

CARD PORTFOLIO GROWTH SOLUTIONS

GROWTH IS IN THE NUMBERS

In the rapidly evolving payments landscape, credit unions need data-driven initiatives and solutions to add value to members while growing their card portfolios. With Card Portfolio Growth Solutions from Trellance, we take on the hard work of growing

your card portfolio for you. During this 12-month calendar of activities, we'll work as an extension of your staff, strategizing promotions throughout the year on your credit union's behalf.

On average,
credit unions saw:



WHAT'S INCLUDED IN CARD PORTFOLIO GROWTH SOLUTIONS:



KICK STARTERS

- Credit Line Increase Program
- New Accounts Acquisition Program



MARKETING CAMPAIGNS

- Balance Transfer
- Employee Incentive Campaigns
- Usage Campaigns



ADDED BENEFITS

- Annual Metric Review
- Quarterly Progress Report
- Loyalty Options

Contact us today to learn how you can optimize your card portfolio this year.

GROWTH@TRELLANCE.COM

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*These percentages are averages based on performance in 2018. These averages may vary.

CARD PORTFOLIO GROWTH SOLUTIONS

Our “pay for performance” model ensures your success, and we are compensated only when your card portfolio grows, limiting your risk.

MANAGED 12-MONTH CALENDAR

We make it easy for you to simply plug into our 12-month calendar of activities proven to increase penetration, activation and usage, as well as stimulate portfolio profitability. Card Portfolio Growth Solutions includes a Credit Line Increase Program, New Account Acquisition Program,

balance transfer options, usage campaigns, plus credit union employee incentive campaigns for you to reach your cardholders. Utilizing decades of payments experience and data-driven strategy, this program is your formula for success.

CPGS QUARTERLY OUTLOOK 2019

QUARTER 1		
JAN	FEB	MAR
Balance Transfer	Balance Transfer	Balance Transfer
New Accounts Acquisition Mailing	Employee Incentive Campaign	Employee Incentive Campaign
Activation Campaign		

QUARTER 2		
APR	MAY	JUN
Usage Campaign	Usage Campaign	Usage Campaign
		Potential Annual CLIP Run
Activation Campaign		

QUARTER 3		
JUL	AUG	SEPT
Balance Transfer	Balance Transfer	Balance Transfer
New Accounts Acquisition Mailing	Usage Campaign	Usage Campaign
Activation Campaign		

QUARTER 4		
OCT	NOV	DEC
Usage Campaign	Potential Annual CLIP Run	Potential Annual CLIP Run
Employee Incentive Campaign	Employee Incentive Campaign	
Activation Campaign		

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