

## Comprehensive Prescreened Lending Delivers 363% ROI and Nearly Triples Prior Loan Campaign Revenue in First 90 Days

### Challenge

One of the largest U.S. credit unions, with assets of more than \$2.2 billion and a membership of nearly 230,000 faced increasing lender competition for the same consumers. In addition to efficiently growing their overall loan portfolio, the institution wanted to maintain member loyalty.

### Solution

The client was able to prescreen their account holders then, using cplXpress™ software, offer multiple preselected loans with credit limits. With an integrated marketing automation platform, the solution manages offers across all delivery channels, including direct mail, mobile, email,

online banking, branch and call center – even at credit shopping locations. Account holders can access, review and accept offers at any time, from anywhere.

After an introduction to the comprehensive prescreened lending strategy, the credit union's leadership initiated a pilot program for employees only. After an

overwhelmingly positive response, they then extended the 90-day pilot to 31,000 credit union members. Auto, RV, boat and motorcycle loans, as well as Visa® credit cards and overdraft loans, were offered during the pilot. The program covered its cost in loan revenue within days.



**\$24.5 million** in total loan requests;  
**\$4.3 million** in incremental loans

**1,158** Auto, Visa and overdraft loans

**3.76%** direct response rate

**363% ROI**  
(24% increase over previous year)



## Results

The multichannel prescreened lending approach generated a total of 1,158 loans over the 90-day pilot, increasing the credit union's average revenue per accepted loan offer by more than 70 percent and nearly tripling the overall revenue gained from this campaign as compared to a loan campaign conducted the previous year. The credit union realized an ROI of more than 363 percent with a 50 percent reduction in acquisition cost per loan.

During the pilot campaign, Visa and overdraft loans generated an additional 607 loans for \$4.3 million in new incremental loan volume earned, with no additional marketing expense.

The credit union is continuing comprehensive prescreens quarterly and implemented mobile banking integration and additional online banking features in Fall 2014. They are also considering offering additional loan products via comprehensive prescreened lending. Because the program includes multiple channels, the credit union is able to maintain consistent contact with its members.

Institution size, assets, campaign results and statistics based on client data. 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 how Harland Clarke can help your financial institution improve loan marketing results,  
call **1.800.351.3843**,  
email us at [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com)  
or visit [harlandclarke.com/LoanEngine](http://harlandclarke.com/LoanEngine).



*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