

Data-Driven Checking Acquisition Program Reduces Cost Per Response by 78%

Background

A long-standing, well-known financial institution with approximately 24 branches sought efficient, innovative ways to attract new account holders.

Challenge

Historically, the bank achieved a response rate of approximately 1% on direct mail programs. However, that was at a high per mail piece cost. So, although the previous acquisition program achieved an acceptable rate of response, it was too costly.

Solution

Valassis implemented a turnkey checking acquisition solution that extended highly personalized offers in an attractive self mailer at saturation pricing. With it, the bank executed a multiple-drop direct mail campaign designed to reach individual prospects and existing account holders in specific households with unique, actionable messaging. The highly targeted mailing list was derived from a combined database of 1,400 variables grouped into three categories — demographic, purchasing potential and lifestyle/behavioral — to show consumer potential interest in an offer.

The campaign consisted of three mailings, two of which included a unique checking offer that featured a free beach pass – popular in the coastal region. The third mailing was directed to targets who were likely to be interested in home equity, home mortgage/refinance (HARP) and checking offers.

More than 309,000 pieces were distributed over the three mailings.

Results

The campaign resulted in a response rate of slightly less than 1%, with both new and existing account holders purchasing services. But while the response rate was typical for financial services direct mail¹, the cost reduction was not. For individually targeted mailings, the campaign proved to be four times more cost-effective than previous campaigns with a 78% reduction in cost per response.

78%
reduction

in cost per
response at the
individual level

Above-average
unique household
response rate –

1.05%

58%
reduction

in unique household
cost per response

¹ Direct Marketing Association, Response Rate Trend Report, 2010



The bank also wanted a view of unique household responses (many households were targeted more than once during the three drops). In this analysis, 140,450 unique households contributed a 1.05% response rate, slightly higher than the bank's typical household campaign response rate. The cost per response was 58% less than the cost of previous campaigns of this type.



Checking Acquisition Program Reduces Cost Per Response



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.

The bank was wowed by the checking acquisition campaign results. They were able to acquire new account holders and sell more services to existing account holders at a cost per response that was 78% less than previous campaigns.

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/CheckingAcquisition.

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

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