



# PaymentsEdge Advisory Services

Smart portfolio growth.  
Expert guidance.  
Measurable results.

## Grow your portfolio and increase revenue with comprehensive consulting strategies and smart tools at your service.

The payments landscape is constantly changing as a result of new and emerging technologies. Things are moving so quickly it can be difficult to keep up. Succeeding within this complicated world of payments doesn't look like it used to. You need to cut costs, find new sources of revenue and provide a best in class customer experience.

Vantiv's PaymentsEdge Advisory Services can help financial institutions like yours work smarter by maximizing income, controlling costs, analyzing operations, optimizing product bundles and more. When you pair a team of experienced product experts, with in-depth data analysis and insights, the results are powerful.

### Payments intelligence—simplified

PaymentsEdge Advisory Services help your portfolio work smarter to optimize revenue

- Enhance customer acquisition, retention, and satisfaction
- Manage margin compression
- Drive incremental revenue
- Analyze and leverage industry thought leadership

### How we do it

Professional payments consultation through Vantiv supported by Mercator and our global brand partners

- Custom card marketing access with a turnkey approach to focus on lifecycle, increased balances and transactions
- Debit, credit and checking account optimization
- Semi-annual in-depth portfolio review and recommendations
- Card profit and loss development
- Cardholder insights leveraged by enterprise data
- Custom reporting and analysis

**vantiv**

smarter/faster/easier/payments.

## Activate new revenue with PaymentsEdge strategies

### Credit and debit card marketing

Our five step process begins with an in-depth analysis of your existing card portfolio and ends with a truly customized marketing campaign to target specific segments for growth.

- Portfolio optimization > payment insights > post EMV consultation
- Card Marketing or our partnership debit marketing
- Lifecycle marketing

### Payment network analysis

Vantiv offers an in-depth analysis that can help determine which network will best complement your financial institution. Ongoing strategic network alignment and brand awareness maximizes income and controls cost.

### Operations management services

Operational expertise is in our DNA. Using our operational evaluation process we can uncover hidden costs, unnecessary vendor contracts, and back office redundancies that exist within your institution. As one of the largest providers of financial institution services, we have relationships with top technology vendors and core processors giving us unique visibility into emerging payment technologies that will best complement the size and scope of your institution.

- High level review
- Vendor analysis
- Technology assessment

**Grow your portfolio with our PaymentsEdge expertise.**

**Contact your Relationship Manager for more information or visit us at [vantiv.com/fi](http://vantiv.com/fi)**



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