

Sales and Marketing eStatement Notifications

Xtend presents the opportunity to turn your standard plain-text eStatement Notification into an interactive, action-inspiring piece. The eStatement Notification can serve as more than a notification that eStatements have been posted — Xtend encourages you to take your marketing strategy to the next level. By using this opportunity as another way to effectively communicate promotions offered by your credit union, you're doing just that. It's our goal to make the transition process seamless for your credit union — regardless of your membership size. Your program will include complete customization of the HTML eStatement Notification to reinforce your credit union brand.

EXCITING BENEFITS

BRAND CONSISTENCY

Upgrade your eStatement Notification to have more control of your credit union brand. The program allows you to incorporate your credit union logo, color scheme, slogans, physical address, contact information and more.

CONVENIENCE

Your customized template will include an embedded link for members that will quickly re-direct them to their online banking screen without ever leaving their inbox.

INSPIRE ACTION

Embed links within your eStatement Notification to encourage the member to engage with the email communication (ex: "Apply for a Loan"; "Rates"; etc.).

R.O.I. TRACKING

You will receive detailed reports on a quarterly basis to better understand your audience.

