

# Instant Issuance

A **\$2.23B** financial institution headquartered in the Midwest wanted to **increase activation rates** and **card usage**.



74%

to

89%

INCREASED ACTIVATION RATES



**Instant Issuance**  
Avg Time to FIRST Usage



**47%** of Cards Used Within 8 Hours



**NON-Instant Issuance**  
Avg Time to FIRST Usage



**20%** Reduction in Card Costs  
(due to reduced shipping costs)

Results based on Vericast data. Many variables impact campaign success. Vericast does not guarantee or warrant earnings or a particular level of success.

Find out how how Instant Issuance can help you improve the customer experience, boost card activation and increase cardholder usage.

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