



## CSG MARKETING SERVICES

Your statement should be a sales channel. Make the most of this powerful monthly touchpoint to build personalized brand experiences and generate revenue.

We know your business continues to face complex and dynamic demands with current economic pressures. With continued increases in cost of materials and supply chain challenges, it's more important than ever that the money you spend on your communications is maximized while also meeting ever-changing customer demands. This can bring about many questions:

How do I know the communications I'm sending are actually going to drive customer action?

As digital notifications skyrocket, how do I break through the noise and meet customers in their channel of preference?

How do I offset material costs and see real business results in my customer communications?

**Take advantage of the only sales channel your brand can fully own and one that is capturing customer attention - the monthly statement.**

Effectively reaching today's customer isn't as simple as suppressing one channel. It requires a thoughtful omni-channel approach while also not draining operational budget. You can take the cost you've already invested in sending monthly statements and utilize it in new ways to market strategically and drive real ROI through:

- Driving personalization to build brand awareness and loyalty
- Generating revenue through up-sell and cross-sell opportunities
- Reducing calls to your contact center and boosting customer satisfaction
- Bridging the gap across online and offline channels by leveraging digital tactics to improve adoption

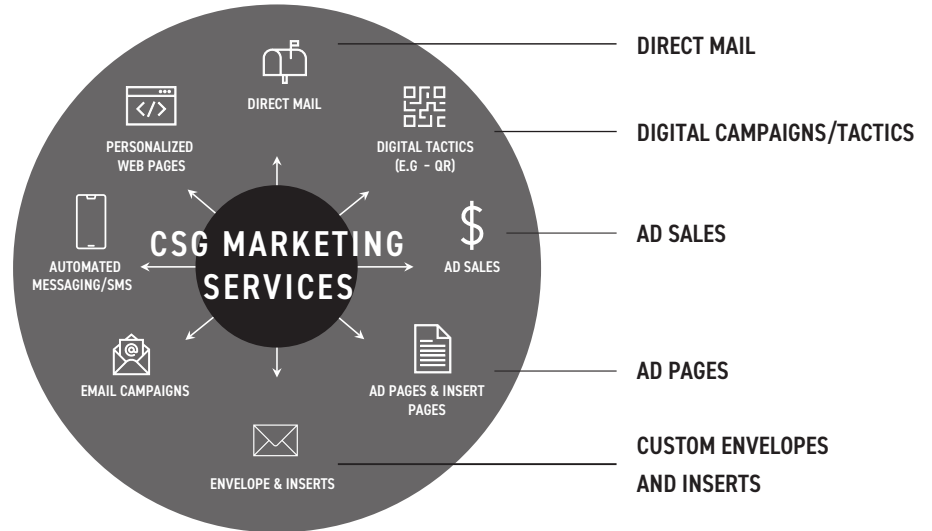
### MAKE YOUR BILL A MARKETING TOOL WITH CSG MARKETING SERVICES

CSG offers a suite of marketing solutions to help you make the most of the statement you send and grow your average revenue per unit throughout the entire customer lifecycle.

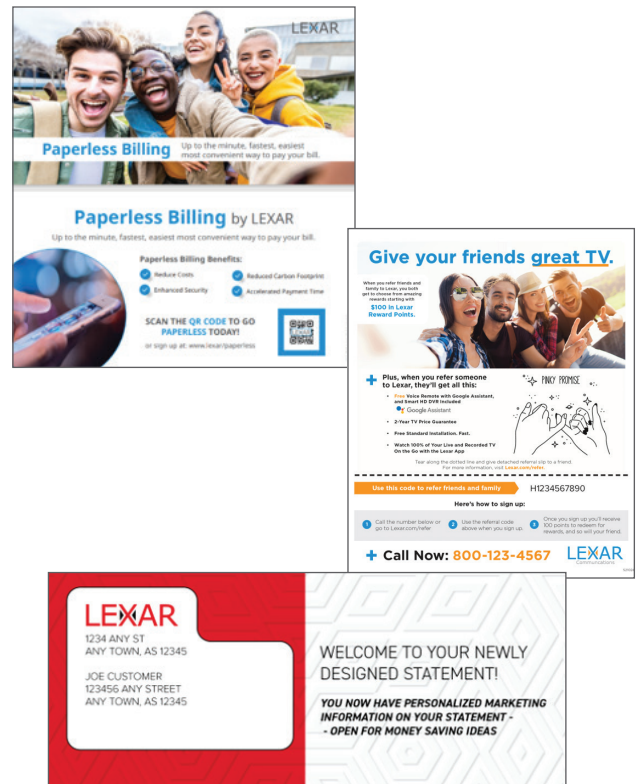
**96%** OF INDIVIDUALS OPEN AND READ THEIR STATEMENTS

## MULTI-CHANNEL COMMUNICATION BRINGS IT ALL TOGETHER

- Strengthen relationships with your subscribers.
- Grow your average revenue per unit throughout the entire customer lifecycle.
- Use strategic multichannel marketing techniques to create campaigns.



- **Ad Pages** – Up-sell and cross-sell while building brand awareness and loyalty
- **Custom Envelopes and Inserts** – Take advantage of paid for postal weight to increase brand visibility
- **Ad Sales** – Generate revenue through your statement with third party advertisers to grow your marketing budget
- **Go Paperless Billing** – Drive digital billing adoption and maintain compliance
- **Digital Tactics** – Bridge channels together through on-statement tactics like QR codes
- **Omni-Channel Composition** – Target and personalize with self-service composition tools to build consistency across channels
- **Design and Consulting Services** – Implement bill design best practices to resolve customer confusion and lower call center volumes





## LOW COST TO IMPLEMENT, QUICK BUSINESS RESULTS

CSG statement marketing and insert ads services are economical, hassle-free options that put your message or advertisers' messages in front of audiences that will act. We take a best practice consultative approach ensuring that every element created will help reach your specific organizational goals. You don't have to wait months to see impact but can instead **implement as quickly as one week.**

## CUSTOMER SUCCESS STORIES

### TIER 1 CABLE OPERATOR SEES SALES LIFT FROM PERSONALIZED ADD PAGES

LEADING CABLE PROVIDER INCREASED THEIR SALES BY **33%** AND RESPONSE RATES BY **56%** THROUGH PERSONALIZED AD PAGES PROMOTING ITS MOBILE BRAND.

### ADT BILL REDESIGN

ADT SAW A **20%** REDUCTION IN CALL VOLUME WHEN THEY REDESIGNED THEIR BILL WITH CSG'S CONSULTATION.

Want to start using your statement to do more for your business? **Talk to us today.**

## ABOUT CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients?

Visit [csgi.com](https://www.csgi.com) to learn more.