

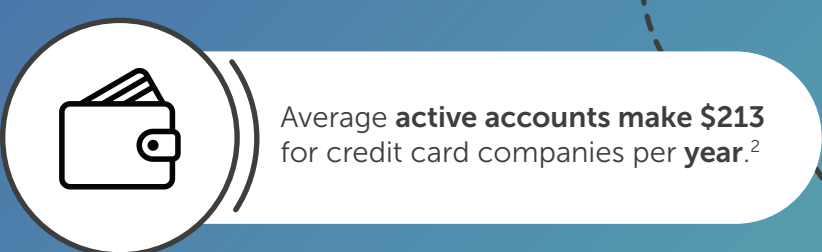
CUT COSTS + CREATE CUSTOMERS

Can you **present relevant offers** when a customer is most likely to listen and respond?

CREDIT CARDS



LONG TERM RELATIONSHIPS

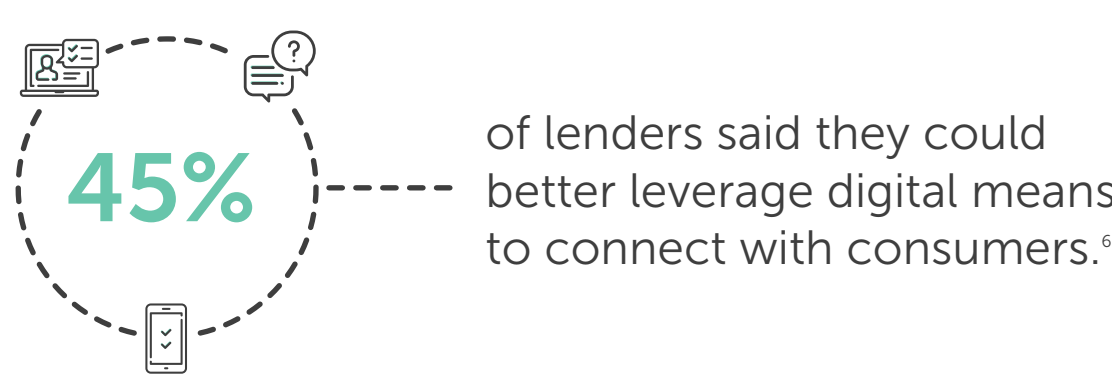
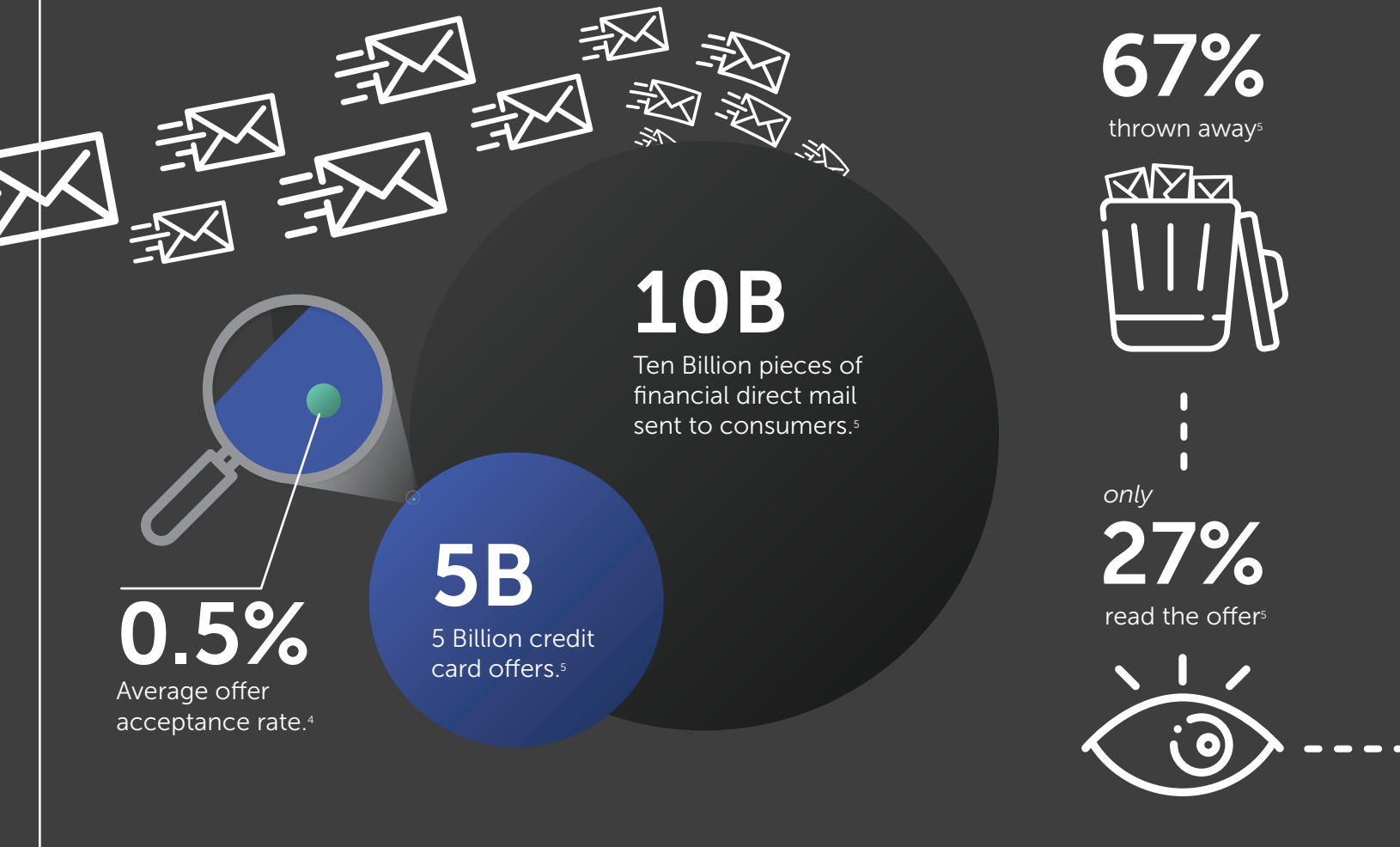


PROFITABLE FOR LENDERS



ANNUAL BATCH CARD OFFERS VIA DIRECT MAIL

Batch mail prescreen offers have been a marketing staple for years, but the process is slow and the **acceptance rate is low**.



Enhance your card acquisition efforts with PRESCREEN-OF-ONE & PREQUALIFICATION

Create **instant, personalized** offers-**anytime**-via **any channel**.

BANK INITIATED



PRESCREEN-OF-ONE

Engages customers when they are most responsive.

CARD ACCEPTANCE RATES



About **39X more effective** than batch direct mail.

AVERAGE APPLICATION APPROVAL RATE⁷

94%

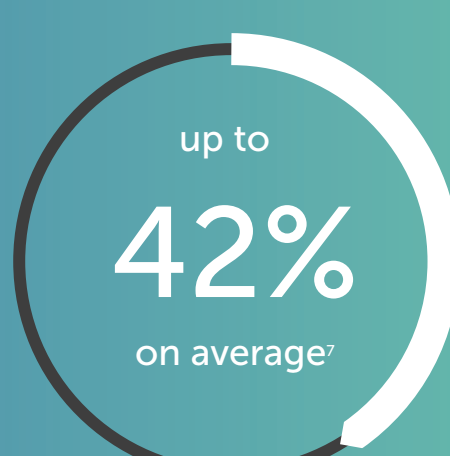
CONSUMER INITIATED



PREQUALIFICATION

Allows customers to get offers on their terms.

CARD ACCEPTANCE RATES



About **80X more effective** than batch direct mail.

AVERAGE APPLICATION APPROVAL RATE⁷

49.8%

Put Prescreen-of-One and Prequalification to work in your organization.

Contact us today.



FROM DATA TO DECISION[®]

Call (406) 556-7555

Visit ZootSolutions.com

1. Walker, A. (2017, August 04). How to Cash In on Cash-Back Credit Cards. Consumer Reports. Retrieved July 22, 2018, from <https://www.consumerreports.org/rewards-cards/how-to-cash-in-on-cash-back-credit-cards/>
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