SerTech

Ser Technology Corporation
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SMART MARKETING & CREDIT DATA SOLUTIONS

Ser Tech's SMART marketing and credit data solutions platform allow for effective marketing campaigns and credit analytic tools your credit union needs to thrive. Be it through direct mail marketing, email marketing, or digital delivery, Ser Tech will assist your team in delivering loan products that your members (or potential members) need, as well as offering members real FICO Scores® and credit education.

By blending consumer behavior messaging and data, your credit union can deliver personalized pre-approval offers to members or potential members while they are in the market for credit. Couple this with our suite of market and credit data analytic tools, and your credit union is sure to be successful.

Here are a few ways Ser Tech can ensure smarter marketing:

- We can filter over 1500 attributes for our monthly prescreen campaigns and over 500 attributes on daily trigger campaigns, ensuring that your marketing dollars go toward members (and potential members) that meet your credit union's unique qualification criteria. Daily credit triggers are a great way to get credit to your members quickly!

- Our production team will work closely with your team to personalize marketing pieces around the membership base and their unique needs, making sure the message is framed in the most effective way. Plus, we help eliminate extra work effort. Think of Ser Tech as a team member!

- We can provide instant access to member credit data through our EverScreen™ program, so when you're ready to market, no time will be wasted!

Other intelligent marketing services include:

- **Market Share Analytics:** Estimate market share within the credit union's ideal borrower market.

- **Predictive Campaign Analytics (PCA):** Understand the opportunity within your ideal market.

- **Flitter Suite:** provides financial institutions with all the tools to provide a comprehensive set of consumer-focused credit services including FICO Scores and credit education, as well as monitoring credit health and score migration.

- **Integration** to major Credit Union Industry Services like CUDL.

Contact Ser Tech today for more information and to get started!

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