



# AGENCY POSITION



# CREDIT CARD SOLICITATION



**PRESENTED BY STRATEGIC DIRECT MARKETING, INC.  
447 METROPLEX DRIVE  
NASHVILLE, TN 37211  
1-800-843-8861**

## CREDIT CARD SOLICITATION – OVERVIEW

Today's consumers are inundated in credit card solicitations.

There is no getting around the fact that everybody who qualifies for a card has been offered one. Or one hundred. Or one thousand.

The industry has tried teaser rates, they've tried add-on benefits, they've tried pre-approval, they've tried just about everything out there. Yet response rates industry-wide are said to be less than 1%.

At SDMI, in the Fall of 2000, we were approached by a new client to create a 'quick and dirty' credit card solicitation program. We had only three weeks from start to mailing date to get the program developed and in the mail.

There was no time for running the list through the bureau for pre-approval, so it had to be an application kit.

An APP kit? In the era of 'sign here and it's yours'????

Everything was against us. Their cards had been dwindling for several years, and response rates to their in-house offers were dismal.

SDMI met the production schedule, and met the tight budget requirements.

The results from our three-cell mailing:

- Cell 1, A Credit = 9.9% Response
- Cell 2, B Credit = 9.5% Response
- Cell 3, C Credit = 8.3% Response

Hard to believe this is true? Don't take our word for it: let Equifax do the talking. Visit this url:

<http://www.cscu.net/pptpre/AnnualMeeting01/PenetrationPanel.ppt>

This is just one testimonial among many. SDMI can help you get your card marketing program back on track. To find out how, call us at 1-800-843-8861, or complete and fax back the attached Information Request Form.



**CREDIT CARD SOLICITATION INFORMATION REQUEST FORM**

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

Your Phone # (\_\_\_\_\_) \_\_\_\_\_

Your Email Address \_\_\_\_\_ @ \_\_\_\_\_

Institution Name \_\_\_\_\_

Total Assets (estimated) \_\_\_\_\_

Total Number of Households Served (estimated) \_\_\_\_\_

**PROGRAM TYPE**

- Credit Card Solicitation       Credit Card Activation
- Convenience Checks           Cash Advance Checks
- Other: \_\_\_\_\_

**PROGRAM DETAILS**

Number of Card Holders \_\_\_\_\_

Primary Card Types (VISA /MasterCard / Discover, etc.) \_\_\_\_\_

How many solicitation mailing units do you typically send each year? \_\_\_\_\_

Please complete and FAX to (615) 834-6698, or mail to:  
SDMI, 447 Metroplex Drive, Nashville, TN 37211-3109.  
For more information call 1-800-843-8861.