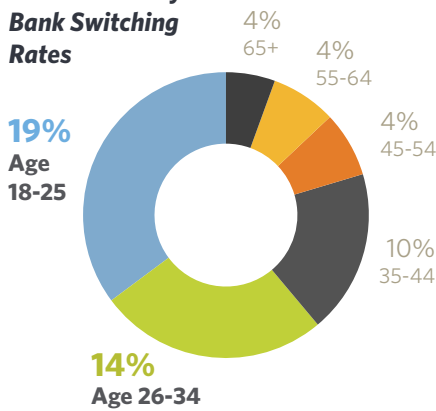


CASE STUDY

Gen XY Stands Out in Targeted Checking Acquisition: \$38M in New Balance Dollars, 334% ROMI Overall

Annual Primary Bank Switching Rates



\$38M in new balance dollars

2,600+ accounts opened

3.35% response rate

334% ROMI

CHALLENGE

One regional bank with more than \$19 billion in assets sought further refinement of its already successful acquisition program, particularly in the Gen X and Gen Y segments most likely to be in the market to switch banks.

SOLUTION

Having experienced success with Harland Clarke marketing solutions, including an ongoing acquisition program, the bank was interested in elevating its current household acquisition and cross-sell programs. The bank wished to acquire primary consumer checking relationships primarily among Gen X and Gen Y prospects. To enhance existing checking relationships, the campaign also included offers for digital banking solutions.

Harland Clarke developed a highly targeted direct mail campaign to prospects and existing customers without an existing checking relationship, and to existing customers with a propensity to use online and mobile solutions.

Harland Clarke's Acquisition Accelerator[®] identified the right prospects for each personalized mailing, specifically aligning target segments with relevant product offers. Armed with these refined lists, Harland Clarke used its variable data direct mail solution to provide personalized messaging at saturation pricing. Each recipient was sent an appealing, personalized self-mailer that promoted the appropriate checking product option, along with images and offers that would resonate with the appropriate demographic.

RESULTS

In just 54 days, this acquisition and cross-sell effort generated nearly 1,250 new-to-bank households. Responders opened 1,085 new checking accounts, delivering a total of more than \$5.4 million in checking balances.

Overall, this wave resulted in 2,600 total direct and indirect accounts and produced more than \$38 million in new balance dollars across deposit and loan household product lines as well as an outstanding ROMI of 334%.

The Gen XY groups' performance stood out with more than double the rates of older demographic segments. The performance of the digital cross-sell pieces was particularly robust, producing an outstanding 3.35% response rate.

Many variables impact campaign success. The 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 generate new checking accounts and Gen XY customers.

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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