continued online banking.

STUDENT LOAN APPLICATIONS: Motivate students to apply for a student loan with a custom-branded [Instant Win Mystery Card](#) guaranteed to win music downloads, a \$20 Starbucks gift card or an iPod Nano. To find out what they have won, students are first routed to an online registration form or survey that can be customized for your bank, enabling you to obtain additional information about the student.

