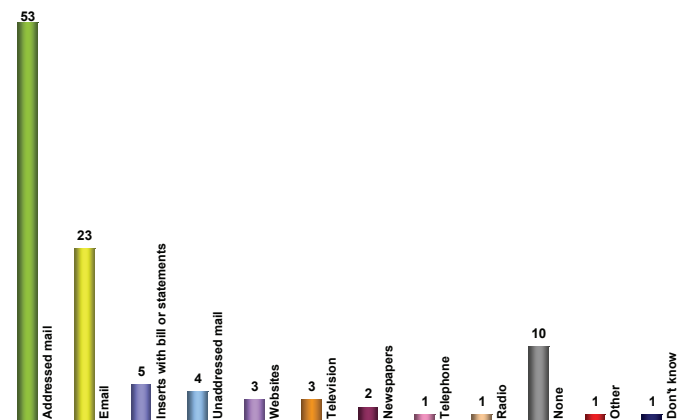




**What media should
banks and credit card companies
consider to reach their
customers and prospects?**

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of banks and credit card companies prefer to receive marketing communications via:

53%

Addressed mail

23%

Email

5%

Inserts with bills or statements

Key demographics

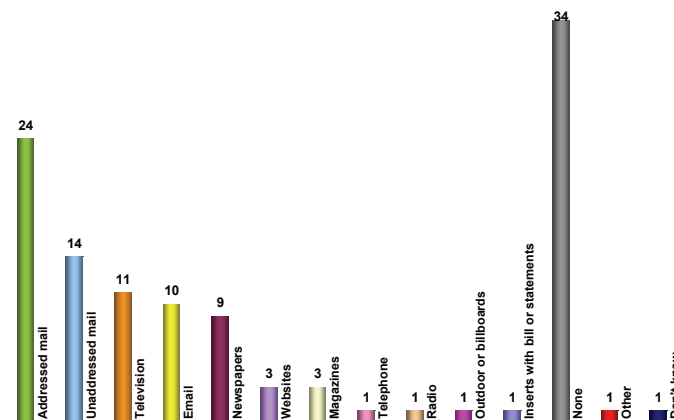
- Customers selecting mail were most heavily represented in the 55+ age group.
- Preference for email communications is stronger in the younger and more affluent (household income \$100K+) sectors of the audience.

Base: Banking customers n = 503

INSIGHTS

Addressable media channels should be top of the list for banks and credit card companies seeking to talk to existing customers or find new ones. This may reflect the capability of such channels to communicate highly targeted and relevant messages. The use of inserts with statements offers a highly cost-effective channel for reaching existing customers.

CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of banks and credit card companies prefer to receive marketing communications via:

24%

Addressed mail

14%

Unaddressed mail

11%

Television

Key demographics

- The preference for addressed mail amongst non-customers is relatively consistent across all age and income bands, though it does dip a little for the 40-54 age band where television and newspapers score slightly better than the average.

Base: Banking customers n = 501

SPOTLIGHT ON DIRECT MAIL

Addressed mail is the most preferred channel for non-customers of a bank or credit card company to receive marketing communications. Exactly half of all existing bank customers in the key 40-54 age group – often a lifestyle associated with increasing affluence – stated a preference for receiving marketing communications via addressed mail.