



BetterTargeting™ for Banking

NextPage®
More Than Print

800.660.0108

8300 NE Underground Drive, Pillar 122 | Kansas City, MO 64161

goNextPage.com

NextPage – Data Driven for BetterResults

Over 37 years of driving BetterResults with direct mail

237,000 square foot production facility centrally located in Kansas City

Secure Underground Facility / SOC2 Type II Certified

\$20 million of production equipment

Seamless Certified USPS Mail Processor

Hundreds of millions of mail pieces produced each year

Active ownership and results driven management team

EOS (Entrepreneurial Operating System) Run Company

FSC (Forest Stewardship Council) Certified

We know direct mail works... when done right and that involves better data



About the Data

Tracking 280 million users across 1.9 trillion behaviors daily

Can segment by 262 parameters

Profiles both B2B and B2C targets

Focused on Intent Data tracking

Built by a variety of Identity Resolution Tools

Robust verification and enrichment layer (11 major databases used)

Cross Database Matching

Offline/Online Linkage

Verification and Enrichment

PreBuilt Models for BetterTargeting

- › Checking Accounts
- › Savings Accounts
- › Certificates Of Deposit
- › Money Market Accounts
- › Individual Retirement Accounts
- › Online Banking
- › Mobile Banking
- › Debit Cards
- › Credit Cards
- › Personal Loans
- › Auto Loans
- › Home Equity Loans
- › Home Equity Lines Of Credit
- › Refinancing
- › Business Loans
- › Merchant Services
- › Payroll Services
- › Investment Services
- › Financial Planning And Advisory Services
- › Wealth Management
- › Insurance Services
- › Foreign Exchange Services
- › Bill Payment Services
- › Remote Deposit Capture
- › Automated Clearing House
- › Wire Transfer Services
- › Credit Report Services
- › Credit Monitoring Services
- › Debt Consolidation Services
- › Prepaid Cards
- › Agricultural Loans
- › Equipment Financing
- › Invoice Factoring
- › Commercial Real Estate Financing
- › Sba Loans
- › Line Of Credit
- › Letter Of Credit
- › Factoring
- › Asset-based Lending
- › Leasing Services
- › Trade Finance
- › Cash Management Services
- › Lockbox Services
- › Sweep Accounts
- › Escrow Services

**21,000 Intent
Models Built within
BetterTargeting**



Evergreen and MicroTargeted Campaigns

Savvy Marketers create always on microtargeted campaigns



You can now build microtargeted campaigns powered by prebuilt, continuously refreshed data models.

These models identify high-propensity households and businesses based on verified identity, demographics, behaviors, and intent signals—ensuring mail reaches the right audience at the right time.

These campaigns are designed to run always-on, automatically adjusting as data changes and prospects move in or out of target segments. The result is faster launches, less waste, stronger response rates, and measurable ROI.

By combining data intelligence with high-impact direct mail, we turn traditional mail programs into scalable, predictable growth engines.



BetterTargeting™ - Intent Model Query

› Illinois Area

› Intent Model – Financial Services > Banking & Credit Services > Various Home Loan searches

- › Refinancing
- › Home Equity Loan
- › Fixed Rate Mortgage
- › Digital Mortgage

› Geographic Region – State of Illinois

- › Intent related to Home Loans – 1,145 with high intent

Creative – Done for you

At Modern Bank, new customers enjoy a **1.75% APY checking account** with **no minimums** and **no complicated criteria**—just straightforward growth on every dollar you keep with us. It's the smarter, friendlier way to manage your money.

See why our members
love it here!



Scan to learn more.

Or visit: ModernBank.com/Checking-26



MODERN BANK Always Right Where You Need Us.

NMLS#: 1234567890

Exclusions & Limitations: New customers only. Offer expires on 3/31/26. Bis enim intuscas sardis voluptatum qui acint rem vobisquis stant rem comendis emicis perant qui volupis arcum higitis ac ea ad a vilupis volis poronisque concubedis pelionibus nas estemperitatis veruvid quos min nobitiquo cassae vellet, saqueis etur, ero ea ad qui tum expel ma ad et et aliquot emporum quam amet et volletiam voluocant, captor rope porupta turatum emudico quae. Utatur, et eventum estion re ventur simus dionqui latioqperum nonet liguis sandel tan que commore etur accatere est. Citoquis saqueis etur quae occacno as et eum. Ibus accatere entus, quis sita deloptat. Cea nonet volorum quontis as eosae.



We think you're going
to want to see this...

1.75% APY Checking

For a limited time. Exclusions apply. See reverse side for details.

Most banks keep their best rates hidden behind
high minimums and complex requirements.

We're doing things differently.



1.75% APY Checking
No minimums.
Member FDIC

LEARN MORE



1.75% APY Checking
No minimums.
Member FDIC

LEARN MORE

1.75% APY
Checking

No minimums.
No complicated criteria.

ModernBank.com/Checking-26

LEARN MORE



Always Right Where You Need Us.



We think you're going
to want to see this...

1.75% APY
Checking

No minimums.
It's the smarter,
friendlier way to
manage your
money.

LEARN MORE



1.75% APY
Checking

No minimums.
No complicated
criteria.

LEARN MORE

Creative – Done for you

MODERN BANK Always Right Where You Need Us.

Why Choose MODERN BANK?

- Personalized Wealth Strategy**
A financial plan built specifically around your goals, life stage, and priorities—never a one-size-fits-all approach.
- Expert Guidance Through Change**
Trusted advice to navigate major financial moments, from career transitions to retirement and legacy planning.
- A Relationship You Can Rely On**
Direct access to a dedicated advisor who knows you, understands your family, and is invested in your long-term success.

NMLS#: 1234567890

Exclusions & Limitations: New customers only. Offer expires on 3/31/25. Sic eum intantias sandis voluptatum qui asini rem ideligis sint rem samendis amicus perant qui volapic aessum fugilis as ea aut a velique volat porcinisque consensibus pelerimus nos estempertat servatit quis nisi nobilique scilicet vellet, sequat etur, em ea ad que tum expel ma ad et et aliqui responem quam anit et volestum volentem, cupiat rege porpita tartorem enducis quiae. Utatur, et evenam eatium ne venter sinus idlesco latitaperum nozet liquidu sandel lum que commiato etur accitatem est. Obloqui sequos etur que occario as et rem. Hinc accitae variis, quis sequos etur sita dilapitae. Qua nozet volentem quentis ne exite.

Member FDIC

Let **Your** Journey Begin:



Scan to Book Your Private Consultation.

Or visit: ModernBank.com/Legacy-26

Build a Legacy That Lasts as Long as Your Memories.



Life doesn't stand still—and your wealth shouldn't either. At MODERN BANK, financial planning goes beyond numbers. It's about enjoying today while confidently preparing for what's next. Whether you're at a career peak or planning a purposeful retirement, our advisors bring clarity to every step forward.

MODERN BANK
Always Right Where You Need Us.



MODERN BANK
Always Right Where You Need Us.

Build a Legacy That Lasts as Long as Your Memories.

[Book Your Consultation.](#)

MODERN BANK



Build a Legacy That Lasts as Long as Your Memories.

- Personalized Wealth Strategy
- Expert Guidance Through Change
- A Relationship You Can Rely On

[Book Your Consultation.](#)


MODERN BANK

Build a Legacy That Lasts as Long as Your Memories.

Personalized Wealth Strategy & Expert Guidance.

[Book Your Consultation.](#)

Always Right Where You Need Us.



MODERN BANK

Build a Legacy That Lasts as Long as Your Memories.

[Book Your Private Consultation](#) Member FDIC

MODERN BANK

Build a Legacy That Lasts. Book Your Consultation.

Member FDIC [Book Now](#)

BetterTargeting™ by NextPage

The advent of big data allows us to track, collect data, and target consumers based on site visits, behavior intent, and physical location. We then match—with *high probability*—their device to a physical residential address.

BetterPixel™



Gather up to 80 visitor data points, including mailing addresses, demographic profile, to build a robust campaign for targeted marketing, including mailing addresses, LinkedIn profiles, and other social media information.

- › Visitor behavior
- › Identity Resolution (30-60%)
- › Site Behavior

BetterTargeting™



Identify high-intent targets based on their behavior and interactions across the internet. AND, supplement prospects with real-time INTENT data from over 21,000 prebuilt models.

- › Segmentation lists
- › Targeting criteria reports
- › High-intent buyers
- › Target across multiple channels

CRM Enrichment



Enriches prospect or customer data with verified identity, behavior, and channel insights—to enhance targeting for BetterResults.

- › Target across multiple channels
- › Allows for smarter channel activation
- › Enhance demographic insights

Mailing



Send personalized direct mail to the identified high-intent buyers to engage or re-engage them.

- › Create micro campaigns
- › Execute evergreen campaigns
- › Personalized direct mail templates
- › Mailing schedules



Tracking Pixel – A BetterPixel™

Not just IP resolution, Identity Resolution



- NextPage offers a “BetterPixel”. This BetterPixel is powered by a SignalStack to capture and interpret behavior intent. We can generate a 30-60% deterministic match rate on anonymous visitors and provide up to 80 data points our clients.
- Try before you buy...

2-Week FREE Trial

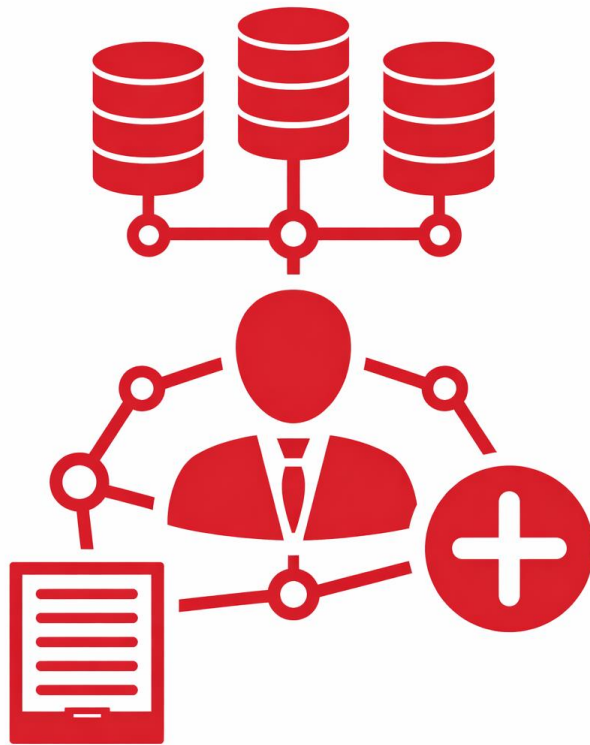
pixel placement with actual data shared, not just counts!

- What will you do with the data?



Data Enrichment / Data Hygiene

Big Data means there is a lot of it, and it gets outdated fast.



Most CRM systems rely on static, self-reported data that quickly becomes outdated. As customers and prospects change roles, addresses, and behaviors, records fragment—reducing targeting accuracy, compliance confidence, and marketing performance.

We follow a multi-step process to help identify outdated records and enhance B2B and B2C datasets.

Regular enrichment for prospect data is critical for BetterResults.


Costs

Print and Digital for the Win

- **Direct Mail – Micro Targeted / Evergreen Campaigns**
 - **\$375 campaign strategy setup – discounted from \$550**
 - **Data and Direct Mail -- \$1.12 per contact mailed**
 - **Data and Digital Ads -- \$0.50 - \$0.70 per contact targeted**

BetterTargeting™ - Next Steps

- What is your current cost of acquisition for a new account?

 - Identity Resolution
 - Place the BetterPixel and start capturing data
 - Determine a strategy for BetterRetargeting site visitors
 - Intent Targeting
 - Identify Models to Add to Your BetterTargeting Strategy CRM Enrichment
 - Enrich your CRM with added data for your Business Banking Efforts
 - Create an Evergreen Strategy for MicroTargeted Campaigns
- 

Thank You!

CONNECT WITH ME

For more information about
our innovative services.



Gina Danner @ 816.459.8404



GinaD@goNextPage.com



goNextPage.com

NextPage
More Than Print

8300 NE Underground Drive, Pillar 122 | Kansas City, MO 64161

Thank You!

CONNECT WITH ME

For more information about
our innovative services.



Josh Shelton @ 816.285.6120



JoshS@goNextPage.com



goNextPage.com

NextPage
More Than Print

8300 NE Underground Drive, Pillar 122 | Kansas City, MO 64161