

ContentBase™

## Valuable financial content to enrich account holder communications.



### Add educational and promotional content to email campaigns with just a few clicks

ContentBase™ provides high-quality content for financial institutions to use in online marketing efforts. With access to a regularly updated, searchable library of financial articles, you'll have plenty of options to tailor communications to specific segments of your audience without struggling to find the time and resources needed to create content in-house.

Written by financial marketing professionals, the content available through ContentBase will not only allow you to create marketing communications more efficiently, but will also provide the type of valuable, insightful information that re-affirms account holders' trust in your financial institution. The best way for marketers to show respect for the account holder relationship is to deliver relevant content—and you can be sure to deliver with ContentBase.

**ContentBase™ offers a convenient way to target segments of your email audience with relevant promotions and educational content!**

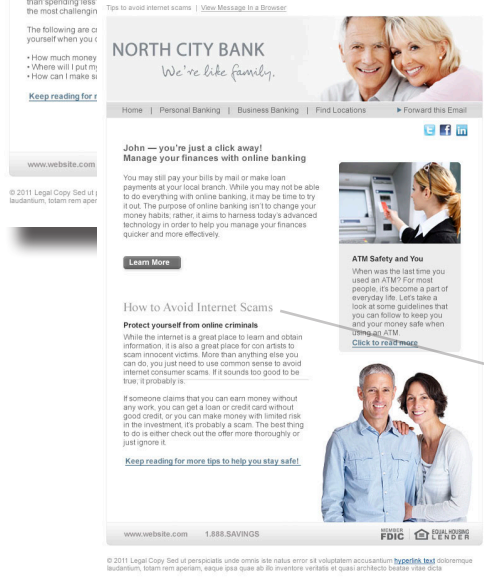
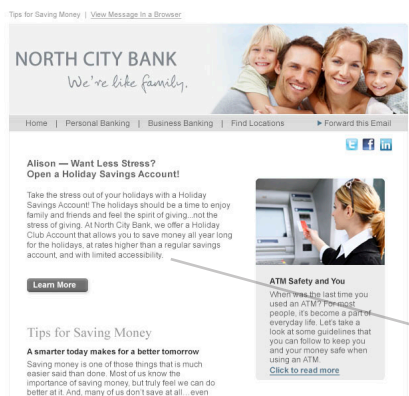
- 1) Search articles by content category
- 2) Select articles for your email message
- 3) Send your targeted email campaigns

#### Plan For the Future

[Excerpt] "...feel the spirit of giving, not the stress of giving. We offer a Holiday Club Account that allows you to save money all year long for the holidays, at rates higher than a regular savings account..."

- Consumer Protection
- Credit and Loans
- Product Education
- Financial ABCs
- Hot Topics
- Youth/Young Adult Education
- Seniors

[Excerpt] "... it is also important that you only provide your personal financial information to websites you know and trust. Don't provide your credit card or account number unless you are purchasing something from a reputable company and it is a secure website..."



Interested in learning more? Contact Harland Clarke Digital™ today.  
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