

Develop a more productive Visa Debit marketing strategy with tools from Visa

Get the most from your marketing dollars with free planning tools from Visa. Take the first critical step toward improving your bottom line by benchmarking where you are today with the Peer Group Performance Scorecard. Then set a clear strategy to achieve your goals with the PAU (penetration, activation and usage) Sensitivity Model. Download these free tools and attend a free Webinar to learn how to use them.



Visa News

Title

June 10, 2009



Focus Your Visa Debit Marketing on Key Growth Opportunities

Getting the maximum return on your marketing efforts has never been more important. You can build a more effective marketing plan with help from Visa. Access the free, easy-to-use Peer Group Performance Scorecard and PAU Sensitivity Model to analyze your current Visa Debit card portfolio's performance. Then, use your findings to customize a marketing plan that's right for your financial institution. Learn how to use these tools effectively in a FREE Planning Webinar hosted by Visa (see details at right).

Peer Group Performance Scorecard

Comparing your portfolio to other issuers' portfolios is an effective way to identify growth opportunities. The Peer Group Performance Scorecard allows you to benchmark your performance against your peers and the Visa system average to help you determine where you could improve. This tool is available for FREE and is updated quarterly. [Download Peer Group Performance Scorecard.](#)

PAU Sensitivity Model

Once you've determined your best opportunities for growth with the Peer Group Performance Scorecard, the PAU Sensitivity Model can help you establish and achieve your desired revenue growth. Adjust fields in the model to evaluate how even small changes in your penetration, activation and usage (PAU) metrics can lead to big returns. [Download PAU Sensitivity Model.](#) (Found in the Performance Measurement Calculator.)



FREE Planning Webinar

Visa Debit Marketing Webinar Series

Identify effective ways to plan your Visa Debit card marketing program in a FREE Webinar hosted by Visa.

Performance Benchmarking and Goal-Setting Webinar 1 of 3

To register, RSVP today:
[Attend July 1 Webinar](#)
[Attend July 7 Webinar](#)

Coming soon ... Additional Series Webinars

After you attend the Performance Benchmarking and Goal-Setting Webinar, put your learnings to work in these other valuable Webinars.

Penetration and Activation Marketing Best Practices August 4 and 12, 2009

Usage Marketing Best Practices September 1 and 9, 2009

Follow these steps to optimize your marketing efforts

- 1. Set a benchmark** – Use the Peer Group Scorecard to compare your Visa Debit portfolio performance against your peers and identify opportunities for improvement.
- 2. Evaluate your opportunity** – Access the PAU Sensitivity Model, found in the Performance Measurement Calculators, to determine the most profitable areas to focus on.
- 3. Build your plan and take action** – Once your strategy is in place, utilize additional tools on Visa Online to put your plan in motion.

For a more in-depth look at these tools, attend the FREE Planning Webinar.

Start planning your marketing program today

GET STARTED NOW

Or call Visa Fulfillment at **1-800-235-3580**
For your FREE Visa Online account, go to www.volenroll.com*

Questions? E-mail debitmarketing@visa.com

*Log in for [Visa Online](http://www.visa.com) is required to access links in this article. If you are not yet a registered user of Visa Online and would like to learn more about the Marketing Planning Tools, you can enroll now at www.volenroll.com.

Note: You will need to provide your Visa Business Identification (BID) number to enroll. If you do not know your BID#, you may obtain it by e-mailing ESupport@visa.com. Within two business days, you will receive your user name and password.