

INVITATION CHECKING® SYSTEM



Add Quality, Profitable Accounts through a Data-Driven, Digital Approach



Velocity's Invitation Checking® System is an automated account acquisition strategy using a data-driven approach of digital referrals, social media marketing, direct mail and digital marketing.

The goal is to help your institution win account holders away from the competition and generate profitable new accounts that stay with you longer.

Profitable Accounts from ICS

WHAT IF...

- You could increase the revenue, longevity and lifetime value of your accounts?
- You could leverage a comprehensive digital strategy to win accounts away from the competition?
- Such a program delivered a 5 to 1 ROI or greater?

Average Annual Revenue per Checking Account:

\$264.96

National Average Life of Referred Account:

6.9 years

Lifetime Value of Our Clients' Referred Checking Accounts:

\$1,828

Average of all Velocity clients on the program 12 months or longer. Includes checking account and debit card revenue streams only. Cross sold products and services not included, which would add value beyond numbers shown here.

Account Acquisition Revolutionized



Deposit Growth

Declining deposit trends mean that you'll need to win account holders away from the competition. Our strategies are designed to help you succeed in that effort!

Comprehensive Acquisition Strategies

Attract new accounts through referrals, social media, direct mail and digital marketing.

Digital Referral Program

Consumers can refer others on social media, through text or email with a personal referral code.

Profitable and Sustainable

Studies conclude that referred accounts maintain higher balances, stay longer and bring in more account holders.

Communication & Marketing

ICS leverages multiple methods to spread the word: emails, text, branded FI and rewards websites, social media and fun new marketing collateral every quarter.

Pay-As-You-Go

We offer a pricing option that is usage-based, meaning that you only pay for accounts driven by Velocity. There is no additional cost for the accounts you would have opened anyway, and there are NO setup or monthly fees.

Technology

Program is completely automated, and our proprietary system allows you to capture key information in less than a minute.

Tracking & Reporting

The ICS reporting package is the most advanced and comprehensive in the market, allowing you to see actual account balances, fees and attrition by the type of account and method of acquisition.

Ongoing Training

Our team of professional and enthusiastic trainers provide regular performance reports, on-site training and retraining, coaching and best practices.

Investment

With our **Invitation Checking® System**, we offer a pricing option that is success-based, meaning that you only pay for accounts driven by Velocity.

Financial Impact

5 to 1 ROI or GREATER!



"Approximately 30% of our accounts are being opened through ICS . . . and the tenure of our ICS checking customers is longer than that of our general checking account holders."

Laura Pomerene
SVP
First National Bank and Trust Company

"Our last ICS review from Velocity came in with about a \$400 per account anticipated annual contribution, so we really expect to have some good profit off of these new customers."

Toni Lucky
COO
Legend Bank



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