



**think.**

# VERTICAL MARKET KIT

## FINANCIAL SERVICES

OCTOBER 2021





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## Introduction

The financial services industry encompasses a broad range of organizations that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer finance companies, stock brokerages, investment funds, and some government sponsored enterprises. All these firms require print and promotional products to drive operations and sales.

Financial firms create, liquidate, or facilitate the change in ownership of financial assets such as stocks, bonds, options, and insurance. There are many stakeholders and moving parts within the financial services industry, and financial activities are becoming increasingly digitized. As a result, financial institutions are investing in a number of new technologies so they can expand their remote services and reach customers wherever they are.

According to Statista, the United states has the largest financial market in the world, with estimated revenues of \$4.74 trillion. The financial services sector includes establishments that are primarily engaged in financial engagements (i.e., transactions involving the creation, liquidation, or change in ownership of financial assets) and/or facilitating financial transactions.

The financial services industry is a key contributor to the world's economy and a major consumer of printed materials. Financial service firms can reap many benefits from the print work that is produced by production inkjet presses. Production inkjet provides many benefits to financial establishments, including quick turnaround of printed communications, the elimination of pre-printed forms, personalization and customization, mail automation, print-on-demand, and just-in-time manufacturing. Because production inkjet eliminates the need for printing color offset shells that need to be overprinted by digital devices, financial services firms can benefit from a one-step printing process that enables more efficient, flexible, and cost-effective production of materials targeted to individual recipients.

Even in today's electronic era, financial services providers need printed communication materials to stay connected with their customers and maintain day-to-day operations. Some savvy businesses have found that printed direct mail can help them stand apart from their competitors. Most people are inundated with e-mails daily, so direct mail is the less cluttered channel.

Thanks to ongoing advancements in digital printing technology, financial services firms have more opportunities to differentiate themselves than ever before. Digital printing processes enable:



- ◆ The production of relevant, personalized communications that can be targeted on an individual level
- ◆ Just-in-time, on demand manufacturing
- ◆ Workflow automation for more efficient production
- ◆ More cost-effective use of static or variable color

Digital printing technology also makes it possible to produce printed communications with foils, white/metallic inks, special textures, and other embellishments. The tactile nature of physical direct mail makes it more memorable than digital messaging, and printed communications can also be used to connect the recipient back to online channels for a true omni-channel experience.

Successfully selling print to the financial services market involves understanding how the industry works, identifying key trends and influencers, locating decision-makers, and developing solutions and applications that are aligned with the market's unique and ever-changing needs. This vertical market kit is designed to serve as a reference and selling guide for assessing and capturing the digital printing opportunity within the financial industry. In conjunction with the accompanying PowerPoint deck, this document outlines the necessary fundamentals for achieving success in the market.

## Part 1: Overview of the Financial Services Market

Financial services firms serve a wide variety of savers, borrowers, and investors engaging in transactions on behalf of individuals, businesses, and government agencies. Developing and maintaining long-term relationships are major goals of marketing and sales. Financial services firms seek to promote and maintain their businesses through constant contact with clients and agents that deal directly with the end customer.

***Market demand is driven by business activities, return on investment, and consumer income. The profitability of individual companies depends on marketing, efficient operations, and investment expertise.***

The industry is engaged in three primary types of activities:

1. Raising funds by taking deposits and/or issuing securities and, in the process, incurring liabilities
2. Pooling risk by underwriting insurance and annuities
3. Providing specialized services that facilitate or support financial intermediation, insurance, and employee benefit programs

The industry's key products and services include loans, investments, investment advice, transaction processing, trading of financial instruments, and asset management. Products



are sold through a variety of channels, including direct sales forces, independent sales organizations, agents, or via the internet.

At its heart, the financial sector intermediates. It channels money from savers to borrowers, matching people who want to lower their risk with those who are willing to take on that risk. For example, people deposit money in banks and those funds are loaned to others to purchase a house or fund a business. The bank makes money from the interest collected on those loans and shares those earnings with depositors.

Financial intermediaries serve as middlemen for financial transactions, generally between banks or funds. These intermediaries help create efficient markets and lower the cost of doing business. Intermediaries can provide leasing or factoring services, but they do not accept deposits from the public. Intermediation involves risk as well as money. Banks take on the risk in the event that borrowers don't repay loans, enabling depositors to shed that risk. People are capable of handling many financial transactions themselves, but it is often more cost-effective to pay someone else.

### The Financial Services Value Chain

By simplifying an industry to its fundamental components, you can gain a high-level understanding of how it works and creates value. Understanding a market's dynamics is a critical step in developing successful communications. The key components in the financial services market's value chain are:

- The activities that trigger actions and product purchasing, such as borrowing money or wealth creation
- The channels available to sell and support products and services
- The marketing and sales activities pursued to promote products and drive sales
- The revenue sources that fund operations and growth



Figure 1: The Financial Services Value Chain



Each component requires a variety of products and services to succeed. For example, printed promotional materials and direct mail influence, or trigger, a prospective customer to seek information about products and services they may need. Informational brochures, investment prospectus, and forms—integrated with digital media—are needed by the sales staff to educate and sell to customers. Marketing departments use interactive direct mail, e-mail, and other tools to reach out to prospective buyers. Managing and maintaining revenue streams will require statements, receipts, disclosures, and other print products, as well as regulatory reporting and documentation.

### A Solid Opportunity for Print

Printed communications fill financial services firms' needs to support operations, deliver and sell services, support marketing and sales, drive revenue streams, and meet regulatory requirements. Financial services firms have many interactions with their customers, from account updates to service alerts to investment advice. Examples of key printed materials include marketing promotion, statements, and educational materials. Specific types of production inkjet printing applications aligned to key functional areas are presented below.

Table 1: Key Opportunities for Production Inkjet Printing in Financial Services

Operations	Delivery Channels	Marketing & Sales	Revenue Streams
Bank Cards Bills/Invoices Business Cards Checks Compliance Docs Education Materials Envelopes Flyers Forms Handouts	Brochures Business Cards Compliance Docs Direct Mail Directories Educational Materials Envelopes Folders Forms Labels	Booklets Brochures Business Cards Direct Mail Envelopes Event Brochures Folders Flyers Labels Newsletters	Banners Brochures Checks Direct Mail Directories Folders Forms Newsletters Point-of-Purchase Postcards





Customer Statements Payments Payroll Self-Mailers Posters Proposals Reports/Sales Reports Signage Stationery Training Manuals	Letterhead Point-of-Purchase Promotional Printing Registration Forms Reward Programs Signage Welcome Packages	Postcards Self-Mailers Signage Statement Stuffers Surveys	Promotions Sell Sheets Signage Statements Surveys Welcome Packages
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### Key Types of Financial Services Firms

As the industry has evolved, boundaries between firms in the financial services market have begun to overlap considerably. Banks are among the most common providers of financial services, offering clients a secure and safe place to deposit their money. The banks then allocate this money to others who need money for a fee, known as interest. Banks also offer other financial services like loans, checks, mortgages, credit cards, foreign currency services, wire transfers, insurance, and investment products.

**Table 2: Types of Financial Services Firms**

<b>Retail Banks</b>	Manage deposits and loans from consumers and businesses. Services to the general public include checking and savings accounts, certificates of deposit, safe deposit boxes, mortgages, auto loans, and credit cards.
<b>Brokerages</b>	Act as an intermediary between buyers and sellers to facilitate security transactions. Companies are compensated via commission after the transaction (trade) has been successfully completed.
<b>Commercial Banks</b>	Work with businesses and individuals to offer services such as savings and checking, lending, lines of credit, lockbox services, payment and transaction processing, and foreign exchange.
<b>Investment Banks</b>	Assist organizations wanting to raise money by issuing stocks and bonds; also consult on mergers and acquisitions. These banks don't take consumer deposits.
<b>Management Investment Companies</b>	Manage a portfolio of securities to achieve its investment objective. There are two types of companies: closed-end (issue shares in a one-time public offering) and open-end (continuously issue new shares).
<b>Private Banks</b>	Banks that manage the assets of high-net-worth individuals.
<b>Central Banks</b>	Responsible for managing a country's banking activities. Within the US, the central bank is the Federal Reserve, or "the Fed." Key functions include monetary policy and supervising and regulating financial firms.
<b>Credit Unions</b>	Non-for-profit cooperatives owned by the depositors. Membership is typically restricted to employees of a particular company, residents of a defined neighborhood, etc. Typically offer the same products and services as banks, but focus on products important to their members.
<b>Online Banks</b>	Virtually all banks have an online presence today, but these banks are exclusively accessible via the internet.
<b>Savings and Loans</b>	Specialized banks created to promote affordable homeownership.





<b>Community Development Banks</b>	Regulated banks that provide financial services and credit to underserved markets or populations.
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### Sales Channels for Financial Services Firms

The products of the financial services industry are broad, and so too are the channels that sell and support products. The sales and distribution channels of financial services products include agents, brokers, direct sales, and the workplace.

**Table 3: Financial Services Sales Channels**

<b>Agents</b>	Securities, commodities, and financial services sales agents connect buyers and sellers in financial markets. They sell securities to individuals, advise companies in search of investors, and conduct trades.
<b>Brokers</b>	An individual or firm that charges a fee or commission for executing buy and sell orders submitted by an investor. Brokers provide a large variety of services to clients, including research and advice, retirement planning, and tax tips.
<b>Direct Sales</b>	Financial services products sold directly through carriers to customers by mail, telephone, and through the internet.
<b>Workplace/ Professional Groups</b>	Companies and professional groups that offer financial services to employees or members. A financial services provider approaches an employer or group about offering its products to employees or members.

### Regulations and Compliance Drive the Need for Products and Services

The financial services industry is highly regulated. A long list of state, federal, and international regulations oversee a myriad of rules. For example, organizations that trade securities are affected by rules established by the US Securities and Exchange Commission (SEC), the National Association of Securities Dealers (NASD), the New York Stock Exchange (NYSE), and other regulatory bodies. Meanwhile, banks are regulated at both the federal and state levels (depending on the type of bank). At the federal level, a bank’s primary regulator could be the Federal Deposit Insurance Corporation (FDIC), the Federal Reserve Board, or the Office of the Comptroller of the Currency (OCC).

Key regulations apply to customer communications, information disclosure, data security, and protection of customer privacy. Producing mission-critical communications and highly confidential materials requires financial services providers to have a secure printing environment with restricted access, continuous surveillance, and rigid protocols in place to safeguard data, control audit procedures, and protect privacy. Using technologies to protect against forgery and alteration of financial documents and checks is also important.

Organizations that offer financial products or services to consumers must meet certain regulatory compliance guidelines in terms of providing customers with privacy notices and information disclosure practices regarding their information. For example, the Gramm-



Leach-Bliley Act requires that a financial institution's privacy practices are clear, concise, and detail specifically what information is collected, who it is shared with, and what safeguards exist for protecting customers' and consumers' information.

## Major Market Trends

### *The Rise of Cooperative Purchasing Groups*

There are a number of national and regional purchasing cooperatives that small financial services providers can join to increase their buying power, save operational costs, and improve the level of service they receive from manufacturers and distributors.

For many years, these groups have offered cost savings through pre-negotiated vendor contracts for commodities like office supplies. These organizations are expanding their reach into facilities products as well as a variety of business services. These co-ops handle the entire contracting process for end user organizations, including developing requests for proposals, analyzing bids, screening vendors, negotiating contracts, and managing contracts.

These groups offer small financial services providers the opportunity to save time and money through contracts that have already been competitively bid and awarded by expert negotiators. Because the co-op has solicited quotes or bids, negotiated contracts, and approved vendors, a firm's staff will not need to spend time on those tasks.

### *Increased Demand for Short-Run, Personalized Print Applications*

The financial services market includes entities of all sizes. With its ability to affordably offer short runs, production inkjet printing provides solid benefits. For financial services marketers, production inkjet printing enables on-demand production, eliminating the need for storing materials and the waste generated from out-of-date materials.

Regulatory compliance documents account for a large share of printing. Changes in regulatory requirements often affect content in these materials, and they must be updated frequently to remain compliant. For that reason, they lend themselves to print on demand production.

When the government issues or changes regulations, it notifies the legal and/or compliance departments in financial service organizations so they can implement required changes. Generally, these departments initiate a review to identify mandated communication changes required. Affected documents and communications will then go through a forms design and management process that will typically involve many groups in an organization, including compliance, communications, legal, IT, design teams, and the document owner (business unit lead). Time frames for implementing regulations vary and are specified in a regulation's guidance documents.



In addition, financial services providers rely on printed marketing collateral to explain and convey the value and necessity of their products and services. Printed marketing collateral like brochures, flyers, direct mail, and postcards are important selling tools. Production inkjet printing enables financial services firms to personalize communication materials based on individual recipients' needs.

Competition for selling financial service products is fierce, and customers want to buy products from companies that make relevant and appropriate suggestions based on their needs. Production inkjet printing enables financial services marketers to personalize offers and marketing materials based on the needs of individual customers or prospects.

***Personalized documents include sections where information (e.g., text or images) is varied to make the piece unique to each recipient.***

Variable data printing (VDP) solutions enable customers to personalize direct mail campaigns, invitations, newsletters, brochures, tags/labels, management reports, customer statements, and more. Offering VDP enables print service providers (PSPs) to increase the return on customers' communication efforts by enhancing message relevance. Relevant communications drive response rates to marketing offers and communications requiring an action. Organizations of all types need assistance with data-driven personalized print programs, and this creates an opportunity for PSPs and in-house printing operations. To capitalize on this opportunity, PSPs must strive to make smart investments in hardware and software products that power variable data. The ability to make content relevant is critical. In today's market, a simple mail merge is not enough.

Because today's consumers expect to be treated as individuals, hyper-personalization will become more important than ever in the financial services sector. Rather than offering a "one size fits all" approach, banks and other financial services firms will need to offer choices. For example, the customer might be permitted to hand-select from a wide range of banking features and benefits so they can design the experience that works best for them.

### ***Online Print Ordering Has Taken Hold***

Online print ordering has completely taken hold in the financial services market. Print buyers now rely on these systems to increase automation, improve operational efficiency, better control brand management, enhance customer retention, and remove costs and time from the print procurement process.

These solutions encompass the entire communication production and delivery system, including page design, job file submission, online calculation, job tracking, soft proofing, online payment, online shipping, and inventory management. Marketers and print buyers rely on these systems to increase automation, improve operational efficiency, better



control brand management, enhance customer retention, and remove costs and time from the print procurement process.

Online ordering systems allow users to upload print jobs; reprint standard items such as product catalogs, handbooks, and forms; create customized materials based on corporate-approved templates (mailers, business cards, business stationery, etc.); and order printed and non-printed items from inventory. Other benefits include a reduction in administrative and sales time in securing orders, enhanced brand control as proper uses of logos and formats are controlled, and improved accounting as proper approvals and chargebacks are pre-programmed into the system.

These systems meet financial service providers' needs to better manage and optimize their marketing supply chain—the chain of suppliers that an organization relies on to produce marketing materials. e-Commerce provides financial service marketers with an agile and scalable communication ordering processes that reduces costs from over-ordering of materials and assists in allocating dollars appropriately. Web-enabled marketing supply chain management offers the following benefits:

- ◆ Eliminates costly investments in producing ineffective materials
- ◆ Reduces unnecessary inventory, thus increasing working capital
- ◆ Eliminates obsolete business processes
- ◆ Speeds up production and responsiveness to market demand

### ***The Digital Transformation Accelerates***

The financial services industry is aggressively shifting toward digitization, adopting new and emerging technologies to improve operational efficiencies, enhance speed-to-market, and deliver superior customer experiences. Mobile and online banking are becoming increasingly popular among customers, so banks are investing in self-service options as well as services that are targeted on an individual level.

While customer needs and competitive forces demand that banks adopt full-fledged digitization, lenders must also reduce costs and keep operating margins healthy. As new regulatory requirements and data protection laws put additional strains on already-stretched resources, technologies like artificial intelligence (AI) and robotics are helping banks address these constraints more efficiently. Some firms within the financial services industry are using AI to power chatbots so they can provide agile customer service at all times. Others are using the technology for critical functions like anti-fraud and regulatory compliance.



### ***Offering a Superior Customer Experience to Foster Loyalty***

Major brands like Apple and Amazon have transformed the customer experience, to the point that consumers now expect a superior, personalized, and seamless experience from all of their providers, regardless of size. In the financial services industry, this means that banks must establish a relationship with their customers rather than concentrating on a single offering (e.g., credit cards). The relationship must be expanded to include all of the offerings that the customer consumes, whether they come from a retail bank, a business bank, or a wealth product (e.g., insurance or investment).

It is no longer enough to create user-centric interfaces; banks must understand what their customers want to experience during every digital interaction. In today's competitive marketplace, financial services firms can only foster loyalty by getting to know their customers on an individual level and offering a seamless experience across all touchpoints.

## **Part 2: Selling Printed Communications in Financial Services**

### **Key Purchasing Factors**

A financial services organization has a duty to its board of directors and officers, shareholders, and customers to manage resources responsibly. Additionally, the industry is subject to regulatory requirements that mandate the strengthening of regulatory compliance and risk-mitigation processes in relation to suppliers and service providers. As a result, procurement is often viewed as a strong controlling function (both internally and externally) within the supply chain for achieving risk management, governance, and control capabilities through the use of supply and service provider networks.

Purchasing rules play a big role in buying decisions within the financial services firms. Procurement policies seek to leverage buying power, control spending, and ensure that essential job requirements (e.g., price, quality, turnaround) are met. Understanding a customer's buying practices and guidelines can help you to write winning proposals.

Larger financial services organizations such as banks and brokerages often follow a competitive bidding process. Many of these organizations include bidding and purchasing rules on their websites. Visiting a prospective client's website to learn about purchasing rules, thresholds, and current bids is an excellent way to learn the rules and requirements.

There are three common steps in the procurement process:

- ◆ **Request for Information (RFI)** is used to gather information to help decide which suppliers have the capabilities to meet job requirements. It's often the first step in the process and used to gather information, determine next steps, and develop a Request for Proposal or Request for Quotation.



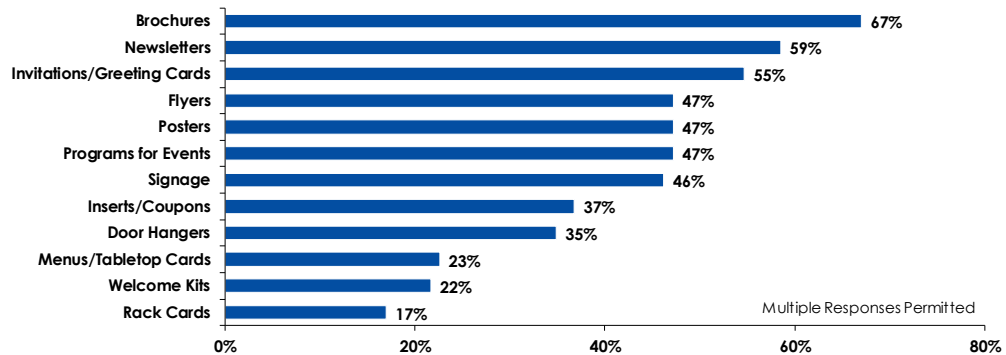
- ◆ **Request for Proposal (RFP)** presents preliminary requirements for the product or service and may dictate to varying degrees the exact structure and format of the supplier's response.
- ◆ **Request for Quotation (RFQ)** invites suppliers to bid on specific products or services.

### Defining the Communications Opportunity

In 2020, Keypoint Intelligence conducted an in-depth study to better understand the print and communication practices of various vertical industries. Within the financial services and banking sector, the most common printed promotional marketing materials included brochures, newsletters, and invitations/greeting cards.

**Figure 2: Printed Promotional Marketing Materials**

Which of the following types of printed promotional marketing materials does your company purchase or produce?



N = 106 Respondents in the Financial/Banking Industry responsible for printing services for marketing/promotional collateral  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

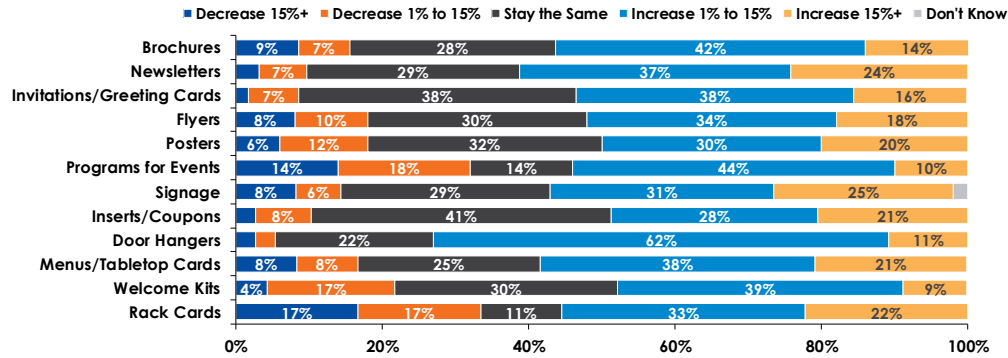
Many of the applications in the Figure above can be delivered across media channels, and all strongly align with the benefits of short-run, on-demand, personalized printing.

When respondents that purchased the applications in the previous Figure were asked how they expected their spending to change in 2021, the share of respondents that expected an increase exceeded the share that anticipated a decrease in nearly all categories.



**Figure 3: Anticipated Change in Spending on Promotional Marketing Materials**

In 2021, how do you expect spending on the following types of printed promotional materials to compare to the past few years?



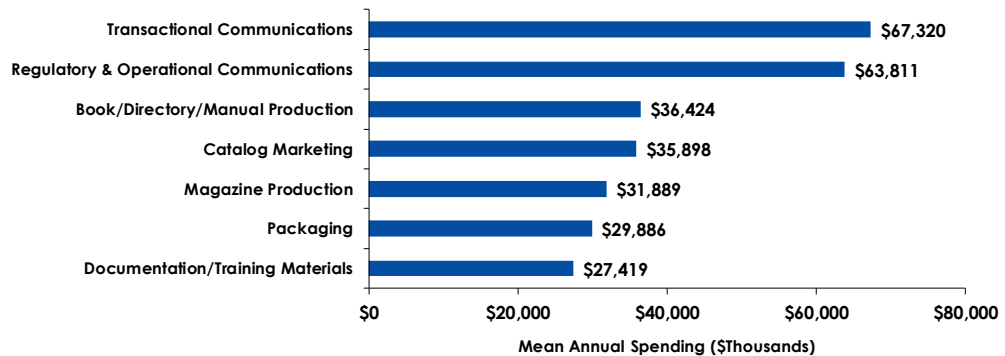
N = Varies; Base: Respondents in the Financial/Banking Industry that purchase these printed promotional marketing materials  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

### Spending in Key Areas

The financial services market invests heavily in printed communications. The Figure below outlines mean annual spending on various areas within the sector. Spending on the production of transactional communications was the highest at over \$6.7 billion, followed closely by regulatory/operational communications.

**Figure 4: Total Annual Spending on Key Marketing & Communication Areas**

Approximately what was your company's/organization's total annual spending on the following last year?



N = Varies; Base: Respondents in the Financial/Banking Industry responsible for printing services for these communications  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

Print makes up a significant portion of the financial market's communication spending. According to Keypoint Intelligence's research, financial/banking respondents that were responsible for creating, managing, or purchasing marketing/promotional collateral reported spending an average of nearly \$45,000 for individual print jobs.

### Financial Services is Expanding Its Use of Communication Channels

Businesses in the financial services sector are expanding their use of communication tools to engage with customers across media channels. Given this shift, it is only natural that most financial businesses anticipate a decline in their overall print spending. At the same time, however, print will remain an important component of communication spending as it





offers high appeal and effectiveness when integrated with digital media channels in personalized, data-driven campaigns.

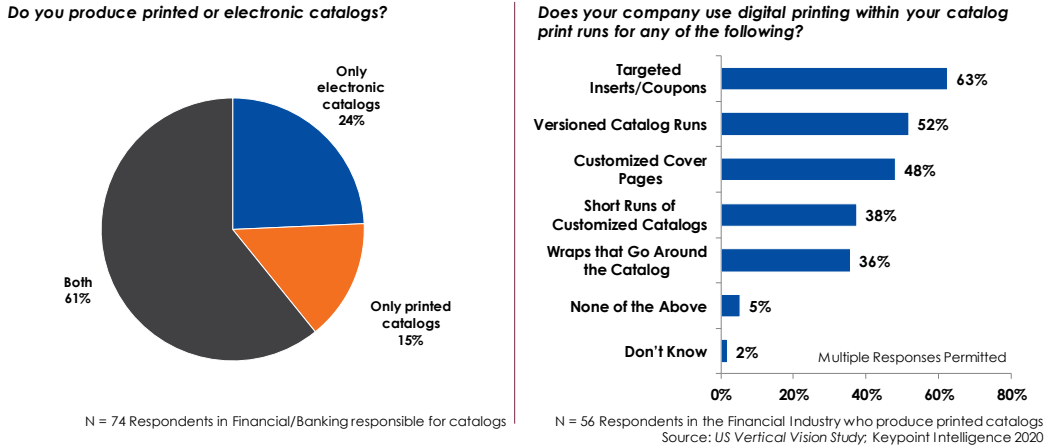
An increasing number of financial services providers are recognizing the value of using an integrated cross-media approach to reach customers and prospects. They are using a variety of media types that include print, online, social, conventional advertising, e-mail, and text messaging. Providers are also starting to take advantage of real-time interactive connections to build stronger relationships with their customers.

### Digital Printing Serves the Needs of the Financial Services Market

Digital printing continues to gain ground in the financial services market. Most of the financial applications that are printed via offset today are poised for a transition to digital because they can benefit from personalization, short runs, and quick turnaround times. Applications in the industry that are well-suited for digital printing include bills/statements, newsletters, direct mail, signage, wall/floor graphics, catalogs, and packaging.

According to Keypoint Intelligence’s research, over three-quarters of the financial services respondents responsible for catalog production were printing at least some of their catalogs (meaning that they weren’t producing all their catalogs electronically). Of these, digital print technology was most commonly used for short runs of customized catalogs and targeted inserts/coupons.

Figure 5: Digital Printing of Catalogs in Financial Services

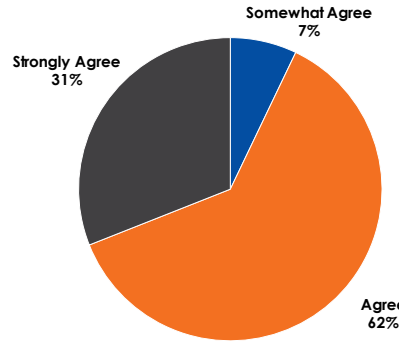


Although only about 37% of respondents in the financial services industry were producing books, over 90% of those that were agreed or strongly agreed that they were increasingly using digital technology for the printing of these books.



**Figure 6: Digital Printing of Books in the Financial Services Industry**

To what extent do you agree with the following statement?  
 – “We are increasingly using digital print technology to produce books.”

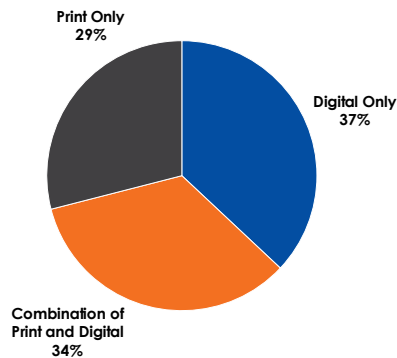


N = 42 Respondents in the Financial/Banking Industry who produce books  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

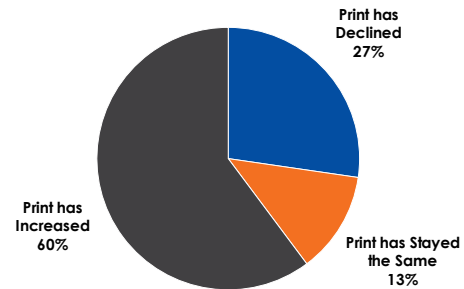
While financial services respondents reported that 37% of bills and statements were sent to customers in digital format only, the flip side of this is that over 60% of respondents are still receiving at least some transactional communications in printed format. In addition, nearly three-quarters of respondents reported that the volume of printed or mailed transactional communications stayed the same or increased over the past three years.

**Figure 7: Delivery Format of Bills/Statements**

What percentage of the bills/statements sent to customers are digital only, print only, or both?



How has the volume of printed/mailed transactional communications changed over the past 3 years?



N = 88 Respondents in the Financial/Banking Industry with responsibility for transactional/regulatory communications  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

As they strive to reduce costs, some businesses are attempting to accelerate the transition to paperless communications. The paperless option may be the default for new customers, or, in some cases, it may be the only option. Even so, Keypoint Intelligence’s most recent transactional communications research suggests that this may not be the best long-term strategy. Over three-quarters of respondents to that survey wanted to decide which channels their providers used to communicate with them, and nearly half (47%) wanted printed versions of their bills and statements. In addition, 64% of respondents agreed that when they switched from one provider to another, it was often due to a bad experience—like a disregard of personal communication preferences!



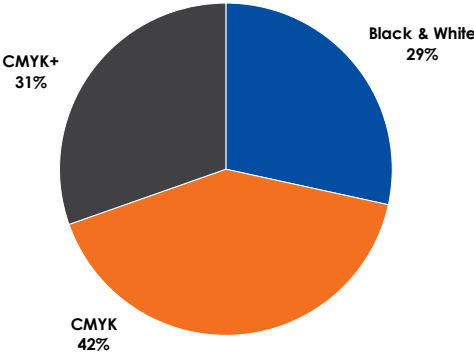
In today's digital world, the key to success is a combination of print and digital communications. There is no "one size fits all" approach; it's about supplementing print with digital to have a stronger impact and enable the greatest customer experience possible. In a world where consumers have become inundated with digital communications, print can stand out in a meaningful way while also driving consumers back to digital channels for increased engagement. In many ways, print is serving as the catalyst for a true omni-channel experience.

### CMYK and CMYK+

As is the case in many industries, color printing is playing an increasingly important role in marketing/promotional collateral in the financial sector. Respondents reported that 42% of their print spend was devoted to standard Cyan, Magenta, Yellow, and Black (CMYK), and another 31% was dedicated to CMYK+ (i.e., the four standard process colors plus additional effects like metallics, spot colors, or glossy coatings).

Figure 8: Print Spend Devoted to Black & White vs. CMYK

How much of your print spend is devoted to the following?



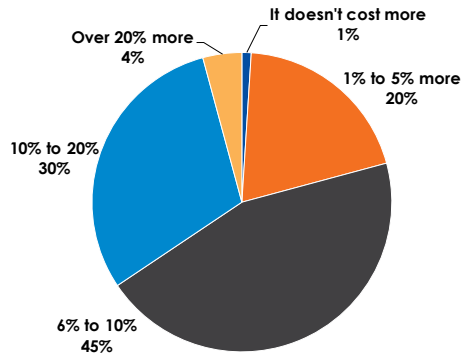
N = 106 Respondents in Financial/Banking responsible for creation, management, or purchasing of marketing/promotional collateral  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

On average, financial/banking respondents report that CMYK+ jobs cost about 9.6% more than basic CMYK printing. Like many other industries, marketers within the financial services sector are finding that effects like metallic/fluorescent inks, white/clear coatings, or neons can bring extra flair and value to their printed communications. This brings a tactile appeal that digital communications can't replicate.



**Figure 9: Extra Cost for CMYK+**

*On average, how much extra do the jobs requiring CMYK+ cost in relation to standard CMYK?*



N = 96 Respondents in the Financial/Banking Industry who spend money on CMYK process color  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

## Communication Application Trends and Revenue Opportunities

The financial services market offers many opportunities for providers who offer digital printing supported by internet-enabled workflows. Effectively serving the industry requires a number of key staples, including the ability to offer personalization, improved management and ordering for communication materials, and integrated multi-channel communication workflows.

### Personalized Print

Financial services establishments are big users of multi-channel direct marketing campaigns. These programs are increasingly personalized, with promotions that are customized to specific demographics or individuals with known patterns or behaviors. This can range from simple address and salutation to fully personalized promotional or transactional documents that communicate with customers on an individual level.

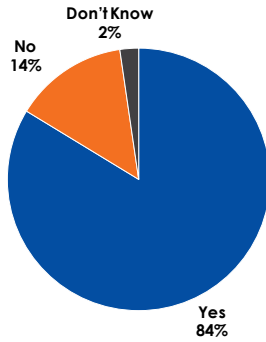
Variable documents contain information such as text or images from a database or file and apply logic or business rules to make them unique to each recipient. Variable data printing (VDP) solutions offer the capability to personalize all kinds of items, including direct mail, invitations, newsletters, brochures, reports, and customer statements.

Keypoint Intelligence's research confirms that about 84% of financial services respondents are using customization or personalization to make their direct mail messaging more targeted. This customization might involve variable images or text modifications. Among those financial respondents that do create personalized direct mail, over half of these campaigns are customized.



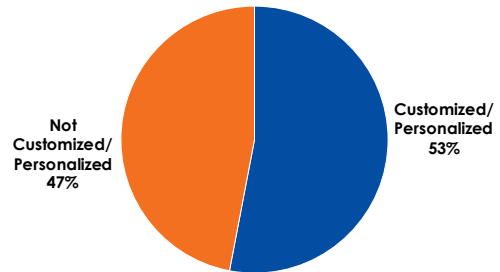
**Figure 10: Personalized Direct Mail**

Does your company/organization personalize or customize direct mail pieces to create more targeted messaging?



N = 86 Respondents in the Financial Industry who use direct mail

What percentage of your total direct mail campaigns use customization/personalization and what percentage do not?

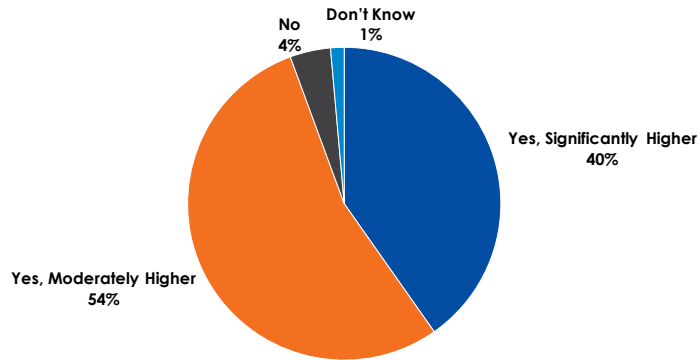


N = 72 Respondents in Financial who use customized direct mail  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

Personalization of direct mail pieces can pay off dramatically for the financial services industry. To this point, 40% of respondents in this sector reported significantly higher response rates on direct mail campaigns that incorporated customization, and another 54% reported moderately higher response rates.

**Figure 11: Response Rates Associated with Personalized Direct Mail**

Does your company achieve higher response rates on direct mail campaigns that incorporate customization/personalization?



N = 72 Respondents in the Financial/Banking Industry who use personalized direct mail  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

VDP enables PSPs to enhance the return on communication investments with its ability to enhance message relevance. Relevant communications drive response rates to marketing offers and communications that require an action. Organizations of all types need assistance with data-driven personalized print programs, and this creates an opportunity for external or in-house PSPs. To capitalize on this opportunity, PSPs must make smart investments in hardware and software products that power variable data. The ability to create relevant content is critical.

**The Impact of the Internet in a Highly Competitive Market**

The internet has become an increasingly important channel for the financial services industry. Today's customers have grown accustomed to reviewing, purchasing, and



facilitating transactions of financial products and services via the internet. Although online access is a benefit because it enables customers to have anytime, anywhere access to banks and other financial services firms, face-to-face contact has diminished—and, in some cases, disappeared altogether. Furthermore, the ease with which customers can cancel their services with one financial provider over another has taken a toll on loyalty.

The financial services industry is highly competitive, and there is considerable overlap between firms and their offerings. To remain relevant in today's industry, financial services firms must develop marketing materials that demonstrate to customers how their offerings are different from the competition. Printed materials such as brochures, direct mail, and signage can play a big role in helping a customer's products stand out. Financial services firms can help build relationships and loyalty by sending their customers printed educational materials on how to maximize their investments, minimize their risks, save money, or reduce liabilities.

*Personalized direct mail campaigns that include relevant images and offers can help financial service providers' marketing messages get noticed, read, and acted upon.*

### **Increasing Use of Data Analytics and Modeling**

Providers of financial services invest in customer analytics tools to drive efficiency and improve risk management. Predictive modeling is used to improve financial product performance. Financial services firms have volumes of data on their customers, and many of these clients are willing to let their providers leverage this information for marketing purposes. According to Accenture, 60% of consumers would be willing to share a significant amount of personal information with their banks and insurers if they were guaranteed lower prices for doing so. Simply put, people are more open to sharing their data if they receive something valuable in return.

### **A Continued Focus on the Customer Experience**

Even as we emerge from the COVID-19 pandemic, the transition of client/provider relationships from face-to-face to online will continue. Although the communication formats may be a bit different in the future, the good news is that the same basics of forging strong relationships still apply—consistent, reliable, and rewarding customer experiences will create a sense of loyalty. The concept of the customer experience is not new—businesses have been formulating strategies on how to keep clients engaged and happy for decades. From mapping the customer journey to learning the psychology of the transaction to identifying the importance of retention, this process is already well-understood.



It has long been established that existing customers are generally much more profitable for businesses than new customers. Data from Bain & Company, in coordination with Harvard Business School, showed that even a 5% increase in customer retention can transform into a profit increase ranging from 25% to 95%. It is also cheaper to rely on returning customers. Capturing the attention of any audience is difficult. There are countless channels of communication, and the average customer is bombarded by marketing messages and advertising campaigns. According to information compiled by Invesp, it costs roughly five times as much to entice a new customer as it does to retain an existing one.

It is no surprise that the customer experience is front and center in the minds of many financial services providers—customers who have positive experiences will engage more often and become more loyal. Meanwhile, consumers that feel disrespected or unheard are more likely to defect to a competitor. It is more important than ever for providers to deliver a positive experience because the customer experience is intimately tied to engagement and loyalty.

Printed communications can be an asset in supporting the customer experience. Direct mail, educational materials, client birthday cards, newsletters, or printed explanations of product features and benefits all enhance the customer experience through education and relationship-building.

### **The Rise of e-Commerce**

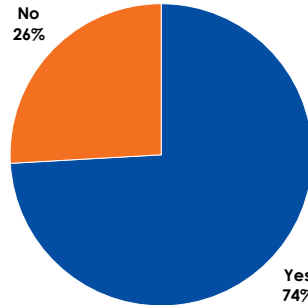
Like so many others, the financial services industry has seen a tremendous spike in online transactions. Consumers and businesses have become more comfortable with online ordering than ever before. As a result, it should come as little surprise that nearly three-quarters of financial respondents to Keypoint Intelligence's survey are currently shipping directly to customers as a result of purchases made on their websites or e-commerce platforms.





**Figure 12: Shipping Directly to Consumers or Businesses**

Does your company ship products/packages directly to consumers or businesses as a result of purchases made on your website or e-commerce platform?



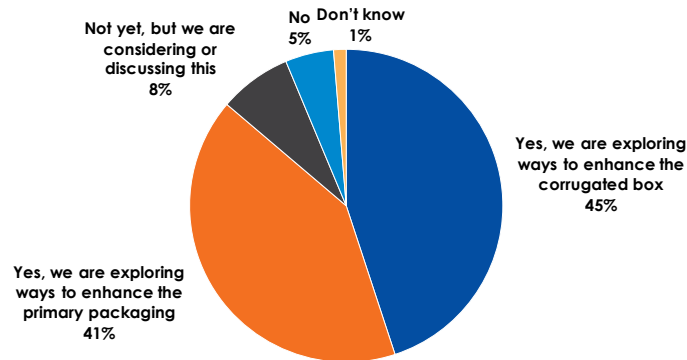
N = 108 Respondents in the Financial/Banking Industry responsible for printing services  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

Businesses across all verticals are working to deepen their connections with clients and consumers, and ongoing improvements to digital technology now enable an enhanced “unboxing experience” with packaging. Digital printing makes it possible to print more colors or embellishments on the increased number of boxes that are being delivered to homes and businesses. Packages can now be customized and personalized, and some are incorporating spot varnish, digital foils, or raised textures for even more appeal. Businesses can also include more personalized printed materials within these packages. Brand owners are working to create the best experience in all interactions with customers, and this includes the delivery of packages.

Of the financial services respondents who were shipping products/packages directly to customers, about 86% were already taking steps to enhance the unboxing experience in some regard. Another 8% were discussing or considering the possibility.

**Figure 13: Enhancing the Unboxing Experience**

With more people and businesses ordering online, is your company exploring ways to enhance the “unboxing experience”?



N = 80 Respondents in the Financial/Banking Industry who ship products or packages directly to customers  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

Now that consumers have access to more channels than ever before, financial services establishments have less of an opportunity to connect with their customers face-to-face—



but this doesn't mean they can't still stay connected! Packaging is yet another medium that can be used to establish and maintain a relationship between businesses and their customers. The rise of e-commerce ties back to that ever-important customer experience. Packaging is just another touchpoint that firms can—and should—use to stay connected with their customers.

### **Cross-Media Marketing**

Financial services organizations understand the need to blend media types in today's multi-channel world. No single channel—print or digital—is sufficient for an effective, relevant, and engaging marketing campaign.

Cross-media marketing can be applied within the financial/banking industry in a variety of ways:

- **e-Mail Campaigns:** Typically working with the marketing department of the organization, print shops are moving into helping with e-mail campaigns. In the financial market, these campaigns might originate when the corporation is trying to reach out to existing customers and/or prospects in an economical fashion. They might be targeted campaigns that are designed to appeal to a specific subset of consumers. Offering this service involves building a list of whom the communications are going to; having an attractive, well-thought-out message; and creating an effective and clear call to action.
- **Personalized URLs (pURLs):** pURLs are personalized websites that are customized to the person visiting them. They are often used with direct mail campaigns to increase response rates or gather information on prospective customers. First, a printed piece encourages recipients to log on to the PURL. When the recipient does so, the information from the database is used to tailor the Web page experience to that person. Moreover, once the individual logs in, the website can track the respondent's activities and continue to tailor the information based on his/her behavior. This information can also be used to better customize any future communications.
- **Linking Print and Mobile:** Smartphones are now ubiquitous, and most people always carry these devices with them. Printed mobile barcodes that can be read by smartphones are serving as bridges that connect print to the online world, with the idea being that the two channels work better together. Print serves as the trigger for capturing initial attention, and the code takes viewers to a Web page to view or provide additional information. Mobile barcodes can be used to store all kinds of data, including URLs. The Quick Response (QR) code is a very popular type of mobile code for marketing in sales materials. In the financial industry, these



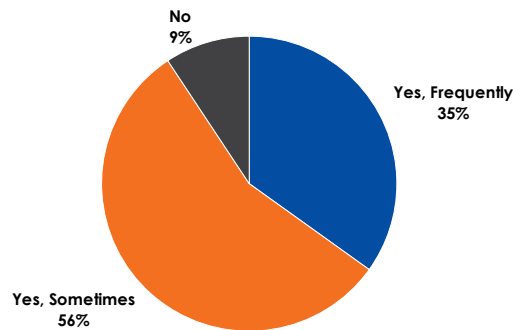
codes may be included in communications that direct customers or prospects to a nearby bank or an instructional video on a new offering.

## Leveraging Print in a Digital World

Financial services firms on a global basis are expanding their use of communication tools to engage with audiences across an ever-widening array of channels. Online channels have become increasingly important for the financial sector over the past several years. In Keypoint Intelligence's *Vertical Visions* study, respondents approximated that their spending split was 55% digital media versus 45% traditional media. Among firms that use direct mail, the vast majority were frequently or sometimes coordinating their direct mail campaigns with e-mail or other digital media.

**Figure 14: Combining Direct Mail with Digital Media**

*Are direct mail campaigns coordinated with e-mail or other digital media campaigns?*



N = 86 Respondents in the Financial/Banking Industry who use direct mail  
Source: US Vertical Vision Study; Keypoint Intelligence 2020

Communication decision-makers in the financial services market are investing in areas that enable the combination of print with digital media channels to create personalized, data-driven, cross-channel campaigns.

## Selling to the Financial Services Market

Effectively selling to the financial services market starts with understanding the market and its unique dynamics. Assessing your current customer base should be an ongoing practice. Other important steps include evaluating your ability to serve the industry, developing an understanding of your competitors, and identifying the best prospects. The financial services industry presents an excellent opportunity for PSPs who have the ability to produce high-quality, customized and personalized marketing collateral, as well as develop and manage customer retention and acquisition programs.

## Evaluate Your Current Customer Base

The best way to grow your business is by increasing the sales of the customers you already have. If you currently serve financial services organizations, then you have the opportunity



to sell more to current customers, expand your share of total customers, and expand the types of services you offer. Ask yourself the following questions:

- ◆ Who are our customers?
- ◆ What do they buy from us and why?
- ◆ Which customers are the most profitable?
- ◆ What do we sell to them?
- ◆ What are the titles of our contacts? Are they decision-makers or acting on behalf of decision-makers?
- ◆ Can we sell more to these customers?

It is tremendously important to have a clear understanding of who your financial services customers are and why they buy from you. Aligning your marketing and sales messaging with customer needs is a key factor to sales success. Answering the previous questions will help you assess your strengths and weaknesses in serving the financial services industry.

### ***Assess Your Ability to Serve the Industry***

Ideally, your ability to serve the financial services market should be evaluated based on three criteria:

1. **Market needs and internal capabilities.** Can your equipment portfolio meet market needs? What applications can you produce?
2. **Internal changes required to service the market.** Are technological investments or additional staff members required? Will current sales and marketing approaches succeed in engaging the market, or is it time to develop new ones?
3. **Partnerships you can form to enter the market.** Are there partnerships you can form with in-house printing operations or agencies, or other types of suppliers that are serving the market?

### ***Develop an Understanding of Your Competitors***

Determining your overall position in the competitive landscape starts with developing an understanding of your top competitors and considering how your offerings stack up to theirs. Ask yourself the following questions:

- ◆ Who are your competitors in the markets you serve?
- ◆ What do they offer that makes them different?
- ◆ How can you differentiate your offerings from the competition?



## Identify the Best Prospects

Successful print service sales reps have a plan! They start by developing a profile of the prospects they want to pursue and then implement a plan for reaching them. Once you've created a list of your key prospects, set yourself up for success by asking the following questions:

- ◆ How do you plan to access these customers? Will you reach out via direct mail, e-mail, text message, social media, or some combination?
- ◆ What are your prospects' needs?
- ◆ What products can your company offer to meet these needs?

Communication buyers in the financial services market tend to view public relations firms, advertising agencies, and print distributors as partners, yet they often see print service providers as vendors. There is an opportunity for print service providers to change the status quo and gain customers.

Serving the financial industry's expanding communication needs requires printing firms to elevate their status in the eyes of customers. Changing this perception requires demonstrating market knowledge, providing customers with solutions to their unique challenges, and producing promotional materials that demonstrate the ability to meet financial service providers' specific needs.

## Strategies for Building Solid Customer Bonds

### Monitor Market Trends

Monitoring the trends of the financial services market is a practical exercise that facilitates the development of services that can solve customer problems. Market monitoring can be as simple as subscribing to an e-newsletter to scan headline news from your e-mail box or joining discussion groups to scan trends or find sales prospects. Customers want to do business with firms that understand their unique needs and market. Uncovering new opportunities to serve customers begins with compiling and leveraging market intelligence to position your firm as a trusted and knowledgeable communication advisor.

***By monitoring the market to identify and solve challenges that customers didn't even realize they had, you can establish a solid competitive defense.***

### Profile Customers and Prospects

Strong product offerings and client relationships are built on knowing and understanding customers' needs. Creating customer profiles or fact sheets can intensify customer knowledge, while also arming sales staff with customer reference briefs. Profiles should include a history of the client's company and capture salient data such as company



principals, key account stakeholders, staff with budget authority, number of employees, products/services offered, number of locations, and annual sales.

There are many online resources that can help you follow and track customers. By visiting customers' and prospects' websites and social media pages, you can gain solid insights into their business, values, and culture. You can find out what the company provides, identify key players and decision-makers, learn about the company's history and mission statement, and get a feel for the firm's personality. Profiles should also have a human element—for example, consider creating a database of key client contacts' birthdays and personal interests!

### ***Engage with the Industry***

Engaging with organizations that serve the financial services market can offer a venue to learn more about the industry and provide an opportunity to meet sales prospects. Industry organizations often host education, training, and/or networking events. Regardless of whether these events are virtual or in person, they can give you an insiders' view on key challenges that you might be able to solve. Getting involved provides access to key individuals that can help feed the sales pipeline.

### ***Prospect with Purpose***

Winning sales starts with identifying the right contacts and convincing them to take the initial steps to learn more about you. When selling personalized or short-run digital printing, it's important to gain insight into a prospect's business so you can propose a valid solution based on their business needs and requirements. By delivering the right message to key buyers and stakeholders, you can increase the likelihood of converting a prospect into a customer.

### ***Networking Builds Relationships***

Networking is a sales effort power tool that can serve as super glue to a relationship. It solidifies existing customer relationships while also driving more effective prospecting. There are a number of benefits to networking, including:

- ◆ Staying connected with customers and contacts
- ◆ Expanding relationships in customer organizations
- ◆ The ability to share knowledge, insights, and contact information
- ◆ The ability to get the help you need from people who are in a position to provide it—as well as the opportunity to help others!
- ◆ Getting more done with less effort
- ◆ Building relationships before you need them



- ◆ Strengthening ongoing relationships
- ◆ Positioning yourself as an expert

### Achieving Success with Digital Printing

Although print is playing a supportive role in our multi-channel world, this is true for all of today's media channels. Adding ancillary services to offset declines in print revenues and better service to customers is the new equation for success.

The financial services market offers solid opportunities for PSPs to grow business and digital printing volumes. Communication buyers in the financial market want providers that can recommend products and services aligned with their unique needs today and in the future. They will also demand proof that you understand their market and can deliver on the services you promise. Creating sales and promotions pieces for financial services firms that address key market trends and demonstrate unique abilities to drive revenues and improve efficiency hinges on learning the market.

The financial services market is expanding the channels it uses to reach and engage consumers to power sales, but print—especially digital print—is an important player in that media mix. Savvy firms are blending print with new media technologies to learn more about customers and deliver tailored offers and information that prompts engagement and fosters loyalty.

Financial services firms are leveraging the benefits of digital printing—short run, high-quality, personalization, fast turnaround, just-in-time, sustainable, efficient—to acquire and retain customers, and to improve the efficiency of internal operations. Growing sales and reducing costs are critical success factors, and digital printing is delivering results on both fronts.

### Part 3: The Impact of COVID

No discussion of this time in human history would be complete without mentioning the COVID-19 pandemic, which took the world by storm in early 2020. In the early days of the pandemic, few people knew what to expect and many were caught by surprise. Although some businesses within the financial services sector were deemed essential and were therefore not required to close during the lockdown phase, the industry continues to feel the effects of the ongoing pandemic, the economic downturn, and lingering uncertainty about what the future holds. This section of the report explores COVID's evolving role within the financial services market.





## Key Industry Trends

### *A Sudden Uptick in Remote Work*

As was the case for a great many industries, many financial services employees started working remotely from their homes since the lockdown began. The sudden need for remote work was a shock at first, but businesses and employees have since had time to adjust. As the pandemic drags on, though, a new question looms—will the shift to a remote workflow within the financial services sector be temporary or permanent?

The financial services industry has historically thrived on face-to-face interactions, but there are plenty of people who simply won't be comfortable with in-person meetings until the pandemic has been contained, regardless of any safety protocols that may be in place. Fortunately, technology makes it such that live meetings are no longer necessary. Consumers can virtually interact live with financial providers to receive the same advice and guidance that they've always received in person.

At the same time, however, some things are lost in translation even during the most interactive of video calls. Body language can speak volumes, and physical proximity to another person can build a level of inherent trust. Without this human connection, customer loyalty can be a bit harder to come by. At least until people feel comfortable meeting in person again, it might be more difficult to hold on to customers. Whether we like it or not, virtual meetings are sometimes a poor substitute for face-to-face interactions.

Although challenges exist, there are ways to help foster a sense of customer loyalty even while in-person meetings are difficult or impossible. Virtual meetings are not the same, but they can have a greater impact when combined with other touches like personalized direct mail, e-mail, texts, and social media interactions.

### *Increased Competitive Pressures*

The financial services/banking industry is being impacted by the pandemic, but most of these effects are indirect. Although financial services can easily be provided remotely, the sector supports businesses and households that are experiencing the situation firsthand. COVID-19 prompted an economic downturn, as businesses were forced to shut down (albeit temporarily) and some people were furloughed or lost their jobs altogether. This in turn made it difficult for some businesses or consumers to repay their loans, which of course affects the profitability of banks. As the pandemic drags on, banks will likely face further losses as a result.

As bonds and other traded financial instruments have lost value, banks have experienced additional losses. Meanwhile, the demand for credit has increased as firms struggle to maintain their cash flows. Losses and lower capital buffers in banks can have negative spillover effects, which might undermine the broader economy. For example, if banks



chose to reduce credit provision to the economy, this would undermine those businesses that rely on those buffers.

As we continue to navigate through the pandemic, it will be more important than ever for banks and capital markets firms to maintain a dialogue with their customers. A lapse in communication could erode the trust that clients—be they businesses or consumers—place in their financial providers.

There will also be a heightened need for cybersecurity measures, because additional vulnerabilities will undoubtedly be exposed during an economic crisis. Data and core systems will be accessed remotely more than ever before, making employees and management more susceptible to a security breach.

### ***Print Can Solidify Relationships***

Banks and other financial institutions have always relied on printed communications to contact their customers and maintain their day-to-day operations. Even in today's digital world, print remains an important means of connecting with customers and prospects. Although some financial institutions might be tempted to deliver more digital communications as they strive to reduce costs, paper-based bills and statements can help maintain that ever-important connection with customers.

Several studies indicate that direct mail is once again on the rise after years of decline. The lessons we learned from the pandemic suggest that financial organizations need to rethink how they connect with their customers and prospects. Direct mail creates a tactile, tangible experience that can evoke emotion by putting a brand in the hands of its customers—even if it's only a bill or a statement! According to a 2020 USPS study entitled *COVID Mail*, people's spirits were lifted when they received physical mail. In addition, over half of respondents reported that direct mail made them feel more connected to the sender. Trust and familiarity are cornerstones of the financial services market, so establishing and maintaining this connection are of the utmost importance.

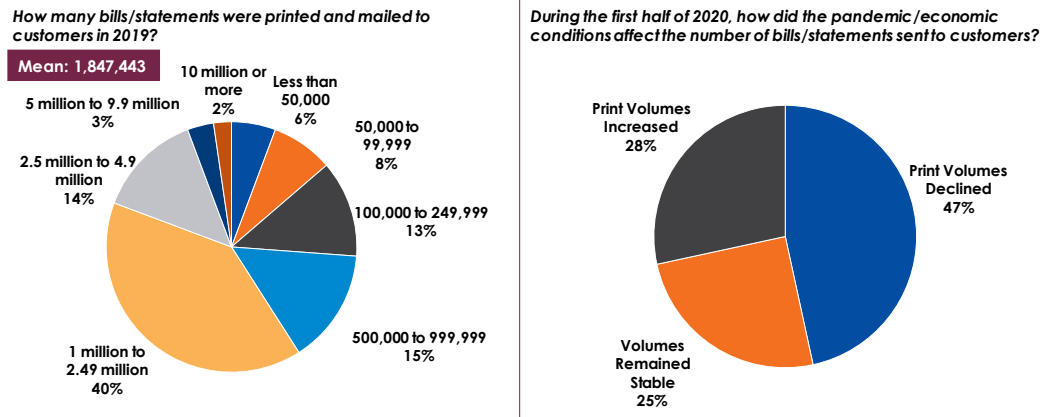
### **Direct Mail Printed and Produced**

#### ***Bills & Statements***

On average, respondents in financial services printed and mailed about 1.8 million bills and statements to customers in 2019. Although nearly half of these respondents saw a decline in their bill & statement volumes due to the arrival of COVID-19 and the subsequent economic downturn, it should be noted that the share of respondents experiencing a decline was not as high as in some other vertical industries.



Figure 15: Bills & Statements: The Impact of COVID



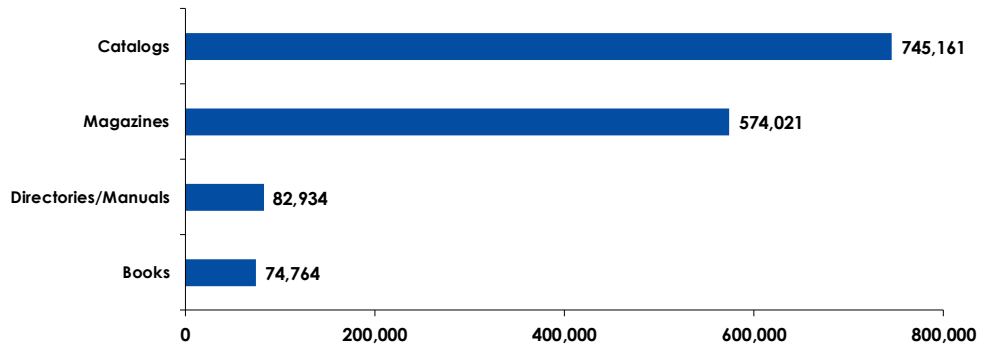
N = 88 Respondents in the Financial/Banking Industry with responsibility for transactional/regulatory communications  
 Source: US Vertical Vision Study, Keypoint Intelligence 2020

### Other Types of Direct Mail

The Figure below outlines the average number of other direct mail pieces that financial companies reported printing/producing on an annual basis. The volume for catalogs was highest, followed by magazines.

Figure 16: Direct Mail Pieces Produced Annually

On average, how many of the following did your business unit print/produce during 2019?

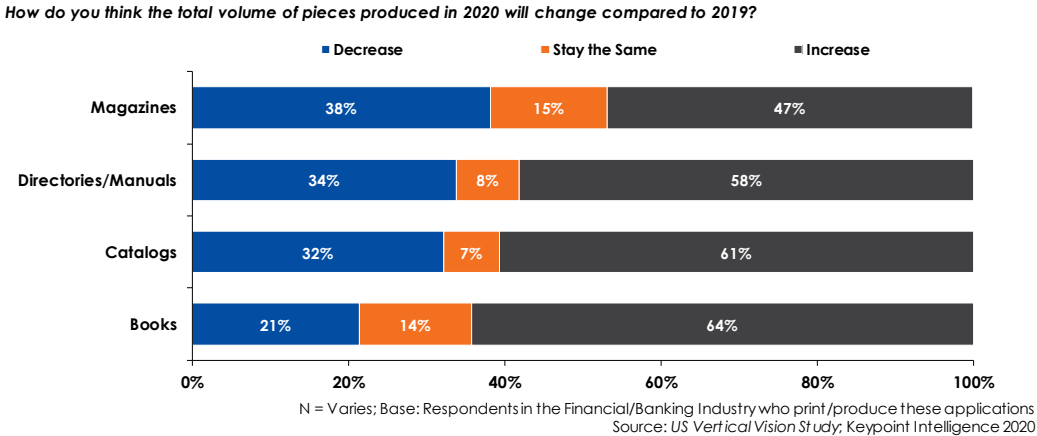


N = Varies; Base: Respondents in the Financial/Banking Industry who print/produce these applications  
 Source: US Vertical Vision Study, Keypoint Intelligence 2020

As would be expected, COVID-19 affected production volumes for all types of direct mail. Nearly 38% of financial/banking respondents expected their magazine volume production to decrease between 2019 and 2020. At the same time, however, the share of financial services respondents who expected an increase in volume surpassed the share that anticipated a decrease in all categories.



Figure 17: Anticipated Change in Volume



While there is no denying that the pandemic had an impact on some respondents' direct mail printing volumes in 2020, print will remain a vital part of the communications mix for quite some time. In fact, "digital overload" is positioning print for future marketing success. Savvy businesses have recognized this and are now supplementing their digital marketing messages with direct mail, postcards, catalogs, and other printed communications. This has proven quite effective for a very simple reason—in today's digital world, printed communications cut through the clutter and get noticed.

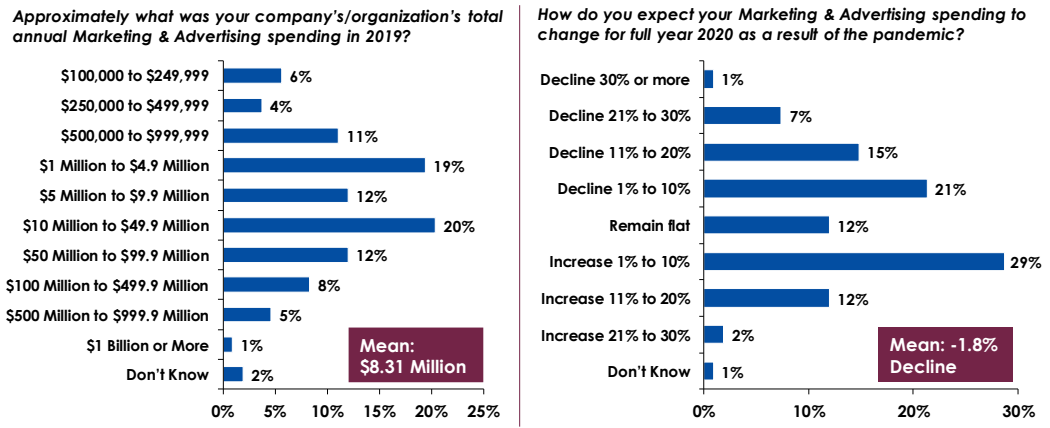
### Communication Spending Trends in Financial Services

#### Marketing & Advertising Spend

During 2019—which was, of course, pre-COVID—financial services respondents reported spending an average of \$8.3 million on marketing and advertising. The arrival of COVID-19 had an impact on marketing and advertising spending in many sectors during 2020, and financial services was no exception. Although a decline was expected as a result of the pandemic, it was a modest decline. This is a testament to the fact that the financial services industry was not hit as hard as some sectors last year.



Figure 18: Marketing & Advertising Spend



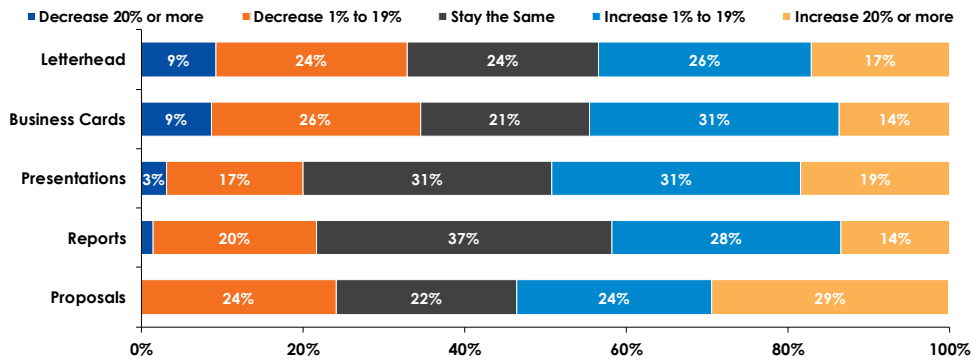
N = 108 Respondents in the Financial/Banking Industry responsible for senior leadership, line-of-business management, marketing, or sales  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

Anticipated Change in Spending for Various Products

Respondents who were involved with printing services for general office documents were asked how they expected their spending on various products to change between 2019 and 2020. For all categories, the majority of respondents expected their spending to increase or stay the same.

Figure 19: Year-Over-Year Change in Spending

In your best estimate, how do you think spending on the following types of products will change between 2019 and 2020?



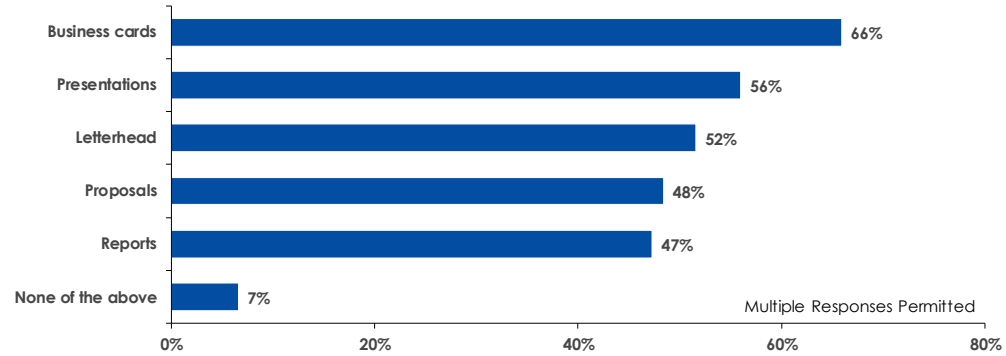
N = Varies; Base: Respondents in the Financial/Banking Industry responsible for printing services for general office documents  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

It is also encouraging that half of these same respondents expected their spending for business cards, presentations, and letterhead to return to pre-COVID levels in 2021.



**Figure 20: Expectations for Spending Returning to Pre-COVID Levels in 2021**

*During 2021, for which of the following products do you expect spending to return to pre-COVID levels?*



N = 91 Respondents in the Financial/Banking Industry responsible for printing services for general office documents  
 Source: US Vertical Vision Study; Keypoint Intelligence 2020

## The Bottom Line

Educating clients about new offerings, ensuring satisfaction, attracting new customers, and becoming an active member of a community all require ongoing communication efforts. Print is and will remain an important component of the communications mix for financial services providers. These providers are leveraging the benefits of digital printing—short run, high-quality, personalization, fast turnaround, just-in-time, efficiency—to establish relationships with clients and prospects, promote their offerings, improve the efficiency of internal operations, and increase their market share. They are also communicating with customers across an ever-widening array of media channels. Growing revenues and reducing costs are critical success factors in the financial services market, and digital printing is delivering results on both fronts. Savvy businesses are learning that print can be blended with other media technologies to deliver tailored offerings that encourage engagement and help foster loyalty.



## About Canon Solutions America, Inc.

Canon Solutions America, Inc. provides industry-leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. Canon Solutions America, Inc. helps companies of all sizes discover ways to improve sustainability, increase efficiency, and control costs in conjunction with high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly-owned subsidiary of Canon U.S.A., Inc., Canon Solutions America, Inc. is headquartered in Melville, NY and has sales and service locations across the US. For more information on Canon Solutions America, please visit [www.csa.canon.com](http://www.csa.canon.com).



## About thINK

thINK is an independent community of Canon Solutions America Production Print customers, solution partners, and print industry experts. Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. For more information, visit [www.thinkforum.com](http://www.thinkforum.com).



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