

## Targeted and Personalized Checking Acquisition Achieves More Than 380% ROMI

### Challenge

A large, regional bank with more than \$10B in assets sought a new strategy and a cost-efficient solution to boost core deposits by acquiring new households.

### Solution

Having experienced success with other Harland Clarke marketing solutions, the bank turned to Harland Clarke to implement a checking acquisition solution to help it reach new households. Harland Clarke worked with the bank to develop and execute a highly targeted direct mail campaign to contact specific households of prospects and existing customers who did not have a checking relationship with the bank.

**\$45 million** in  
acquired checking and  
cross-sell balances

More than **2,000**  
unique new  
households acquired

**382% ROMI**

Harland Clarke applied its proprietary Sharpshooter® segmentation analysis, leveraged with the bank's existing customer data, to create a unique customer scoring index. The index, which took into account a number of characteristics, including demographic, purchasing potential and lifestyle/behavioral information, was used to predict a consumer's likely interest in an offer. Harland Clarke then targeted the mailing to postal carrier routes that were the most dense with customers who indexed the highest.

Armed with the targeted mailing list, Harland Clarke used its variable data postcard solution to provide personalized messaging at saturation pricing. Each prospect received an appealing, personalized self-mailer that promoted the bank's most popular checking product. Nearly 400,000 pieces were delivered during an eight-week period.



## Results

Though the campaign's primary objective was to grow core checking balances, the bank acquired much more — including CDs, savings accounts and mortgage and consumer lending — for a total of more than \$45M in acquired checking and cross-sell balances. The campaign also resulted in the acquisition of more than 2,000 unique new households. Additionally, as a result of Harland Clarke's modeling and distribution capabilities, the campaign delivered an outstanding ROMI of 382 percent, exceeding the bank's expectations in both effectiveness and efficiency.

Pleased with the initial mailing's results, the bank decided to continue and expand the campaign, leveraging Harland Clarke's capability to target households at an even more granular level.

*Many variables impact marketing campaign success. Information on earnings or percentage increases that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.*

To learn more about how Harland Clarke can help your financial institution **attract new low-cost deposits**,  
call **1.800.351.3843**,  
email us at **contactHC@harlandclarke.com**  
or visit **harlandclarke.com/AcquisitionAccelerator**.



*Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.*

*Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.*

### **Acquisition**

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

### **Onboarding**

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

### **Cross-sell**

Increase the number of household products to capture full profit potential