

Paymentus

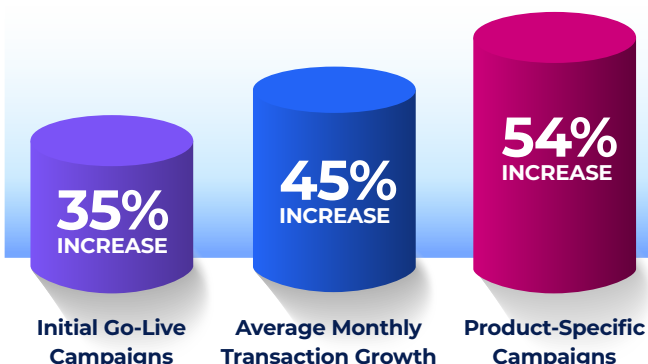


Increase Digital Payment Adoption With Strategic Marketing Support

Drive the usage of your most cost-efficient digital payment channels with the Paymentus **Client Adoption Success Team (CAST)** — your dedicated partners for payment success. CAST offers full-scale marketing support proven to drive payment adoption and increase transaction volumes.

Maximize Your Digital Payment Growth

1 in 6 Paymentus clients have run a CAST campaign, with the following average transaction results:



How CAST Drives Payment Adoption

CAST is your dedicated team of strategists, writers and designers. CAST goes beyond standard support through high-impact strategies and custom marketing campaigns and materials that include:



Digital Campaigns and Web
(Social Media, Landing Pages, Web Banners)



Print Materials
(Bill Inserts, Flyers, Postcards, Statement Ads, Lobby Posters)



Emails



Public Relations



Marketing Guides



Translation Services



Internal Communications



Analytics

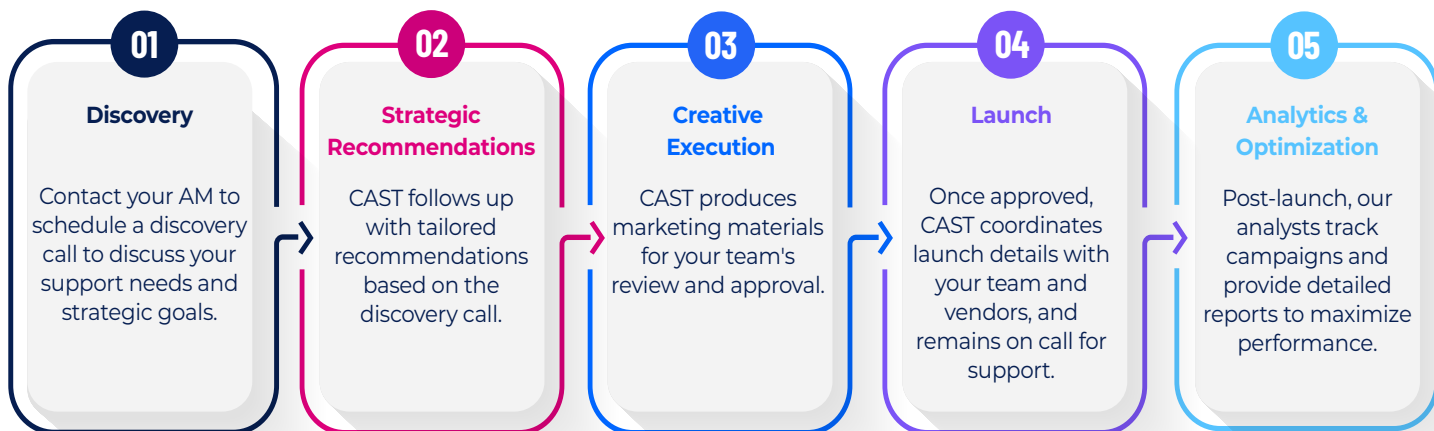


Incentive Campaigns



Building A Strategic Partnership

CAST delivers ongoing strategic support to meet your needs through a proven process.



Why CAST?



Complimentary

A free service exclusive to Paymentus clients, regardless of project type or scope.



Dedicated

An internal, specialized team focused entirely on your success.



Knowledgeable

We know the world of bill pay inside and out, allowing us to immediately understand your specific needs and deliver effective solutions.



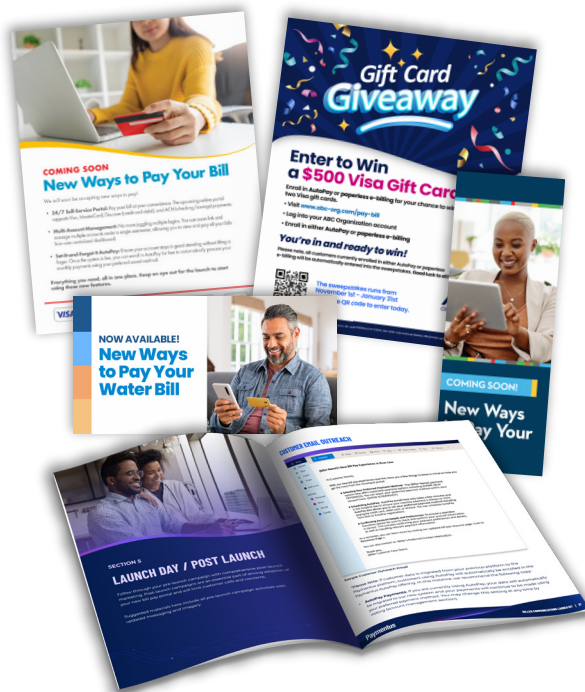
Full-Service

We function as your in-house marketing agency, delivering full-scale campaigns without the cost or hassle of external vendors.



Agile

CAST offers accelerated execution of marketing materials to have almost all campaigns approved and ready within four weeks of a discovery call.



Paymentus



For more information on CAST and how you can take advantage of this complimentary service, visit www.paymentus.com/cast or contact us at cast@paymentus.com.

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