

Statement based advertising

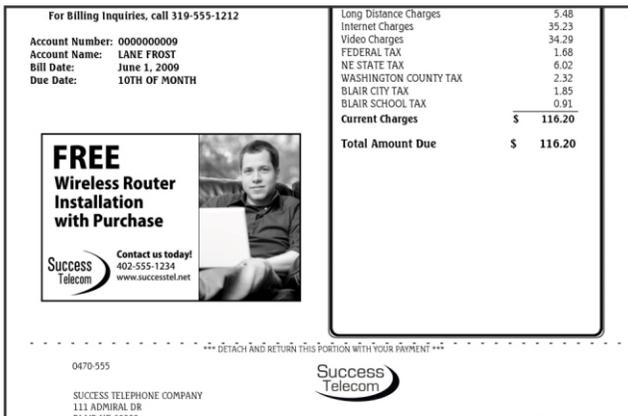


Effectively advertising to today's busy consumers can be challenging. MACC has several solutions designed to help your company be successful at this important task.

- On-bill advertising
- Bill inserts
- Bill messages

On-bill advertising

As its name suggests, on-bill advertising places an ad on the statement itself. As shown in the illustration below, the ad is printed just to the left of the box with your customers' monthly amount due in a can't miss location.



Perhaps the greatest advantage to using on-bill ads is the ability to target groups of customers with ads containing a specific message. Each month, up to five different ads can be used with account groups based on criteria within Customer Master. The advertising uses for this tool for target marketing are almost limitless.

As the average consumer spends between two and three minutes* reviewing a statement, on-bill advertising can be one of your most effective marketing tools. With on-bill ads, even your customers who use MACC's eBill service can see the ads as they're included on the electronic versions of your monthly statements. You have complete control over the ad space and can submit your ads via an online form or MACC's Creative Services Team can create ads for you.

Bill inserts

To convey a greater amount of information, MACC can include up to five bill inserts into your company's

Key Benefits



- Affordable advertising targeted at just your company's customers
- Control over the message and how it is distributed to your customer base
- Assistance from MACC's Creative Services team for the development of on-bill ads and inserts

monthly statements. From required regulatory messages to selling your latest bundle, bill inserts are an affordable method to keep you connected to your customers. Like on-bill ads, MACC's Creative Services Team can provide assistance in the development and printing of bill inserts for your company.

Bill messages

The final component of MACC's statement based advertising is bill messages. These are text-only messages on your bill which are controlled by your staff. There are multiple locations on your customers' bills where messages can be printed. All of the messages are completely controlled by your company and you have the ability to preview the messages as well. Like the bill inserts, you can use criteria within Customer Master to target messages to certain groups of your customers.

For more information, or assistance on the use of any of these statement based advertising options, be sure to contact your MACC Client Relations Manager or Account Manager.