

VIRTUAL VISA / MASTERCARD PROGRAMS FOR DIRECT MARKETING



WHAT IS A VIRTUAL VISA/MASTERCARD?

A Virtual Visa/MasterCard allows companies to instantly reward recipients anywhere around the world for responding to your direct marketing or telemarketing offer with instant cash.

Virtual Visa/MasterCard Rewards can be used online or over the telephone at almost all merchants that accept Visa or MasterCard.

This program allows you to reward with virtual cash your customers and to provide them with the greatest possible motivation to respond to your offer without additional printing, postage or fulfillment costs.

VIRTUAL VISA/MASTERCARDS GREATLY INCREASE RESPONSE RATES

Pseudo (non active) printed reward codes can be placed on your direct mail piece and when purchased or responded to, redeemed on-line for a virtual Visa/MC code as an instant cash incentive.

Your Envelope or Direct Mail Piece can announce that the recipient will receive a cash reward or a Virtual Visa/MasterCard for or up to a designated amount instantly upon responding to your offer.

A plastic card with the recipient's name and virtual code embossed on it can also be included in the mailing for even greater opening and response rates.

HOW THE VIRTUAL VISA/MASTERCARD WORKS

Once a customer responds to your offer, IMS Ideas delivers a customized e-mail that announces the reward to the recipient, along with instructions on how to activate their Virtual Visa/MC.

The recipient then registers via a customized cardholder platform with your logo displayed and they will instantly receive their card number, CVV code and expiration date on the registration site.

After registration, the Virtual Visa/MC can instantly be used for online shopping or over the telephone at merchants globally that accept Visa/MC.

SAMPLE REDEMPTION WEB PAGE

RedemptionCenter

Select your language preference: English

1

Enter Code

2

Account Setup

3

Confirmation

Redeem your card now!

1

Enter Your Code

RedeemNow

Redemption Code:



Enter the security code:

SUBMIT

Welcome Back, Returning Customers.

LoginNow

Email Address

Password

[Forgot your password?](#)

LOGIN

ADDITIONAL BENEFITS FOR DIRECT MAIL PROVIDERS

As many direct marketing customers reduce direct mail in favor of on-line, email and cell phone or text marketing, this product allows you to marry all of these and reinforce your position as a total solutions, print and technology provider.



ADDITIONAL BENEFITS FOR YOUR MARKETING STRATEGY

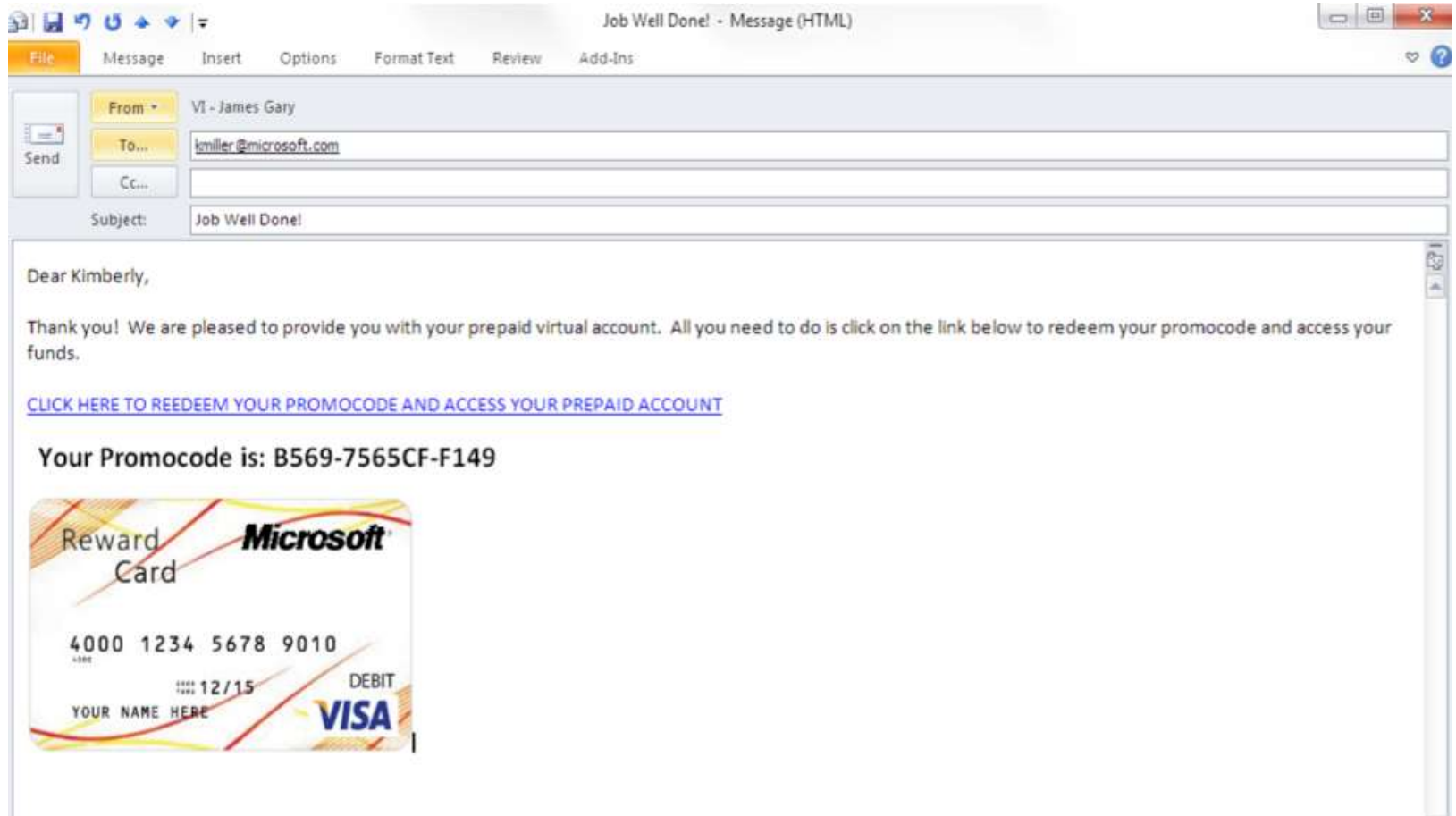
As your customer registers to receive their Virtual Visa/MasterCards you can collect any customer demographic information that you choose.

The redemption web page can present additional offers or upsell opportunities for your customers and allows you to collect important marketing data.

Once you capture your customer's email address to redeem their virtual card, you can send additional offers or printable coupons each month.

If cell phone numbers are requested at registration, text messages can be sent to your customers with digital coupons to scan in store or notices of sales of your products in their local area.

SAMPLE REDEMPTION E-MAIL MESSAGE



MARKETING PROGRAMS THAT CAN USE A VIRTUAL VISA/MC

Virtual Visa/MasterCards can be used in almost any marketing program such as the following:

- Reward for responding to a direct mail offer
- Reward for responding to a telemarketing offer
- Reward for responding to a webpage or banner ad
- Reward for a web page visit

If your product is purchased over the telephone or on-line, the virtual Visa/MC can be issued by your call center or your web page shopping cart.

OTHER VIRTUAL GIFT CARDS CAN BE USED THE SAME WAY



**YOUR FREE GIFT CODE IS:
123-456-78**

YOUR CUSTOMERS WILL HAVE A POSITIVE EXPERIENCE

IMS Ideas provides careful marketing analysis and recommendations prior to program launch.

Programs are scalable, fast to implement and easy to test in advance of large scale promotions.

- 24/7 Support (English & Spanish)
- Live representative phone support
- E-mail support
- Real-time account information
- Card number and CVV appears onscreen
- API connectivity



IMS IDEAS TECHNOLOGY HIGHLIGHTS

The highlights of the response incentives contained in our programs are the following:

- As a certified Visa/MC provider, we provide a turn key program including the instant activation process and the financial processor.
- IMS Ideas will provide program concept and design, testing, implementation and web page design.
- IMS Ideas will coordinate the retailer, bank, processor and financial associations such as Visa/MC.

COMPANY BACKGROUND

IMS Ideas, LLC. has been providing Secure Credit Cards, Retail Gift Cards, Membership, Loyalty and Insurance Card printing, personalization, packaging and fulfillment services since 2004. This includes concept and product design, testing, integration, manufacturing and fulfillment.

Our specialty is launching new programs and products and upgrading existing ones to enable our clients to acquire and retain the most important thing, great long-term customers.

Many of these programs have proven to be to be industry leading success stories for our customers such as AARP, Home Depot, ACE Hardware's Gift Cards and the American Airlines Admiral's Club Loyalty Program.



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