

Multi-Wave Acquisition Campaign Delivers \$86M Total Balances and 340% ROMI

THE CLIENT

19 branches

120,000+
customers

\$1.4 billion
in assets

CHALLENGE

A 19-branch Southeastern financial institution serving more than 120,000 customers sought to obtain new checking households and improve the value of accounts through the use of customized, targeted direct mail.

SOLUTION

Seeking a practical and long-term solution, the financial institution chose Acquisition Accelerator® by Harland Clarke's, for its proven track record of delivering impressive results, sustained development, and exceptional return on marketing investment (ROMI).

Acquisition Accelerator layers consumer, demographic, behavioral, purchase potential and other data for a unique view of prospective customers.

This insight was combined with the financial institution's customer profiles to identify top prospects that fit the profile. This level of detail facilitates more focused targeting and messaging that is tailored to the recipient.

To fulfill the financial institution's desire for sustainability, Harland Clarke chose a multi-wave campaign strategy that extended personalized offers to customers and prospects in close proximity of its service area.

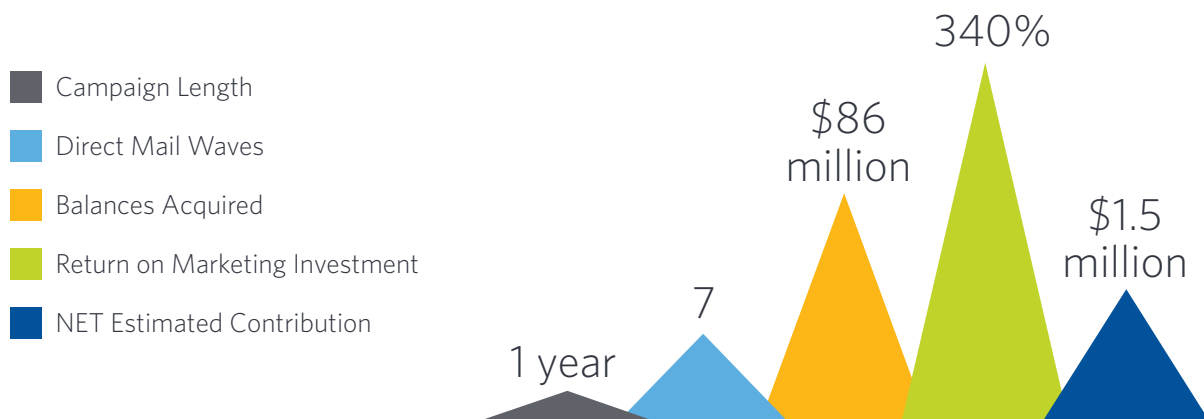
Leveraging the financial institution's commitment to providing quality products and services, Harland Clarke used advanced analytics and strategic creative messaging to deliver targeted, high-value incentives designed to motivate prospects to switch financial institutions and increase customers' wallet share.

RESULTS

The year-long, seven-wave campaign to customers and prospects was hugely successful for the financial institution, resulting in nearly \$86 million in total balances acquired, with a NET estimated contribution of almost \$1.5 million after all direct mail and incentive expenses — a 340 percent ROMI. All seven waves of the campaign rated favorable economically, with ROMIs rarely deviating. Five waves produced ROMIs of 300 percent or greater, with the highest reaching 400 percent.

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Multi-Wave Campaign Results



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 households and increase the wallet share of current customers.

call **1.800.351.3843**

email us at contactHC@harlandclarke.com

or visit harlandclarke.com/AcquisitionAccelerator