



Envisant

HOW TO EFFECTIVELY MARKET YOUR PREPAID CARDS

All good strategies start with research. A deeper understanding of your targeted audience can help inform your offerings, messaging, and how you communicate.



METHODS OF DATA COLLECTION

ZERO-PARTY

Voluntarily shared by members via surveys, forms, etc.

FIRST-PARTY

Member interactions such as transactions or email, website, and social media engagement

SECOND-PARTY

Another organization's first-party data shared with your credit union

THIRD-PARTY

Collected by organizations with no direct relationship with audience

SEGMENTATION:

Group audience into segments for targeted, personalized messaging.



Location
state / city



Psychological
interests / values



Demographic
age / gender / income



Behavioral
transactions / email engagement

SAMPLE QUESTIONS TO ANSWER WITH RESEARCH

What's important to members?

e.g. community support, rewards, etc.

What payment formats do members use?

e.g. plastic, virtual, mobile, etc.

Where do members spend most of their time online?

How and when do members like to be contacted?

FOLLOW-UP

Ongoing communications with multiple touchpoints help raise awareness, gain interest, and inspire sign-ups.

Request feedback from cardholders to keep your service and offerings relevant to their needs and interests.



At Envisant, we're here to help you develop a strong prepaid marketing strategy. To learn more, contact us at **1-800-942-7124** or visit www.envisant.com.