

Direct Mail, Email Marketing and Creative Services

Powerful marketing tools for your next direct marketing campaign that deliver proven results and a superior return on investment



From strategic planning, target audience selection and targeted email marketing strategies through creative conception and delivery, Fiserv is your single resource for results-driven direct marketing services. Our expertise in creative services, direct mail and email marketing can help you create powerful marketing campaigns, engaging one-to-one communications, effective loyalty programs and successful lead generation strategies.

Comprehensive Direct Marketing From One Source

Many organizations work with multiple vendors to meet strategic direct marketing goals. Each vendor helps you manage a different part of the equation, leaving you to manage multiple relationships. But it doesn't have to be that way.

Direct Mail, Email Marketing and Creative Services from Fiserv meet all your end-to-end marketing needs. With more than 30 years of experience in financial services, Fiserv helps you manage your entire enterprise direct marketing strategy. With Fiserv, you get one partner, and one complete solution.

Strategic Planning

Fiserv uses grounded, behavioral data analytics to identify ideal campaign candidates and optimal audience segments. Whether it's a campaign for prospects or existing customers, consumers or business, we consistently help our clients produce successful marketing outcomes. We can help you:

- Enhance your customer data with available demographic and psychographic data appends
- Engage our list brokers and rent compiled lists
- Gather competitive offer research that provides offer development strategies designed to position your campaigns ahead of your competition

Creative Services

Fiserv creates relevant messaging content and offers that resonate with your target audiences and motivate them to act, try, buy, use, activate or adopt products and behaviors.

- Our direct marketing copy writers deliver persuasive messages that compel readers to act with a sense of urgency
- We offer recommendations only after we've performed competitive market offer research, which is standard with every creative assignment
- We create dynamic and impactful designs for campaigns that stand out in the mailbox and the inbox



Fiserv offers a vast range of solutions matched only by the delivery channel options we can provide.

- Our deliverables are postal, ISP and manufacturer efficient and proven market effective
- We excel in creative messaging and offer presentment that resonates with targeted prospect audience segments
- We know how to maintain your brand's voice while motivating consumer action

Direct Mail

Using the latest technologies, we can help you market directly to prospects using proven, cost-efficient direct mail pieces that drive action. Our content is completely customizable and offers some of the highest quality digital print communications on the market. Multiple formats are available in both low and high volumes, ready to connect your customers or prospects to your brand.

Email Marketing

Email marketing is still one of the most effective sources of direct communication with customers and prospects. Our email marketing tools and strategies improve open and response rates, market awareness, revenue and campaign profitability.

Individualized Marketing Services

Fiserv offers various ways to expand and retain customer relationships and increase your share of customer spending.

New Customer Welcome Kits

Make the right impression from the start and form lasting relationships with an impactful welcome experience that celebrates your new relationship, generates excitement about your company, brand and products, and promises an even greater experience in the future.

New Customer Onboarding

Guide new customers through the next step of your customer's journey and assist them by delivering optimal brand and product experiences. Fiserv creates targeted communication that engages each new customer, supports their use of the product/service purchase, heightens their initial satisfaction, and motivates them to continue to use and buy more.

Product Reboarding, Reordering or Renewal Campaigns

Enable the reactivation of dormant relationships, renewed product usage, and preemptive customer engagement in anticipation of reorder points or subscription product renewals. We can create communications that put your company at the forefront of the customer's mind at the exact moment they need to be re-engaged.

Cross-Sell New Product Categories

By observing and analyzing your customers' behaviors, we predict their propensity to buy additional products from you. Cross-sell campaigns sent to targeted consumers are more likely to produce a sale than a blind, randomly targeted offer.

Referral Programs

Enlist loyal customers and motivate them to become the best advocates for your products and services to their family and friends. Help them spread the word with a referral campaign created by Fiserv.

Win-Back Campaigns

It's always easier to win back a former customer than to sell a new one. Fiserv will help you develop and present offers that re-engage dormant customer relationships and reinforce the positive impression they once had for your products and brand.



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com to learn more.

Optimal Multi-Channel Engagement

Fiserv offers a vast range of solutions matched only by the delivery channel options we can provide. We deliver the best offer for your customers and prospects via the optimal channel(s) they prefer – while helping you achieve your desired outcomes at the lowest cost per sale.

Our channel-based solutions include:

- Direct mail solutions
- Email campaign design, management and execution
- Rules-based strategic content management
- Member card-based loyalty programs
- On statement and bill messaging and personalized inserts
- Personalized URL and web form integration, design and management
- Selective product promotional inserts

The Fiserv Difference

Fiserv delivers business-critical communications and direct marketing for thousands of companies in the financial services, healthcare, billing, utility, insurance, lending, retail, travel, entertainment and other industries.

Connect With Us

For more information about Direct Mail, Email Marketing and Creative Services, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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