

2015 Fiserv Managed Marketing Programs

Bill Pay and Popmoney Campaigns Overview

fiserv.

Why Participate?

- Fiserv does the heavy-lifting, in time and expense
- Campaigns leverage best-practice electronic payment marketing strategies
- We are always testing and improving our programs
- Prior programs have demonstrated positive results

**CAMPAIGN
AVERAGE LIFT FOR
PARTICIPATING
INSTITUTIONS**

	FALL 2013	BILL-FREE LIVING 2014
Transactions	5 %	8%
Enrollments	19%	17%
New Makers	28%	12%
Reactivations	3%	12%

How It Works

What Fiserv Will Do and What Participating Clients Must Do

Fiserv Consumer Marketing

- **Builds concepts** and provides creative templates
- Manages the **administration** of the offer
- **Pays for the offer** (administration and prizes)
- Manages **prize/incentive distribution**
- **OPTIONAL: Deploy emails** per requirements below – limited number of clients can be accommodated, therefore we encourage early enrollment:
 - Client must have 50,000 enrolled bill pay subscribers
 - Client must be enrolled in Event Triggered email Service (ETES)
 - Client to provide Acquisition email address lists and opt-out suppression lists
 - Client must be enrolled one month prior to campaign launch
 - Client must review and approve test emails

Participating Clients

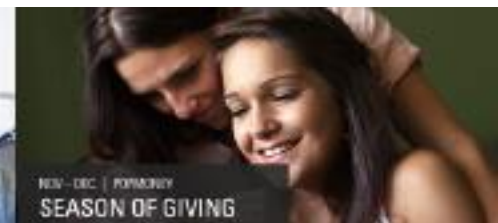
- Complete online **enrollment** – select your campaigns
- Complete Campaign **Agreement**
- Access **creative** files
- **Customize** the creative to your brand
- **Execute** the creative pieces to your customers or members
- **Report** tactics used back to Fiserv

Four Campaigns in 2015

JAN - DEC

Bill Pay & Popmoney

Each features a different consumer incentive



2015 Managed Program

Campaign Overview

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
New Year, New You			Bill Free Living			Get Rewarded			Season of Giving		
Bill Pay			Bill Pay & Popmoney			Bill Pay & Popmoney			Popmoney		
New Year's Resolution to de-clutter and simplify your life? We've got you covered!			Free up your time for the things that really matter.			Bill Pay and Popmoney are even more rewarding than usual!			Give a little extra this holiday season.		

Incentive

Pay 5 NEW bills to 5 NEW payees and get a free \$25 Restaurant.com eGift Card.

Sweeps

Earn an entry every time you pay a bill, activate an eBill or send money with Popmoney; Requires registration. We'll pay 1 winner/mo for bills/sent money up to \$3,000.

Plus instant win opportunities, on sweeps microsite

Rewards

Earn points every time you:

- Pay a bill
- Send \$\$ with Popmoney
- Add, Pay a new payee
- Set up a recurring payment
- Set up Autopay
- Request an eBill activation

Cash in points for rewards
Requires registration

Donation

Send money with Popmoney, and we'll donate \$1 to charity Co-branded with selected charity partner



New Year, New You

Jan - Mar | Bill Pay



**Keep your promise this year to
get on top of your finances**

& get a free \$25 Restaurant.com eGift Card*

New Year, New You

Jan - Mar | Bill Pay

INCENTIVE:

\$25 Restaurant.com gift card for making 5 bill payments to new payees during program period.

Check off two resolutions at once – get your financial house in order and take your mom to dinner!



New Year, New You

Jan - Mar | Bill Pay

First Financial

Keep your promise this year to get on top of your finances
 & get a \$25 Restaurant.com Gift Card.

It's simple with Online Bill Pay
 Paying your bills is now quick and easy. No more stacks of paper or clutter - just one click and you're done!

\$25 Restaurant.com Gift Card
 Customers paying bills to 5 new payees January through March will receive a \$25 Restaurant.com gift card!

[Click Online Bill Pay Now](#)

Safe and secure
 Choose to have your statements sent through the mail and lower the chances of fraud and identity theft.

Your financial command center
 Your Online Bill Pay screen is the place to guide all your bill pay activity from one easy-to-access location.

Pay bills quickly
 Forget the envelopes and stamps! With Online Bill Pay, you type in a number, click pay and you're done.

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First Financial

CLEAR YOUR CLUTTER & GET REWARDED

[Learn More](#)

First Financial

MANAGE YOUR BILLS ONLINE & GET REWARDED

[Learn More](#)

First Financial

TAKE CONTROL IN 2015

Make the switch to paying your bills online in 2015 & get a free \$25 Restaurant.com eGift Card*

*It's not too late to keep your New Year's resolutions! With Online Bill Pay you can take control of your finances and get rid of paper bill clutter. And, this February and March, if you start paying new bills online, you could receive a \$25 Restaurant.com eGift Card.

2015 is the year for Online Bill Pay!

[Learn More](#)

First Financial

TAKE CONTROL WITH ONLINE BILL PAY & GET A FREE \$25 eGIFT CARD

[Learn More](#)

First Financial

CLEAR YOUR CLUTTER & NEVER LOOK BACK

ES

Consolidate your bills to one place & get a free \$25 Restaurant.com eGift Card*

Using Online Bill Pay is simple and secure. Fewer statements sent through the mail means less clutter. Plus, from now until the end of March, you could receive a \$25 Restaurant.com eGift Card! It's a win-win.

Simplify with Online Bill Pay and reap the rewards!

[Learn More](#)

Bill-Free Living

April - June | Bill Pay, eBill & Popmoney

**MORE TIME FOR WHAT
MATTERS MOST.**

Save time this spring by paying bills and other people with Bill Pay and Popmoney, and we just might pay you back!



Bill-Free Living

April - June | Bill Pay, eBill & Popmoney

INCENTIVE:

Use Bill Pay, eBill and Popmoney to pay bills and you could win being paid back for those monthly bills.

Consumers will be required to register for this campaign with their name and email address.

The advertisement features the First Financial logo in the top left corner. The main headline reads "More time for what matters MOST." with a white arrow pointing from the word "MOST" to a laptop screen on the right. Below the headline, the text says "Pay bills and other people, like you would anyway, and we might just pay you back.*" The laptop screen displays a website with the text "one winner each month" and an image of two people walking on a beach. At the bottom of the ad is an orange "Register Now" button.

Bill-Free Living

April - June | Bill Pay, eBill & Popmoney

OFFER DETAILS:

- Win a month of no bills (3 winners, Apr/May/June) – up to \$3,000
- Plus, a chance for daily instant win prizes (\$100, \$50 and \$5 Walmart gift cards)
- Entries earned (up to 20) for using Bill Pay, eBill and Popmoney
- Registration is required on sweeps microsite

How does it work?

- 1 register**
get an entry and a chance to win instantly
- 2 use**
Bill Pay, eBill or Popmoney for more chances to win
- 3 WIN**
you could be a lucky winner

Register now and you'll also have a chance to be an instant daily winner!

To learn more, [click here](#).

Bill Free Living

Apr - Jun | Bill Pay, eBill & Popmoney

FirstFinancial



FirstFinancial

Pay bills & people online for a chance to WIN!

Learn More

Conditions apply. To enter without using Bill Pay, Popmoney or eBill see official rules.



Take care of your bills online & you could be paid back!

Learn More

Conditions apply. To enter without using Bill Pay, Popmoney or eBill see official rules.

FirstFinancial

Take care of your bills online and you could be paid back!

Learn more

Conditions apply. To enter without using Bill Pay, Popmoney or eBill see official rules.

FirstFinancial

More time for free time when you pay bills online.

Learn More

FirstFinancial

More time for what matters MOST.

Pay bills and other people, like you would anyway, and we might just pay you back.*

Register Now

Use Bill Pay, eBill or Popmoney* to save time, and this spring and summer (April through June), these time saving tools will also enter you into a drawing for a chance to be paid back for an entire month of bills (up to \$3,000)!

Imagine a month without a single bill!

- register get an entry plus a chance for daily instant win prizes
- use Bill Pay, eBill or Popmoney to make your chances to win
- win you could be a lucky winner winners are announced monthly

one winner each month

And chances daily for a chance to win prizes the hard way!

Register now

Original entry deadline: 6/30/15

Bill Pay	Popmoney	eBill
Pay bills in one place, with one password! It's simple, fast and easy.	Paying other people is now send & receive money using just a mobile phone number or email address.	Bills received right in online Bill pay. (Right on your paper trail).

*Popmoney is a registered trademark of Fiserv. © 2014 Fiserv. All rights reserved. Registration required to participate. Offer is available to legal residents of the US (United States only). 18 years and older. Residents outside US not eligible to participate. April Entry Period runs 4/1/15 - 4/30/15. May Entry Period runs 5/1/15 - 5/31/15. June Entry Period runs 6/1/15 - 6/30/15. To enter and

SAMPLES

Bill Free Living

Apr - Jun | Bill Pay, eBill & Popmoney

More time for what matters MOST.

Pay bills and other people, like you would anyway, and we might just pay you back.*

[Register Now](#)

one winner each month

Use Bill Pay, eBill or Popmoney* now through June you'll be entered in a drawing to be paid back for an entire month of bills (up to \$3,000)!

Pay your bills in one place all online and make the most of Spring!

[Register Now](#)

How do I win?

- 1 register
- 2 use
- 3 WIN

Register now to get a chance to be a winner!

Take the TO-DO's out of summer.

Earn a chance to win a month with no bills when you use Bill Pay, eBill or Popmoney.*

[Register Now](#)

last chance to win!

Hurry! Use Bill Pay, eBill or Popmoney* this month and you'll be entered in a drawing to be paid back for an entire month of bills (up to \$3,000)! It's now's the time to put the vacation back into your summer!

[Register Now](#)

How does it work?

- 1 **register**
get an entry and a chance to win instantly
- 2 **use**
Bill Pay, eBill or Popmoney for more chances to win
- 3 **WIN**
you could be the final lucky winner

Act fast, this offer ends June 30, 2015. [To learn more, click here.](#)

Free up time for FREE TIME.

Take care of all your bills online! Pay bills and other people with Bill Pay, eBill or Popmoney, and enter to have a month of bills covered.*

[Register Now](#)

one winner each month

one winner each month

When you use Bill Pay, eBill or Popmoney* now through June, you'll be entered in a drawing to be paid back for an entire month of bills (up to \$3,000)! Spend more time on the fun times.

[Register Now](#)

How does it work?

- 1 **register**
get an entry and a chance to win instantly
- 2 **use**
Bill Pay, eBill or Popmoney for more chances to win
- 3 **WIN**
you could be one of 2 lucky winners left!

Register now and you'll also have a chance to be an instant daily winner!

[To learn more, click here.](#)

*Popmoney is a registered trademark of Fiserv.
 NO PURCHASE NECESSARY. Registration required to participate. Open to individual legal residents of the 50 United States (D.C.) 18 years and older. Business entities are not eligible to participate. April Entry Period runs 4/1/15 - 4/30/15; May Entry Period runs 5/1/15 - 5/31/15; June Entry Period runs 6/1/15 - 6/30/15. To enter and for Official Rules, including odds, alternate method of entry, and prize descriptions, visit <http://www.firstfinancial.com/offer>. Void where prohibited.

Get Rewarded

July - Oct | Bill Pay & Popmoney

USING BILL PAY AND
POPMONEY JUST GOT
EVEN MORE REWARDING.

Choices that reward you, what could be better than that?



Get Rewarded

July - Oct | Bill Pay & Popmoney

INCENTIVE:

Get rewarded for your loyalty. Earn points for using Bill Pay and Popmoney to redeem for great prizes.

Consumers will register for this campaign with their name and email address.



Season of Giving

Nov - Dec | Popmoney

IT'S THE SEASON
OF GIVING.
AND GIVING.

Give money with
Popmoney, and we'll give
a little more.



Season of Giving

Nov - Dec | Popmoney

INCENTIVE:

Use Popmoney to send a gift and we'll send \$1 to charity.



Program Timing

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

NEW YEAR,
NEW YOU

BILL-FREE
LIVING

GET REWARDED

SEASON
OF GIVING



Campaign Timeline

NOW	<ol style="list-style-type: none">1. Complete enrollment form at www.pages01.net/fiservbps/2015managed2. Download, sign and email the campaign agreement.
~30 Days Prior to each Campaign Start	<ol style="list-style-type: none">1. Fiserv will send you a message that creative is available.2. View, customize and download creative from OnDemand or Impact Marketing site.3. Prepare to launch the campaign to your customers or members.
~15 Days Prior to Campaign Start	Enrollment Deadline: This is the last day to enroll in or withdraw from the current campaign.
Launch Date	Launch the campaign to your customers or members
Campaign Conclusion	<ol style="list-style-type: none">1. Fiserv runs analysis of qualifiers/entries.2. Fiserv works with vendor (if applicable) to aware incentives and prizes.
~45 Days Post-Campaign	<ol style="list-style-type: none">1. Provide Fiserv results from your campaign – what tactics you executed and the results from those tactics (open rates, etc.).2. Fiserv provides overall campaign results to participating financial institutions.

Enroll now at
www.pages01.net/fiservbps/2015managed