A post secondary credential has never been more important.

A student survey of 2018-19 Transact Payments clients revealed insightful results.

**Positive payer experience**
- 84% of customers had a positive payment experience.
- 73% said they would make a donation to their community.

**How would you pay your balance if payment plans weren’t an option?**
- Credit Card: 31%
- Student Loans: 26%
- Other methods of borrowing: 28%

**Getting the word out about payment plans is critical!**
- 7 out of 10 payers agree that payment plans have significantly increased their chances of graduating on time with less debt.

**Payment plans are a WIN/WIN!**
- Payment plans: a powerful weapon in the fight against student debt.

**Market segmentation is important when promoting payment plans.**
- Use a combination of channels (email, post cards, collateral) to ensure students and families have the information they need about your payment plans.

**Need help with marketing support & services? We offer assistance with:**
- **Segment Families**
  - Personalized vs. email communications targeted by theme, students, and families based on the information they share about their payment plans.

**Frequency**
- Don’t make students feel like they’re being pursued.
- Market segmentation is important when promoting payment plans.

**Payment plans are an effective tool for supporting student success.**
- Those that participate in payment plans have a positive experience.

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