

What is it?

The Serverside Marketing tools are a way to communicate and market your card customization program to your card holders with little effort. Targeted to both new acquisitions and existing card holders it is an efficient and cost effective way to promote your brand and channel the product via online exposure.

Social Card

Social Card is a powerful online viral marketing tool that allows cardholders to immediately share and discuss their accepted card designs through any of the online social networks. This creates a contagious social environment that inspires others to provide feedback, apply for the same card or start a creative design session of their own. By embedding a link in the card design acceptance mail, a card holder can simply click an icon and immediately share their card design with all members of their Social Network. Online Social Communities are the 4th most popular online, once the card holders design is posted on their networking site, it immediately reaches out to new and helps retain your existing customer base.



SMS Notification

Each card program has the ability to automatically send an SMS to cardholders on approval or denial of their image.



Card Design Competition

The key benefit of running a competition site is clear: it makes online card customization campaigns



significantly more successful. Staggeringly, image card campaigns using an interactive competition generated a response 1600% greater than those that did not.

The innovative flash interface allows new and existing card cardholders to view and vote for their favourite image. Once an image is voted upon the user will be given the opportunity to post the design to a social network or email it around friends and family or simply post to a personal blog.

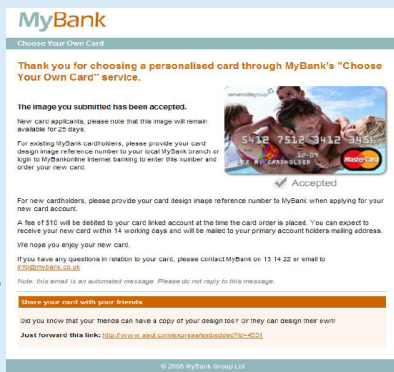
Card design competitions are integral to wider card customization campaigns, and are proving highly successful for many issuers. Competition sites act as both a showcase and a centre for interactive discussion about individual card designs.

ShareMyDesign

ShareMyDesign is a powerful online viral marketing tool that allows cardholders to immediately share and discuss their accepted card

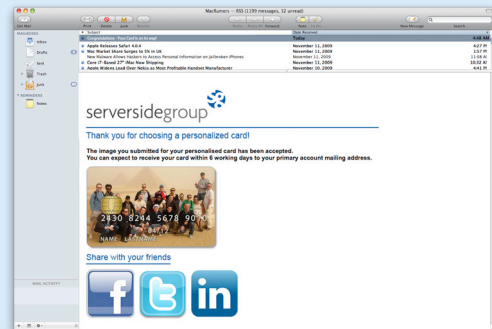
designs online. Cardholders simply forward a link to family and friends, who click on it and are able to see their design at the preview stage.

This creates a contagious social environment that inspires others to provide feedback, apply for the same card or start a creative design session of their own. For issuers, being able to engage and acquire new customers at near zero cost has clear commercial appeal.



Emailer Notifications

This feature allows you to communicate with your card holders during the card design process, the ability to tell applicants whether their card designs has been approved or denied is key as it allows you to include sharelinks for approved design, immediately getting your card holders to marketing the service for you but also if the design was not suitable it's the most efficient way to encourage them to 'click the link' and try again.



TalkAboutMe

TalkAboutMe is an interactive mini version of the AllAboutMe designer that Issuers can use to showcase their card design programs, for example, as a 'teaser' on their home page. In this sense, TalkAboutMe is an interactive banner advertisement. TalkAboutMe is also available in a 'bloggable format where the HTML code can be supplied to the issuers customers, who can recreate the mini designer – using the issuers chosen image – in online forums and on blog sites.

The purpose of TalkAboutMe and TalkAboutMe Blogger is to attract potential cardholders to the real AllAboutMe designer where they can start a full-blown creative design session and apply for a card.



Iphone App

The new mobile card design interface has multiple potential applications: from generating ID cards in-branch and enhancing outdoor marketing events through to assisting new account generation in countries without broadband infrastructure but good mobile coverage.

The mobile app is the latest addition to Serverside's range of online and viral card customization marketing tools.



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