As Marketers, it’s harder than ever to reach customers, get their attention and drive desired behaviors. We are surrounded by an unprecedented amount of content, channels, and data.

Content.
Consumers are saturated with content, making it hard to stand out and separate your message from the noise.

Digital Marketing experts estimate that most Americans are exposed to 4,000 to 10,000 advertisements each day.

Consumers are inundated with content, making it hard to stand out and separate your message from the noise.

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Channels.
Consumers have information coming at them on many different channels – and the number continues to grow.

85% of adults consume content on multiple devices at the same time.

The number of times consumers switch between screens is doubling every two years.

And the number of channels consumers use for accessing transactional communications is growing.

61% of marketing decision makers struggle to access or integrate the data they need.

The size of the digital universe is doubling every two years.

Yet, less than 0.5% of all data is analyzed and used.

Data.
Content leads to an ever-increasing volume of data, which is a challenge to manage: accessing it from multiple sources, understanding what messages are impactful, measuring responses across each channel, and applying insights to determine what drives behavior.

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The Solution.
There is a communication that captures your customers’ attention:

YOUR BILLS AND STATEMENTS.

97% of consumers read their bills and statements.

4 minutes is how long consumers spend each month reviewing their bills and statements.

13 times is how many times consumers need to see a message before action is taken, making a monthly touchpoint powerful.

Bills and statements offer tremendous marketing potential:

- Incorporate personalized offers and information.
- Add charts with data and analytics (e.g., usage, to business performance over time).
- Provide educational content.
- Meet regulatory requirements.
- Measure responses and apply learnings to next month’s communication.
- Provide educational information.

Since bills and statements are sent monthly, you can consistently message to your customers with relevant information, creating upsell, brand loyalty and engagement opportunities.

39% of consumers would like to see personalized recommendations on their bills and statements.

60-70% of consumers are more likely to try new products and spend 31% more when compared to new customers.

You become a part of your customers’ everyday life when you deliver bills and statements to the channels they are going to on a regular basis.

83% of consumers are important to you because they provide the insights to grow and provide revenue to your business.

No other touchpoints deliver these results. Let’s talk about how you can get started. Call 1 (844) 364-4966 or visit broadridge.com.

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Sources:
https://www.redcrowmarketing.com/2015/09/10/many-ads -see-one-day ; Keypoint Intelligence-InfoTrends 2017; Broadridge consumer trends survey 2017;