

## For Credit Unions

### More than Meets the Eye

More than a digital signage system, AdQue is a complete marketing package. This includes branding, cross selling, training employees, direct marketing, and much more. With AdQue you have more than just a “TV” display. AdQue integrates with and supports Self Service Coin machines, “tellerless” branches, outdoor displays, drive-thrus, and dynamic lobbies. AdQue has a wealth of features not found with any other system, and is regarded as the easiest to use. Through our constant software development, AdQue is “future-proofed” against obsolescence. We have what you are looking for today and we are developing what you will need tomorrow.

### Marketing Muscle Where You Need It

AdQue empowers management to reach members with long range programs as well as to realize new opportunities in a fast paced climate.

Connect with your members at the point of decision:

Do lines build up on Friday afternoon? Schedule a Direct Deposit message.

Do retirees visit the branch on Tuesday mornings? Schedule a Trust Services message.

### Seizing the Moment

Take advantage of rapidly evolving opportunities:

CD rates are up! Beat the competition with the new numbers. Update by branch, or by your entire AdQue Site.

AdQue is ideal for drive-thru and queue lines. While seeming to shorten wait times, members are informed and entertained. Utilize AdQue to sell and inspire.

### Empowering Employees

AdQue provides a quick and memorable way to communicate with employees.

Use AdQue before and after branch hours or provide screens away from public view that are dedicated to internal employee messaging.

Announce or reinforce organization procedures, deliver product and service updates, educate, or share success stories. Build a culture of motivated and informed employees.

## Bottom Line Connections

AdQue helps credit unions build dynamic environments that foster strong, long-term relationships, satisfied members, and motivated employees. The tangible consequence is a substantial return on investment based on:

- ◆ Growing numbers of new accounts
- ◆ Lower expenses over paper-based marketing
- ◆ Improved cross-selling ratios
- ◆ Increased closing rates for high margin products

## So Much More Than a Display System

AdQue's advanced interfaces link databases, equipment, machines, and digital displays with stunning results.

Internet and Informational Kiosks provide members, on their own, with the answers to a great variety of financial and other relative questions.

AdQue's One-to-One feature can automatically display ideal messages for specific members standing in the branch.

With AdQue, self service coin machines can automatically deposit the totals into an account as well as display marketing messages during non-use and wait time. Teller time is saved, waiting lines are reduced.

## Not Just a Pretty Face

Behind the color, the drama, the action of the display screen and fixtures, resides the true heart of the AdQue System.

It's what audiences don't see that our clients rely on every day.

AdQue is about service that translates into being supportive and accountable in every aspect of concept, design, fixtures, hardware, software, installation, screen content, training, and maintenance.



AdQue® powered by DATA CONCEPTS, INC.

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