

## Trigger-based Engagement Delivers Almost \$35M in Booked Loans

3% application rate

Nearly **\$35M** in  
booked loans

**\$390** average cost per  
newly booked home loan

### BACKGROUND

A regional financial institution with a strong reputation of offering exceptional, industry-leading products and services was interested in increasing their bottom line. They sought a cost-effective way to market additional products to existing customers to grow their loan portfolio and prevent attrition.

### CHALLENGE

While it has a keen focus on best practices to attract, retain and maximize the profitability of each customer, the institution 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 customers and members with prescreened loan offers.\* The financial institution wanted a solution that achieved their loan acquisition goals while satisfying regulatory standards.

### SOLUTION

Having worked with Harland Clarke before, the institution 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 their customers apply for loans with competitors. Within 24 hours, a prescreened loan offer is sent to these customers 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.

Harland Clarke met with the financial institution's key decision makers to establish the requirements of a pilot that would meet their lending goals and approval standards. Based on this strategy, more than 7,000 credit triggers were initiated to existing customers. As part of a turnkey solution, Harland Clarke created multiple versions of mailers promoting mortgage, home equity and refinance offers, with results tracked over a three-month period. After a successful pilot, the financial institution implemented a network-wide rollout.

## RESULTS

The Shopper Alert program has exceeded the financial institution's initial business goals to cost-effectively accelerate their loan portfolio and improve retention. With an application rate of approximately three percent, the total amount of funded, approved and in-process loans has grown to nearly \$35 million — a significant bottom line increase. Most notable is an average 1,500 percent return on the financial institution's marketing investment associated with the first three months of trigger activity.

*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 how Harland Clarke can help your financial institution improve loan marketing results.

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