



**Premium Email drives customer engagement and conversion with both event triggered and scheduled list mailings. Premium Email is email optimized to the unique needs of the financial services industry.**

**Designed for Financial Services**

Premium Email is designed for the unique needs of the financial services industry. Advanced personalization options and unique financial content make it easy to use email for one-to-one campaigns by responding immediately to customer activity across the CUSTOMERfirst® platform or in other systems. Premium Email has direct and instant access to all information provided by customers as they use CUSTOMERfirst, so your messaging will be both relevant, timely and personalized.

**Triggered Emails for Precision Marketing**

Communicating with a customer when they are in-market is one of the surest paths to conversion. Triggered emails respond to in-market customer behavior with relevant and timely messaging to ensure you are top of mind as they make a conversion decision. Responding to interactions across the CUSTOMERfirst platform or in the core banking system or MCIF, triggered emails quickly deliver the right offer at the right time to engage and convert customers.

**Scheduled Emails for List Mailings**

While financial services marketers often focus primarily on one-to-one emails, larger list-driven mailings are also an important part of an emailing strategy. Premium Email easily handles large mailing lists, automatically throttling mails to specific domains to protect reputation and deliverability. Special promotions, house file mailings, newsletters or other mass communications are easy with Premium Email.

**Letterhead and Templates for Easy Management of Look and Feel**

Premium Email uses both letterheads and templates for easy-to-create and easy-to-maintain layouts for all your emails. Dynamic content is easily incorporated into templates, including financial content from other CUSTOMERfirst modules. Of course, Premium Email ensures that your emails are properly formatted for every device and the built-in content scanner ensures that your emails will work with your customers' spam and junk filters.

**Quote:**

"According to Synergistic Research Corporation, about 20% of Internet users who receive marketing-oriented financial e-mails actually obtain a financial service as a result. It is therefore in your bank's best interest to similarly expose your readers to products that might appeal to their needs."

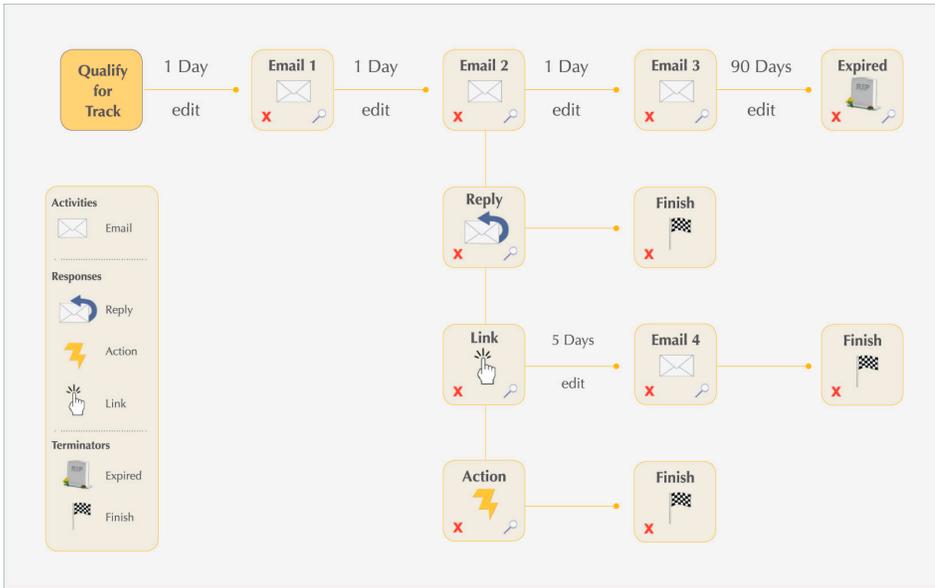
- Banks Build Brand Loyalty with E-Mail Marketing, Financial Publishing Services White Paper



**Premium Email is a strategic relationship management tool.**



Premium Email marketers ensure message timeliness and relevance with storyboards.



### Build Consumer Dialogues with Powerful Visual Storyboarding Tools

Both scheduled and triggered campaigns can be either a single email or a series of messages driven by a storyboard. The Track Editor allows graphic creation of messaging storyboards without the need for a sophisticated database scripts or list creation. Marketers just drag and drop email templates, responses and end points onto the email Track Editor storyboard. Message timing is defined by the user so that an email track can deliver your message immediately, over time, or both.

To get you started, Premium Email includes a Track Library compilation of over 40 Email Track frameworks that embody best practices in financial services marketing to create fully automated email promotions across multiple business lines. Track Library campaigns can be used as-is or modified as desired to meet the needs of a specific promotion.

### Accomplish More with Less Using Automated Marketing

Once set up, Premium Email triggered email acts in a “lights-out” fashion responding to in-market customers with the right message, freeing marketers to think more strategically about their campaigns and messaging. Premium Email helps you do more with less.

### Reporting

Premium Email includes full reporting on all critical email events including open rates, responses, link clicks, bounces, mails sent and delivered and a host of other useful information.

### Quote:

“Email marketers continue to find a response boost for personalization. Click-through lift was 20% to 60% depending on the type of personalization.”

- *Email Marketing Leveraging the Inbox, Online Banking Report*



**Fact:**

Leadfusion Premium Email has proven results:

- 97% Deliverability
- 42% Open Rate
- 21% Response Rate

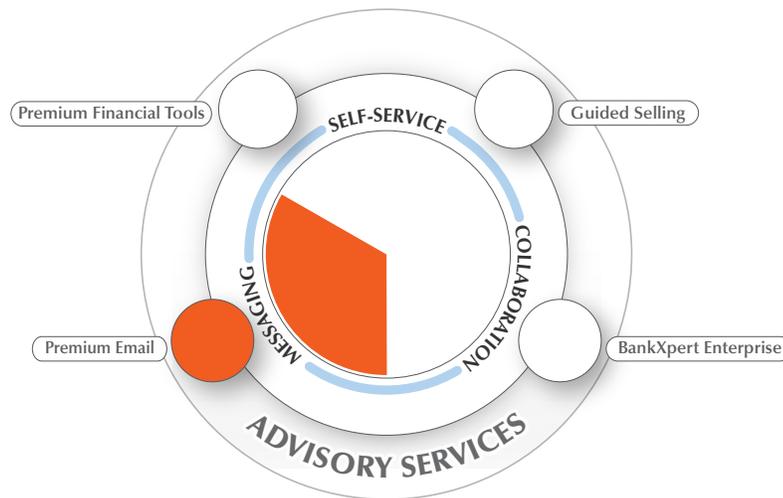
**Deliverability and Compliance**

Premium Email includes advanced deliverability capabilities. Beginning with initial setup, Premium Email is configured to send email from your institution with Sender ID, whitelisting, and other steps to ensure high deliverability. Once operational, capabilities such as delivery tracker, eContent Scorer, and delivery monitoring work together to get your email to the inbox.

Management of Opt-Outs for CAN-SPAM compliance and automatic purge of bad email addresses work together to keep your lists clean and compliant.

**About CUSTOMERfirst®**

CUSTOMERfirst Premium Financial Tools, Guided Selling®, BankXpert®, CU Xpert®, and Premium Email products are designed to operate independently or as a single integrated solution that engages through all stages of the customers’ experience. The CUSTOMERfirst platform covers all lines of business for both consumer and small business needs.



**About Leadfusion**

Leadfusion, Inc. has been providing engaging experiences for financial consumers since 1995. Over 300 financial institutions, including 8 of the top 10 banks and over 75 credit unions have trusted Leadfusion to educate and empower their consumers. The company is headquartered in San Diego, California. To learn more call 877.205.9825 or visit [www.leadfusion.com](http://www.leadfusion.com).