CU*ANSWERS
A Credit Union Service Organization

Market to Your Members—
Directly on Their Printed Statement!

Introducing Statement "Onserts": a New Way to Advertise to Your Members

Tired of members just throwing away your marketing materials when they receive their statement? Want a way to ensure they get your message?

Try adding statement "onserts" to your members' printed statements! When members review their account balances, they will be sure to see this graphical advertising message you have added directly to their printed statement.

Use statement onserts in place of statement inserts...or in addition to them.

And statement onserts have a distinct advantage over the printed inserts, pricing. Onserts cost a fraction of the traditional printing method.

Add your marketing message right in the member's statement

Find all of these onserts at http://www.marketing/cuanswers.com, free of charge. Want a customized graphic? Contact our Web Services team.

Target Your Members with Selective Statement Onserts

Want to tell members without a line of credit about your great LOC rates? Want to target members over 55 about your great senior programs?

CU*BASE Statement Insert and Mailing Instruction tools now allow the inclusion of a separate file including these members to receive a selective statement onsert on their statements.
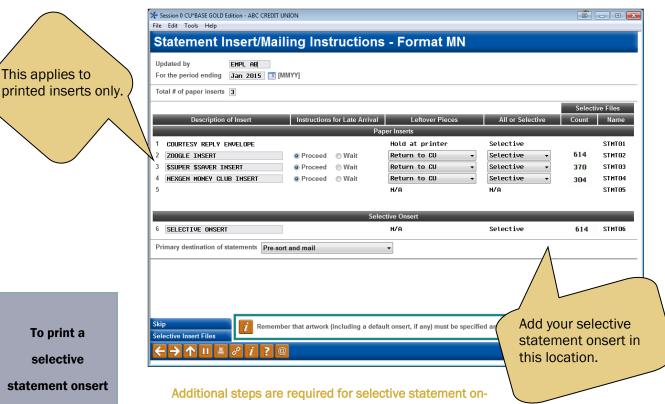
Similar to elective statement inserts, CU*BASE selective statement onserts allow you to target these members with a customized graphical marketing message.

You can even use both selective statement methods — and use selective statement inserts and onserts to get different messages out to distinctive groups of members.

Step 1: Develop Your Graphical Marketing Message and Graphic

The first step towards creating a statement onsert or selective statement onsert is, to create the marketing materials, in this case, the onsert itself. Specific requirements for the onsert may vary based on your Statement Print Vendor.

To assist you in this process, CU*Answers has developed onserts which can be used, free of charge. These onserts have been developed for many existing campaigns with the plan to include this offering with all campaigns in the future. Find these onserts at: http://marketing.cuanswers.com/

> This applies to printed inserts only.

Statement Insert/Mailing Instructions - Format MN

Updated by EMPL AB
For the period ending Jan 2015 [MMYY]

Total # of paper inserts 3

	Description of Insert	Instructions for Late Arrival	Leftover Pieces	All or Selective	Count	Name
			Paper Inserts			
1	COURTESY REPLY ENVELOPE		Hold at printer	Selective		STMT01
2	ZOOGLE INSERT	● Proceed ○ Wait	Return to CU	Selective	614	STMT02
3	$SUPER $SAVER INSERT	● Proceed ○ Wait	Return to CU	Selective	370	STMT03
4	NEXGEN MONEY CLUB INSERT	● Proceed ○ Wait	Return to CU	Selective	304	STMT04
5			N/A	N/A		STMT05
			Selective Onsert			
6	SELECTIVE ONSERT		N/A	Selective	614	STMT06

Primary destination of statements Pre-sort and mail

Skip
Selective Insert Files

ℹ Remember that artwork (including a default onsert, if any) must be specified a...

> Add your selective statement onsert in this location.

Additional steps are required for selective statement onserts, including creating a file and naming the selective statement onset on the screen shown here.

> **To print a selective statement onsert you must generate and name the STMT06 file by the 10th of the month.**

Step 2: (Selective Onserts Only) Create and Name the File of Selected Members

When using Selective Statement onserts, the next step is to create the file containing the members to receive the targeted marketing materials. For *selective* statement onserts it is crucial that this file be named STMT06. This database file must be run and generated by the 10th of the month. (Please remember to refresh the Query at the end of the month.)

For complete instructions for creating this file and preparing it for delivery with the CU*BASE Statement Handling Instructions refer to the "Selective Marketing through Printed Statements" booklet:
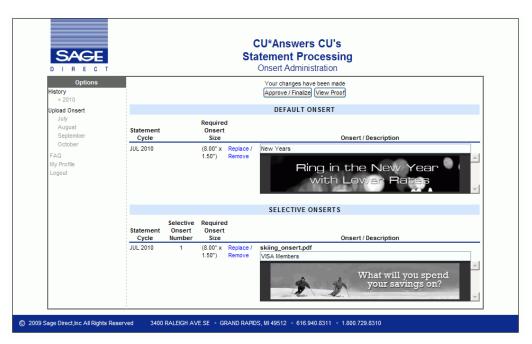http://www.cuanswers.com/pdf/cb_ref/S-SelectiveStatementInserts.pdf

Step 3: (Selective Statement Onserts Only) Name the Selective Onsert in CU*BASE

Another step needed only for *selective* statement onserts is to name the selective statement onsert in the CU*BASE Insert/Statement Handling Instructions. To do this, use the Statement Insert/Mailing Instructions screen, shown on the previous page. Access this screen via Tool #914

Update Statement Messages/Insert Instruc. On this screen simply name the selective statement onsert in line six and confirm that the file count is included on the screen, indicating that the file has been run and is ready for delivery.

Step 4: Upload the Graphic to Your Statement Print Vendor and Manage the Printing

For both regular and selective statement onserts, you will need to work directly with your Statement Print Vendor for the administration and printing of the onsert. You will need to upload the onsert in the required format and dimensions to their website and communicate with them about placement and costs. Below is an example of how one vendor handles this administration of onsert graphics.

Work with your Statement Print Vendor to upload the graphic and manage the printing of the statement onsert.

Note how the top section allows for the upload of a default onset graphic, while the bottom allows for the upload of a selective onsert graphic. This way you can include the selective statement onsert on a specific set of members and the default statement onsert on the statements of the other members.

Pricing for Statement Onserts

The cost of selective statement onserts is quite reasonable. Following is a listing of the expenses associated with this feature:

Item	Pricing
Delivery of File with Statement Instructions	Free (only used with selective statement onserts)
Administration Fee for Onsert Printing	Refer to your Statement Print Vendor for pricing.
Per Statement Fee for Onsert Printing	Refer to your Statement Print Vendor for pricing.

Additional Resources

Check Out Our Other Resources!

Refer to our CU*BASE Reference Page for more detailed information.