Deluxe TargetOne℠

It's the million-dollar question – How can I effectively promote additional products and services to my consumers? In today's world of media overload it can be challenging to attract attention, even from your best accounts. It's time to think inside the box for a change. Inside the check box, that is.

With the Deluxe TargetOne℠ program we can bind your targeted, full-color custom marketing inserts right into the check package. That's one place they're sure to get noticed and deliver professional, high-impact messages about your products and services.

Retain and increase share of wallet from your existing consumers by marketing through the check package.

2005 Cherry Tree research found the challenges before financial services companies are driving the need for knowledge-driven solutions.

GROW REVENUE

Customized in-package messaging can be used as a marketing tool that delivers new sources of revenue requiring minimal investment and risk.

Your Priorities

- Increase relationship profitability while containing costs
- Battle the changing competitive landscape for financial services
- Fully engage your consumers with multiple products and services

Key Benefits

- The check package gets opened – every time
- High-impact color insert capabilities
- Ability to target to specific consumer segments

How it Works

Deluxe will work with your financial institution to develop the design and marketing message for your insert.

NOTES:

For more information, contact us at 1-888-633-5893 or contact your Deluxe Account manager.

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