

CASE STUDY

Targeted and Personalized Checking Acquisition Achieves More Than 380% ROMI

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

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

382% ROMI

CHALLENGE

A large, regional financial institution with more than \$10 billion 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 institution turned to Harland Clarke to implement an acquisition solution to help it reach new households. Harland Clarke worked with the financial institution 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 institution.

Harland Clarke's Acquisition Accelerator[®] had everything needed to quickly obtain deposits to fund loans and acquire valuable customers. Acquisition Accelerator's best-in-class, proprietary modeling layers consumer, demographic, behavioral, purchase potential, and other data for a unique view of prospective customers. This empowered the financial institution to then target the mailing to postal carrier routes that were the most dense with customers who indexed the highest.

Now the financial institution could offer the right product at the right time with the right incentive with a highly targeted, highly personalized campaign at saturation pricing.

Each prospect received an appealing, personalized self-mailer that promoted the institution'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 financial institution 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 patented modeling and distribution capabilities, the campaign delivered an outstanding ROMI of 382 percent, exceeding the institution's expectations in both effectiveness and efficiency.

Pleased with the initial mailing's results, the financial institution 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 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.

Learn more about how Harland Clarke can help your financial institution attract new low-cost deposits.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

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