



Giesecke+Devrient

Convego® Message

Personalized communications over every channel



Build your customer relationships with tailored, relevant, and engaging communications. Ensure every touchpoint is elevated from routine message to integrated marketing and branding opportunity.

Today's customer demands exceptional communication experiences along every step of their journey. According to a recent survey, almost three-quarters (72%) of customers only engage with marketing messages customized to their interests.¹ For some time now, most (80%) consumers have said they are more likely to purchase from a brand that provides a personalized experience.² More recent studies have also shown that these efforts can significantly boost revenues by up to 15% for banks and other financial institutions.³

Yet brands are having to work harder than ever to stand out from the crowd and connect with their customers - at the right time, in the proper channels, and with content that they care about.

That's why banks and fintechs worldwide are turning to Giesecke+Devrient (G+D)'s Convego® Message solution. We know business isn't one-size-fits-all - and nor is Convego® Relate. It's a suite of services that provides answers to different marketing challenges. Our phygital approach merges traditional physical media with digital to provide personalized experiences at every touchpoint. This not only fits with the changing preferences of customers and rising demand for digital content, it's also good for business.

¹ <https://www.businesswire.com>

² <https://www.epsilon.com/emea>

³ <https://www.mckinsey.com>

Tailored touchpoints across every channel

Whatever channel you choose when communicating with your audiences, Convego® Message has you covered.



Tailored card carriers

Customize carriers to deliver impactful, tailor-made, dynamic communication to cardholders that can be printed on demand. Convego® Message makes the carrier an integrated part of your marketing collateral, elevating perhaps the most essential printed message you'll send your customer. Deliver targeted content, helpful information, and brand messaging using customer data.



Digital carrier enhancements

Leverage the latest phygital tools to encourage deeper audience interactions with your traditional print. Use QR codes and interactive digital content to elevate printed communications and provide true omnichannel communications.



Customer messaging

Enable personalized 'phygital' messaging, blending traditional and digital media. Choose from our omnichannel SMS, email, and video communications to keep your customers informed and delighted throughout their issuance journey.

Complete control of your customer messaging

Convego® Message Designer, accessed from a simple, intuitive web portal, enables step-by-step workflows for adding personalization to every communication. You can manage every print campaign with a wealth of configurable templates, adding segmentation and variations to ensure the right message reaches the right customer—at the right time. Manage your printing process, reduce the time it takes to update carrier templates, use customer data to drive the content, and print carriers on-demand.

Your ideal issuance partner

Use Convego® Message to ensure your customers receive the best of both worlds. Merge your marketing communication and legal obligations at a critical customer touchpoint—card issuance.

With 500 million cards managed for over 188 financial institutions annually, why not contact us today to learn more?

If you would like further, more specific detail around personalized communications – please get in touch – [here](#).

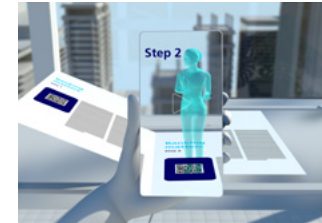
Tailored carrier options—fully managed by G+D



Personalized carriers

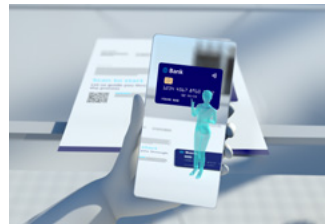


Targeted marketing letters



Multimedia-enabled brochures

Digital carrier enhancements—rich, multimedia experiences



An AR assistant to guide card activation



A QR code linking to tailored offers



In-app activation of cards and e-pin delivery

Customer messaging—multi-channel communications



Augment print channels with rich SMS and email



Download digital carriers with our new video booklet



Provide tailored video messaging to keep your customers informed

About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries. Further information: www.gi-de.com.



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