



TOPPAN

TOPPAN MERRILL

TOPPAN MERRILL CONNECT™ ("CONNECT")

Cracking the Code: Increasing Your Digital Opt-In Rates

Regulations are rapidly changing and paving the way for electronic distribution of mandated communications — that's the good news. The bad news is getting consumers to sign up for electronic communications is a struggle — one that even the largest companies have yet to overcome. The key to success is testing different tactics to find the right mix that increases opt-ins. Here are some smart tactics and examples that you can use to crack the code.

1

Showcase the Convenience

- Make sure your content highlights how documents are easily accessible online 24/7, regardless of the device, and available for immediate download
- Show and tell them how the enhanced viewing capabilities with built-in search functionality makes it easier to find exactly what they are looking for instead of skimming a 200-page book

2

Make It Easy

- Add an electronic opt-in pop-up to your company portal with one-click subscription
- Let consumers choose which communications they are interested in receiving electronically or printed and provide the ability to easily update their options
- Include a marketing piece in your enrollment packet with benefits and simple instructions on how to opt-in
- Include one-click opt-ins on your social media or newsletters



3

Get Employee Buy-In

- Encourage friendly competition between call center employees and brokers who can obtain the most opt-ins
- Add opt-in goals to your call centers yearly evaluation

4

Offer Rewards and Incentives*

- Offer a small monetary gift card for opting in to receive electronic communications – Example: \$5 Starbucks Gift Card – “Thank You a Latte for Opting In”
- Host monthly drawings for larger prizes – Example: \$500 Visa Gift Card or Travel Voucher
- “Pay It Forward” as a reward for registering – Example: Plant a tree for every sign-up

The struggle doesn't stop with obtaining their consent for electronic communications. Companies need to be able to effectively manage the preference across the organization and ensure they are delivering user-friendly, engaging content without jeopardizing consumer satisfaction. Toppan Merrill's integrated solution, Connect, can help you from opt-in through the delivery of your omni-channel communications. Contact us today to learn more.

*Be sure to check your state and federal regulations to ensure compliance.

Toppan Merrill secures solutions at every phase,
so you can secure ongoing impact and growth.