



NEW ACCOUNTS ACQUISITION PROGRAM

NEW CARDHOLDERS MEAN GROWTH FOR YOUR CREDIT UNION

The acquisition of new credit card accounts is critical to fueling your credit union's bottom line. Trellance's new Accounts Acquisition Program offers a flexible, customizable direct mail campaign that works in tandem with a unique landing page to help you boost your credit card conversion rate.

This program's digital platform, backed by data analytics, helps your credit union verify the prescreened, pre-qualification data and collect the new data that's required to issue credit cards to new cardholders. This versatile web portal becomes a powerful engine of customer conversions for your institution.

THREE KEY ELEMENTS TO BOOST YOUR CREDIT UNION'S ACCOUNT ACQUISITION NUMBERS.



Acquisition Program Portal
Puts you in complete control of direct mail, webpage design and parameters for pre-qualification.



Customized Mail and Webpage
Our experts work with you to personalize your credit union's marketing efforts and offer a secure, customer-facing webpage for your members' seamless onboarding experience.



Reports
Customized reports list qualified members and provide real-time notification of completed and incomplete applications.

A 60-DAY PROGRAM TARGETING NEW CREDIT UNION CARDHOLDERS.

With Trellance working as an extension of your team, you can accelerate your credit union's growth through our New Accounts Acquisition Program. Grow your new cardholder base over the course of

this 60-day program, translating to increased wallet share of cardholders while increasing profitability of your credit card program.

To learn more, contact us at
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