

## **Integrator™ in a Service Bureau Environment**

### **Partner With Raddon to Streamline Campaign Management and Drive Profitable Growth**

With the service bureau delivery of Integrator from Raddon, you can accelerate revenue growth by letting our experts create, plan and execute your marketing strategy. We work closely with your marketing team to build databases, execute targeted campaigns, track results and create customized reports. Our strategic advisors ensure that all activities are aligned with business goals.

The Marketing Customer Information File (MCIF) is your key to gaining strategic, actionable knowledge about your customers and the products and services they use—and leveraging that information to create successful growth strategies. Integrator is a fully-automated, serialized campaign and MCIF management product maintained and driven by our financial services marketing team to support your organization with:

- Integrator system management, queries and reports
- Direct marketing processing and support
- Benchmarking and analytics
- Profitability reviews (optional)
- Strategic guidance

#### **Integrator System Management, Queries and Reports**

Using monthly data files provided by your organization, Raddon will build and maintain standardized databases for marketing services including:

- Data file management
- System refreshes and updates
- Query and research support
- Standard and/or custom reports

We also provide specialized services such as campaign analysis and measurement, list imports, serialized matrix mail campaigns and demographic data appends.

#### **Direct Marketing Support**

We act as an extension of your own marketing team to provide direct marketing processing and support based on your business objectives. Using Integrator data, our experts will recommend appropriate strategies and tactics to improve customer relationships and drive revenue growth—including cross-sell strategies and matrix mailing structures.

Based on your objectives we deliver a variety of routine services, such as periodic database builds, file maintenance, standard reports and other routine tasks. We can also assist with campaigns, reporting, lists, analyses and measurement.

You also receive:

- Monthly performance tracking reports and custom reports, as requested
- Quarterly meetings to review your marketing calendar
- Mail/call list production processing as indicated by project schedule
- Monthly, quarterly and yearly ROI reports (optional)



Raddon has been providing financial institutions with research-based solutions since 1983. Since we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

As our client, you receive a 90-minute onboarding review of the system's capabilities and reporting functions plus a pre-determined number of service hours per month. If project services exceed contracted hours, we are available at an hourly bill rate.

### Advanced Data Solutions

Raddon is a full-service provider of appended demographics. Choose from our complete list of available fields, or select a predefined demographic package for consumers or businesses. Enhance your marketing database by appending consumer demographics for comprehensive analyses and target marketing campaigns. Our data variables can help you select the most eligible prospects for your financial offers, reducing mail volumes and overall campaign costs. We enable you to selectively target the right prospects for your product promotions.

### Ensuring a Smooth Transition

Our implementation team works closely with you to ensure a quick transition, typically within 60 days. During this period we establish the ongoing input files and monthly database build process. We also establish periodic and ongoing extracts that may be used to enhance the household information in other systems.

Once implementation is completed, we assign a dedicated service bureau analyst who will be your primary contact for our services.

### The Strategic Advisor Advantage

Every client benefits with a strategic advisor. As an extension of your executive team, your advisor will make both strategic and tactical recommendations—assisting in the development of marketing campaigns and sharing industry best practices. Your advisor will help you identify opportunities for growth and improved performance through an assessment of your performance analytics, competitive landscape, past financial and marketing performance, and annual goals and objectives.

#### Key Benefits

- Accelerate results by leveraging Raddon as an extension of your marketing department
- Reduce your capital investment and the need for onsite marketing resources
- Ensure that the growth of my organization is in accordance with business goals
- Benefit from Raddon's knowledge of industry best practices and the competitive landscape
- Provide timely and accurate analysis of budgets, financial trends and forecasts
- Proactively cross-sell by delivering household intelligence to the front lines

#### Connect With Us

For more information about Integrator, please contact us at 800-827-3500 or visit [www.raddon.com](http://www.raddon.com).

**Raddon**  
A Fiserv Company

**Raddon**  
1933 North Meacham Road  
Suite 700  
Schaumburg, IL 601738

800-827-3500  
[www.raddon.com](http://www.raddon.com)