

Payments Cross Sell

Key Message

The future of revenue management is here.

- Get one-of-a-kind integration and automation only with Finvi Payments
- Save time, money and a lot of headaches with automatic status updates and enhanced reconciliation – not available with any other 3rd party payments processor

Market Penetration Activities

Goal	What/How	When
Incentives/Offers	“Lunch on us” for scheduling a meeting	Oct. 9
Increase visibility	Update Google and LinkedIn retargeting ads	Oct. 4
Target/segment audience	Artiva RM “It’s Here” launch campaign, including a webinar (Payments), press release FACS Q&A virtual roundtable	Email: Oct. 9 Social: Oct. 9 PR: Oct. 12 Webinar: Oct 26 TBD
Increase lead conversion	Overall email nurture for remaining clients <ul style="list-style-type: none"> ■ Client testimonial video ■ Dan short video ■ Customer Success email 	Oct. 19 Nov. 15 Dec. 16
Sales enablement	DFE & Payments pitch deck; ROI calculator; additional training and objection handling; Highspot template with video testimonial for follow up	Oct. 15
ABM research	Continue research on top clients.	Q3-Q4

1