

## The Industry's Premier Lead Generation Program

Since its inception, the RDC industry has evolved significantly. New products are released, enhanced functionality is developed, client requirements change, and new players continue to enter the market. This dynamic environment can sometimes make finding the right RDC solution an overwhelming experience. With the help of the RDC Marketplace, organizations and individuals can easily navigate through the process.

The [RDC Marketplace](#) is the industry's one-stop shop for Remote Deposit Capture products and services. It is the optimal and best lead-generation program for all RDC Solution Providers, Financial Institutions, Hardware and Software Providers, Processors, ISOs, etc.

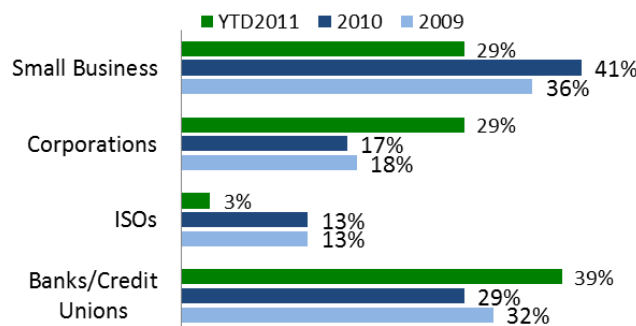
Visitors who use the RDC Marketplace understand the benefits of Remote Deposit Capture and are ready to explore their options and implement a solution. In some cases, visitors with existing RDC Solutions look to the RDC Marketplace to upgrade and implement new services. The RDC Marketplace has helped hundreds of organizations find the ideal RDC solution.

Dozens of RDC solution providers – including banks, software providers and hardware providers currently participate in the RDC Marketplace and have won significant new deals as a direct result of their membership in the program.

### RDC Marketplace Participant Benefits

- Targeted exposure to the RDC Community via the industry-leading RemoteDepositCapture.com portal
- Leads are pre-qualified by RemoteDepositCapture.com to ensure legitimate and complete information
- Company image logo placement on RDC Marketplace fulfillment page
- Affordable annual subscription fee
- Dynamic pricing with “opt-in” ability per lead, providing participants with the flexibility needed to best manage their budgets
- Limited competition for Leads.

Lead Demographics - 2011 vs. 2010 vs. 2009



### Lead Demographics

Over half of the leads received are from Corporates and Small Businesses. YTD 2011 indicates a significant increase in leads from Corporations, Banks and Credit Unions – implying these larger entities are re-evaluating their current RDC providers and seeking opportunities to upgrade.

### Participant Benefits

- Optimized Targeted Marketing
- Pre-qualified Leads
- “Opt in” Ability
- Dynamic Pricing
- Logo on RDC Marketplace page
- RDC Marketplace advertising and promotion in industry publications – print and online

### Lead Demographics

- Corporates & Small Businesses account for over 50% of Leads
- Significant increase in Leads from Corporations
- Significant increase in Leads from Banks & Credit Unions

### Simple 4-Step User Process

- Lead completes online form
- Lead is qualified via phone interview and email
- RDC Marketplace participants can “opt-in” to Lead
- RDC Marketplace participants contact Lead

**RemoteDepositCapture.com**

The Leading Information, Products & Services Portal in the RDC and Payments Industry

For more information, contact us at [Advertising@RemoteDepositCapture.com](mailto:Advertising@RemoteDepositCapture.com) or call 1-888-290-1581.