

Shopper Alert™ Earns 1008% Return on Marketing Investment (ROMI) in Five Months

Background

A regional bank with a strong reputation of offering exceptional, industry-leading products and services was interested in increasing its bottom line. It sought a cost-effective way to market additional products to existing account holders to grow its loan portfolio and prevent attrition.

Objectives

- Expand loan portfolio
- Minimize attrition
- Compliance with regulatory standards

Data/Analytics

- Loan acquisition program with credit triggers

Communications Strategy

- Targeted, prescreened loan offers
- Multichannel execution

Results

- Nearly \$75 million in loans
- 4.12% application rate
- 1008% ROMI

Many variables impact marketing campaign success. Information on earnings or percentage increases 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.

Challenge

While it has a keen focus on best practices to attract, retain and maximize the profitability of each account holder, the bank was challenged with meeting stringent compliance demands. The Fair Credit Reporting Act requires banks and credit unions to follow strict regulations and operate within meticulous guidelines when marketing to account holders with preselected loan offers.* The bank wanted a solution that achieved its loan acquisition goals while satisfying regulatory standards.

Solution

Having worked with Harland Clarke before, the bank was intrigued by the Shopper Alert loan acquisition program. A credit trigger solution, Shopper Alert monitors each of the three credit bureaus and notifies financial institutions when current account holders apply for loans with competitors. Within 24 hours, a prescreened loan offer is sent to these account holders by phone, mail or email while they're actively shopping for loans and ready to purchase.

* The information contained in this document does not constitute legal advice. Financial institutions should refer to their own legal and compliance counsel for advice on lending requirements and policy.



Before a network-wide rollout, Harland Clarke met with the financial institution's senior decision makers to establish the requirements of a pilot that would meet their compliance measures and credit criteria. Based on this strategy, more than 16,000 credit triggers were initiated. As part of a turnkey solution, Harland Clarke then created multiple versions of mailers promoting mortgage, auto, consumer loan and home equity offers, with results tracked over a five-month period.

Results

The Shopper Alert program exceeded the bank's initial business goals to cost-effectively accelerate its loan portfolio and improve retention. With an application rate of approximately four percent, the total amount of approved and in-process loans has grown to nearly \$75 million — a significant bottom line increase. Most notable is a 1008 percent return on the financial institution's marketing investment after the first five months the solution was implemented.

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** or visit **harlandclarke.com/ShopperAlert**.



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