



## 3 reasons to deploy a marketing strategy for card personalization process

**Discover how Gemalto AllAboutMe can help you  
to achieve your marketing objectives**



## Banking & Payment Services

Banks using personalised cards as an integral part of their marketing campaigns rate Thales Gemalto AllAboutMe as the most valuable tool in their arsenal. Gemalto AllAboutMe personal card design software enables you to react quickly to the latest trends and events, meaning that you can run campaigns with a minimum of effort but which make a maximum contribution to your strategic marketing objectives.

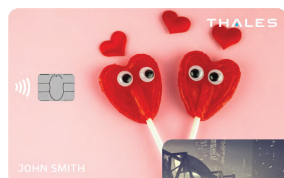
### Build customer loyalty and improve retention

It is widely known that **it costs five times more to acquire a new customer than to retain one.**

The flexibility of Gemalto AllAboutMe opens up a wide range of possibilities and gives your cardholders the chance to **feel special.** For example, some Gemalto AllAboutMe clients are delivering personalised card schemes that give children the ability to customise their first ever bank card using their own sketches, drawings or selfies... Others are harnessing the power of partnerships and sponsorships to launch limited-edition designs that enable cardholders to put their favourite heroes or even video games characters on their cards...

**The possibilities are limitless!**

Gemalto AllAboutMe positions your cardholders at the heart of your communication and makes them **feel unique,** helping you to build a stronger personal relationship with them and ultimately increasing customer loyalty and retention. All of this at a reasonable cost and enabling you to reach customers across all demographics.



Special Editions



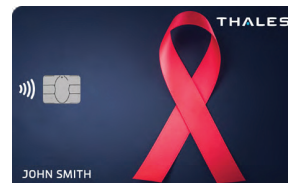
Kids Card



Empower Green messages



Support Cause



Help Charities

### Help you engage with your community

Engaging with your cardholder community is an essential part of any marketing plan and **social media is a key channel to harness.**

Personalised picture cards are inherently creative. This creativity gives you the chance to engage with your cardholder community via social media. For example, you can invite cardholders to submit images for display online in a dedicated gallery that expresses gratitude for or shows solidarity with essential workers, frontline personnel or just people in general.

### PHOTO COMPETITION WITH THALES GEMALTO ALLABOUTME



1. Choose a theme



2. User submits photo with Gemalto AllAboutMe



3. Vote for the best ones



4. Offer a prize for winners