



MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

Profit Principles

» SPRING 2020 MARKETING NEWSLETTER

Successful Online Mortgage and Home Equity Loan Growth

TURN TO PAGE 6

INSIDE

Grow Your Account Relationships » PAGE 2

Provide a Better

E-Statement Experience! » PAGE 4

Direct Mail + Digital Advertising

= Improved Results! » PAGE 8

GetLogoed » PAGE 10



Call toll free **866.552.7866** or visit us online at **lk-cs.com**

Grow Your Account Relationships

You know your customers' details: the account relationships that they have with you, the transactions they conduct, and their monthly spending patterns. Use this information to drive new business and growth.

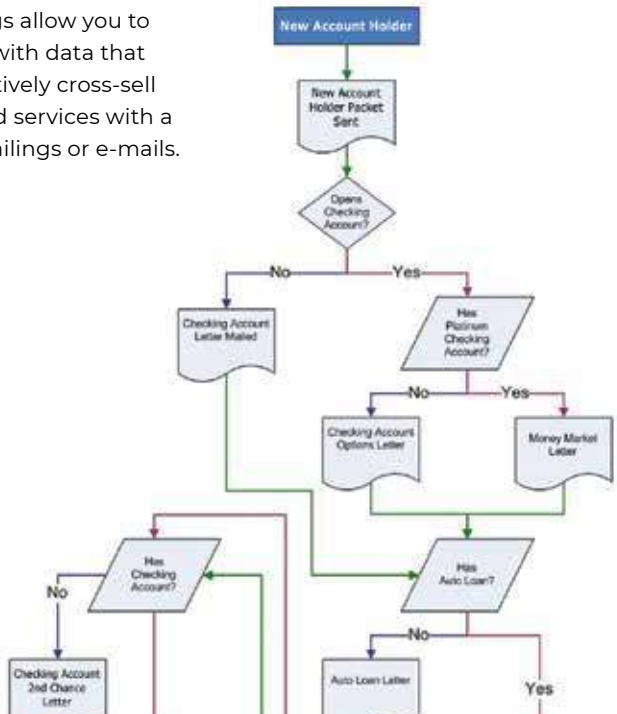
**You can with DataFlex!
And, at a price you can afford!**

DataFlex merges advanced analytics, a drag and drop interface, and graphical visualizations enabling you to analyze the account relationships, account balances, and demographic traits of your customers to make offers for products that consumers actually want.



AUTOMATE YOUR MARKETING WITH A HIGHLY EFFECTIVE SERIES OF DATA-DRIVEN MESSAGES.

DataFlex Matrix Mailings allow you to target specific groups with data that you already have. Effectively cross-sell additional products and services with a series of automated mailings or e-mails.



Did you know? Data-driven organizations are 23 times more likely to acquire customers than their peers.



DATAFLEX MATRIX MAILINGS ARE PERFECT FOR:

» Onboarding Campaigns

Welcome new customers and cross-sell additional products and services.

» Reboarding Campaigns

Remind non-engaged customers about your advantages and send targeted offers for additional products and services.

» Indirect Lending

Now's your chance to introduce yourself and explain how you can benefit customers beyond the car loan.

» Mergers & Acquisitions

Maximize retention of acquired customers with a coordinated matrix campaign.

» Other Opportunities

Matrix campaigns are effective to promote investment services, mortgage and insurance relationships, and other services.



Contact your sales representative today at **866.552.7866** for more information and a demonstration.

Provide a Better E-Statement Experience!

LKCS provides a complete e-statement solution that is secure, dependable, user-friendly, and inexpensive. Our electronic statement application was developed to be a seamless addition to our high-quality statement printing and mailing services.

LKCS FINANCIAL

Home Customer Admin Statement Lookup File Submissions User Dashboard Reports My Profile Help & Contact Us Logout

Statement And Notice Lookup

Search by Document Date and Account Number OR Account Name to lookup statements or notices belonging to any account holder. Simply enter your search parameters in the boxes and click on the "Search" button. To view/print the document, simply click on any of the underlined fields in the "Select Document to view" section.

Search by

From To

Document Date: (mm/dd/yyyy) Document Date: (mm/dd/yyyy)

Account #: Account #

Account Name: Account Name

Submission Type: Submission Type

Documents Per Page: 25

Enter % before or after your search term as a wild card.
(ex. j0n% would retrieve account names such as Jon, Jonah, Jonathan and John.)

Account Name like A%
Sort Order = Document Date Descending

Select Document to view: Page 1 of 245

Account #	Account Name	Address	Doc Date	Submission Type	Delivery Method
<u>26001</u>	Account Holder	4138 Flank Rd.	06/31/2019	DEMO	Electronic
<u>30001</u>	Account Holder	4138 Flank Rd.	06/31/2019	DEMO	Paper
<u>32001</u>	Account Holder	4138 Flank Rd.	06/31/2019	DEMO	Paper
<u>32201</u>	Account Holder	4138 Flank Rd.	06/31/2019	DEMO	Paper
<u>32008</u>	Account Holder	4138 Flank Rd.	06/31/2019	DEMO	Electronic

Statement Lookup Screen

We believe that e-statements should provide a better experience than traditional paper statements. And that is why we deliver a platform that is superior to our competitor's offerings in many ways.

LKCS E-STATEMENT BENEFITS

- » Easy enrollment with instant access to historical documents
- » Single sign-on integration with numerous online banking platforms
- » User specified e-mail and text message notification
- » Staff access to all customers' documents online
- » Onserts and banner ads promote your products and services
- » Simple management and administration
- » Mobile responsive formatting



E-statements are expected by your customers. They appreciate the convenience of having access to their statements from anywhere with access to the internet. You'll appreciate the cost savings and the marketing capabilities you'll have with your statements.

Join us on June 10th for our webinar.

Learn more at our upcoming webinar. Or, contact us online at lk-cs.com or call **866.552.7866** to speak with a sales representative today!



Custom E-mail Notification

Free Webinar Provide a Better E-Statement Experience!

» June 10, 2020 | 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



Mortgages aren't all about speed.

THEY'RE ABOUT EXPERIENCE

Provide an exceptional customer experience with LKCS' Digital Mortgage Platform, powered by *Lenderful Solutions*.

Online Mortgage Lending Platform

Let us use our online marketing knowledge and software expertise to take you into the digital mortgage age. We've leveraged Lenderful Solutions' knowledge of the mortgage industry to provide a platform that is white-labeled with your branding and translates online traffic into leads and loan officer appointments. We know what it takes to succeed online. Whether you're large or small, we can help.

Join us on April 8th for our webinar.

Learn more at our upcoming webinar. Or, contact us online at lk-cs.com or call **866.552.7866** to speak with a sales representative today!



Free Webinar Successful Online Mortgage and Home Equity Loan Growth

» April 8, 2020 | 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



STATS: *A case study has shown that overall home equity applications increased from 2 to 42 in the first week.*



Digital Mortgage

| 6-8 minute loan application

Engage and educate customers to quickly pull them through your purchase or refinance funnel towards a completed application.



Digital Home Equity

| 5-minute loan application

Help home equity loan and line of credit borrowers understand your products and determine how much they qualify for.



PreQual Express

| 5-minute mortgage pre-qualification

Implement personalized loan originator landing pages to capture more business. Enable customers to qualify themselves using your underwriting parameters.

Schedule a no-obligation demo today!

Visit lk-cs.com/mortgage for more information and to schedule a demo with us. Or, call **866.552.7866** to speak with a sales representative.

Direct Mail + Digital Advertising = Improved Results!

Direct mail isn't dead. In fact, it is more effective than ever before. Combine direct mail with digital advertising and campaign tracking tools to improve conversion rates using Campaign Suite.

LKCS has further improved direct mail to integrate Google and Facebook to provide superior tracking and results. **Campaign Suite includes all of these features in one package:**

- » Direct Mail
- » Mail Tracking
- » USPS Informed Delivery
- » Online Follow-Up Ads
- » Social Media Ads
- » Call Tracking
- » Web Visitor Identification (additional cost)

Join us on May 13th for our webinar.

Extend the relevance and automate the follow-up of your direct mail campaigns with LKCS' Campaign Suite. Try it once and you'll never want to send another direct mail campaign without it! See it for yourself by attending our webinar. Or, call **866.552.7866** to speak with a sales representative today.



P8

Did You Know? 76% of marketers fail to use behavioral data for online ad targeting.

HERE'S WHY OUR CLIENTS LOVE CAMPAIGN SUITE:



Effective

Combining the unsurpassed targeting capabilities of direct mail with the popularity of digital advertising



Measurable

All campaign activity and results are visible in an online dashboard.



Automated

Ads are displayed throughout the Google and Facebook ad networks.



Affordable

At just pennies per piece, Campaign Suite easily pays for itself.

Free Webinar

Direct Mail + Digital Advertising = Improved Results!

» **May 13, 2020** | **1 pm CST**

REGISTER ONLINE AT: lk-cs.com/webinar



HELP THEM BEAT THE HEAT!

*Grab some promotional
products designed
to keep cool!*



Keeping it Cool in 2020

Now is the time to show the next generation how to be financially responsible and instill lifelong values. Free swag could be just the thing that draws in younger customers and gets them interested in what you have to say. LKCS has promotional items for any age group!

Featured Products (*not shown in actual size*):

- A)** 20 oz. Tritan Water Bottle: CPN-8164277
- B)** Kids Wood Grain Iconic Sunglasses: CPN-552044647
- C)** 9" Flyer Disc: CPN-6263248

VISIT OUR LOGOED PRODUCTS
STORE TODAY!

Want to search for items yourself?

We have made it easy for you to find logoed products based on the price range you need, the event you are planning or promotion you are marketing!





LKCS has thousands of products to choose from at any price range you need. Here are some other gift items to consider:

- » Water Bottles
- » Sandals
- » Cell Phone Accessories
- » Sunglasses
- » Lanyards
- » Frisbees
- » Sports Accessories
- » Candy Items
- » Custom Event T-shirts
- » Microfiber Cloths
- » And More...

NEED SUGGESTIONS OR ADVICE?

Our experts are also available to help you personally!

We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products. Contact us today!





MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

4130 Plank Road
Peru, IL 61354

PRSR.T. STD.
U.S. POSTAGE
PAID
Creative Services