



Broadcast Package

**Extend Your Fetch Marketing Campaign
With a Comprehensive Solution to
Ensure Loan Generation Success**



The **Broadcast Package** is designed to give financial institutions additional marketing options to their Fetch Marketing campaign by constructing a custom outreach and follow-up plan that maximizes the effectiveness of their marketing campaign. The Broadcast Package includes flexible pricing options and can be used with any of Ser Tech's Fetch Marketing credit pre-approval campaigns including both Triggers Responsive Marketing and Prescreen Predictive Marketing.

Ser has designed the Broadcast Package to be a comprehensive solution from credit data analysis, marketing design, fulfillment and complete member follow-up. Broadcast Package options allow our clients the ability to structure and fully outsource a marketing program that works best for them.

The **Broadcast Package** offers the following extended features to your Fetch Marketing Standard Campaign:

Standard - Every Fetch Marketing campaign comes with a professionally-designed direct mail letter or email with a customized offer using prescreen data from the credit bureau.

Standard Plus (Includes Standard) - Addition of a follow-up email or a follow-up postcard to reinforce original offer.

Balanced (Includes Standard Plus) - Addition of follow-up phone calls to consumers using BALANCE's call center to bolster response.

Beyond (Includes Balanced) - Substitute a Flex Multi-Offer Campaign in place of a standard Fetch Campaign to make up to four loan offers in one marketing piece.

SerTech specializes in mining and analyzing credit bureau data to provide advanced marketing, credit information and analytics to financial institutions, allowing them to better serve and connect with customers and consumers. For more information, email us at sales@sertech.com.

BALANCE has been dedicated to providing money management education and assistance to consumers for more than 45 years.