

Type your question in the chat panel 



The Informed Banker

A Harland Clarke Speaker Series

The Marketer's Guide To Justifying Your Existence

Part 1: Measuring Success of Account Holder Acquisition



Steve Nikitas
Senior Strategy Director
Harland Clarke

Your host:



Christine Ahlgren
Payments Marketing
Harland Clarke

The Marketer's Guide

PART 1

Measuring Success of Account Holder Acquisition

PART 2

Measuring the Impact of Cross-sell Marketing Campaigns

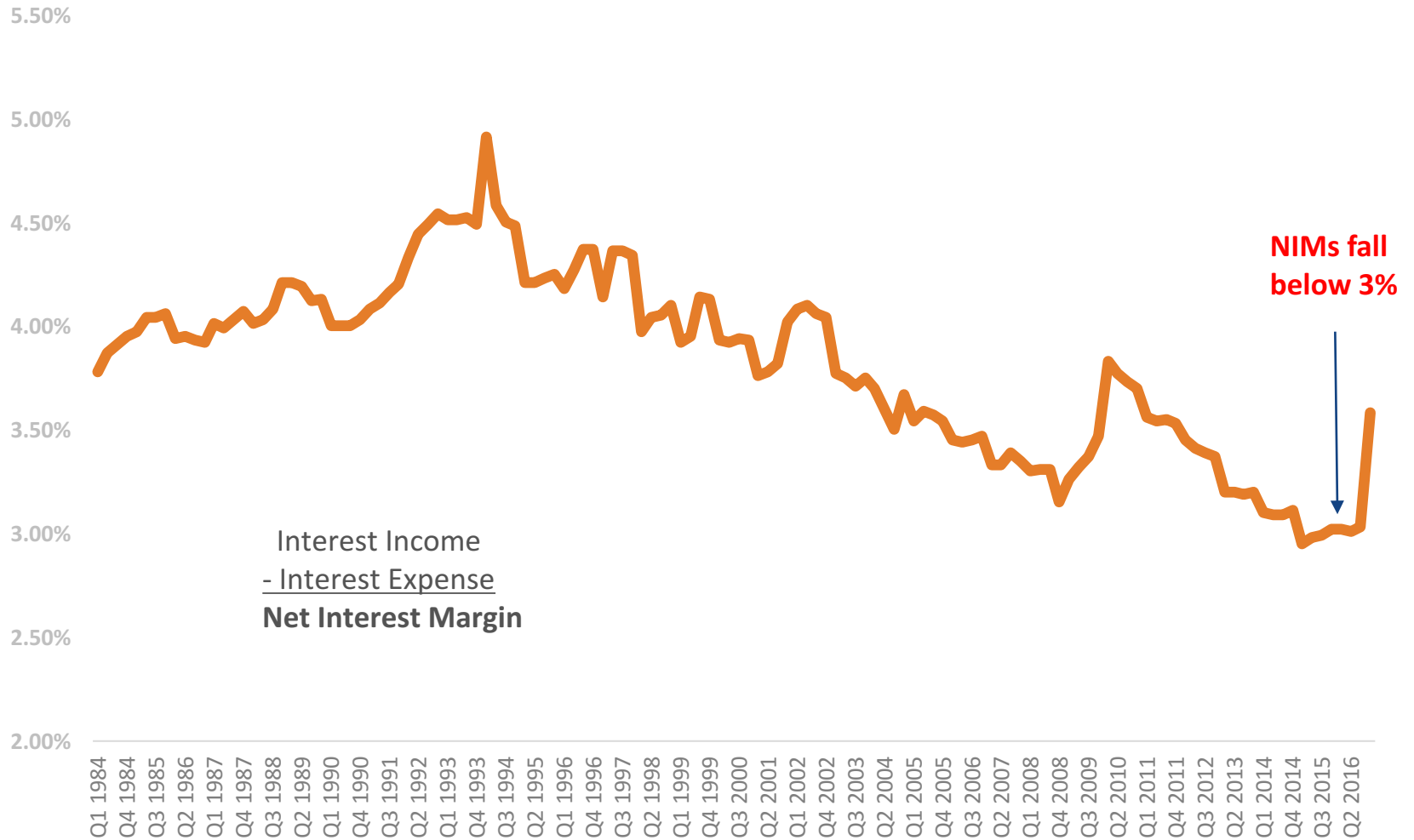
July 19 @ 1 p.m. ET

PART 3

Relating Account Holder Lifetime Value to Individual Marketing Initiatives

October 24 @ 1 p.m. ET

Historical Net Interest Margins



Source: Federal Financial Institutions Examination Council

What Impacts Net Interest Margin?

Short-term interest rates

Geography

- Less competitive areas means a financial institution may offer low deposit rates and charge high loan rates

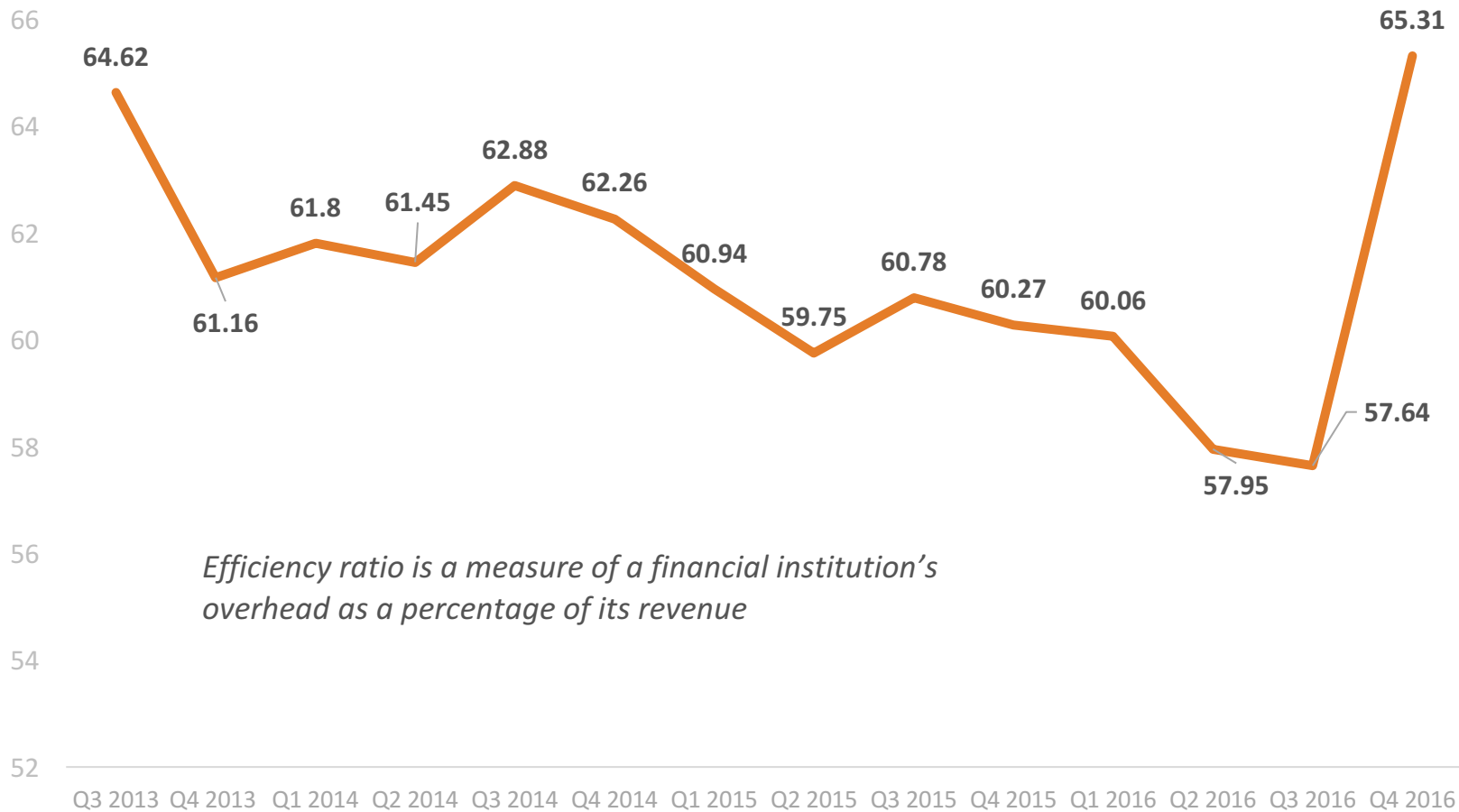
Account holder growth

- Deeper relationships

Loan demand

- Strong loan demand can improve NIMs due to Loan Yields

Historical Efficiency Ratios



Source: BankRegData.com

What Impacts Efficiency Ratios?

Decreased costs

Geographies

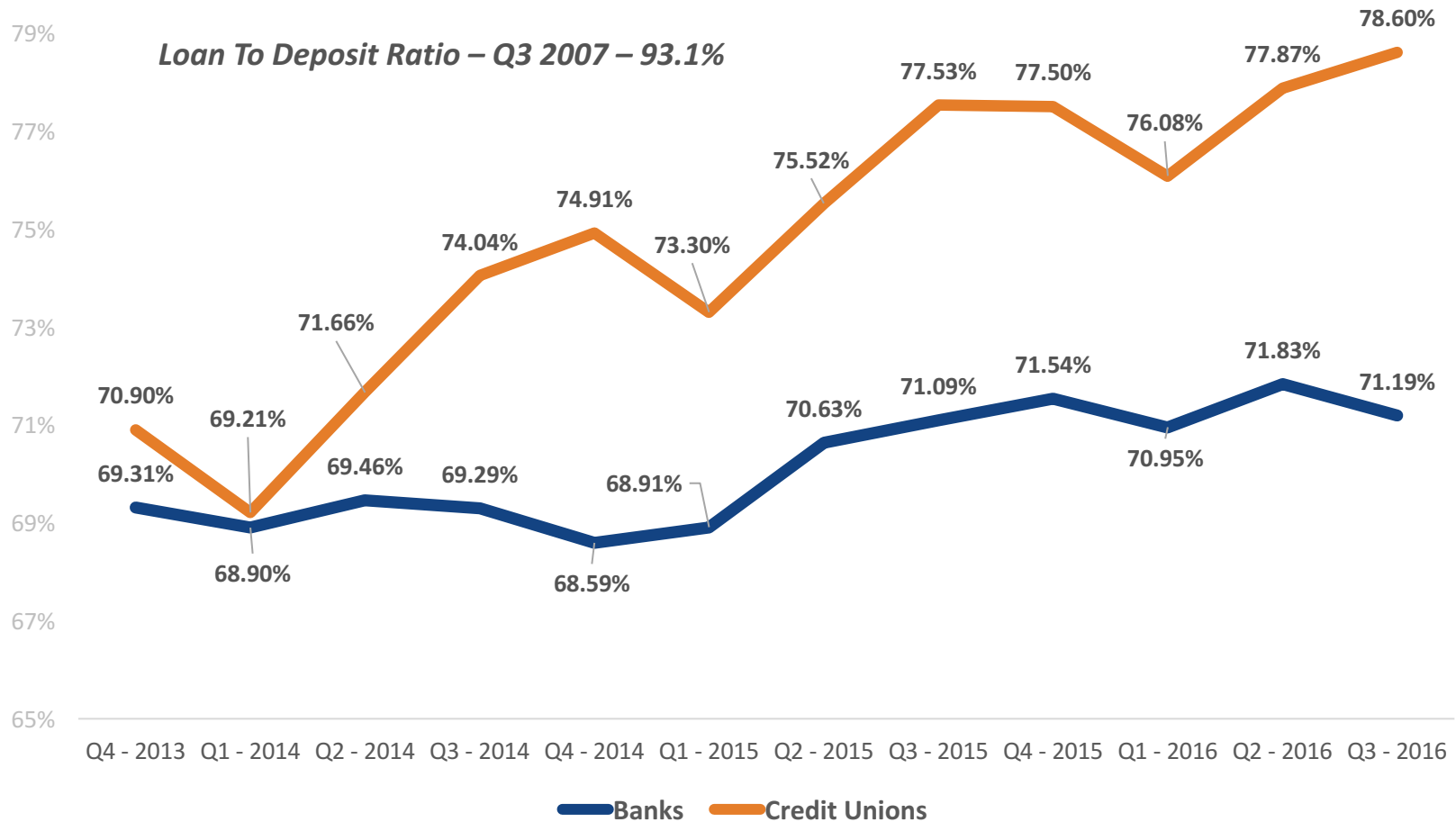
Improved workflows

- Economies of scale
 - The cost of producing/servicing goes down while output goes up

Increased revenue

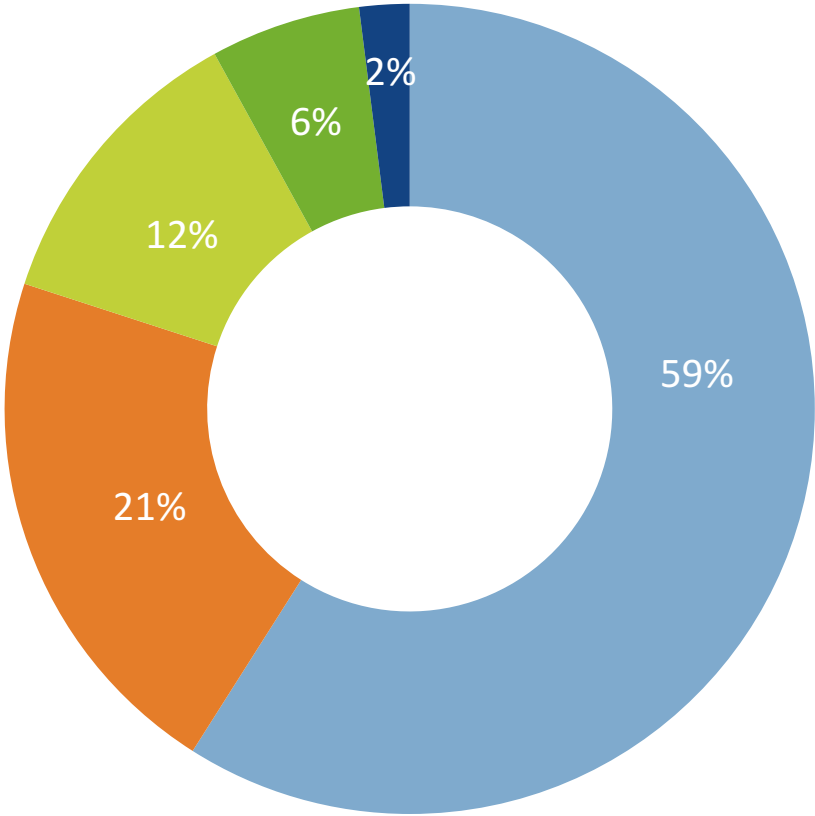
- Loan demand
- Non interest income

Loan to Deposit / Share Ratios



Source – BankRegData.com and NCUA

Sales Sources

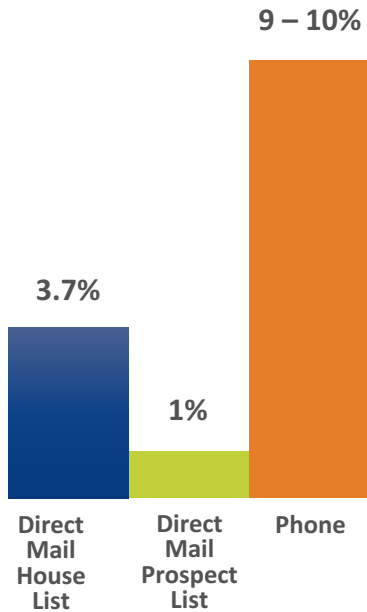


- Planned to open an account w/o prompting
- Thinking of opening account and prompted by receiving something from bank
- Thinking of opening account and prompted after talking to someone at bank
- Not thinking of opening account until prompted by someone at bank
- Not thinking of opening account and prompted after receiving something from bank

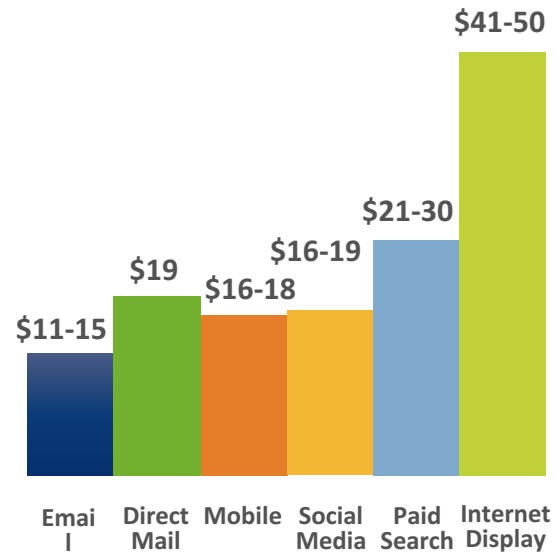
Source: 2013 Gallup U.S. Retail Banking Survey

Direct Marketing Is Effective

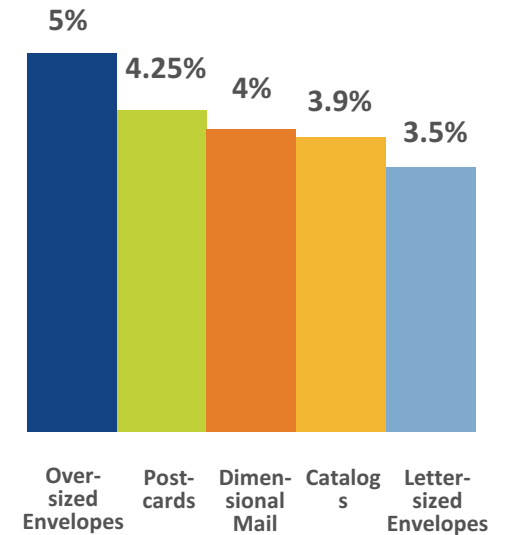
RESPONSE RATES



COST PER ACQUISITION



MAIL TYPE (Response Rates)

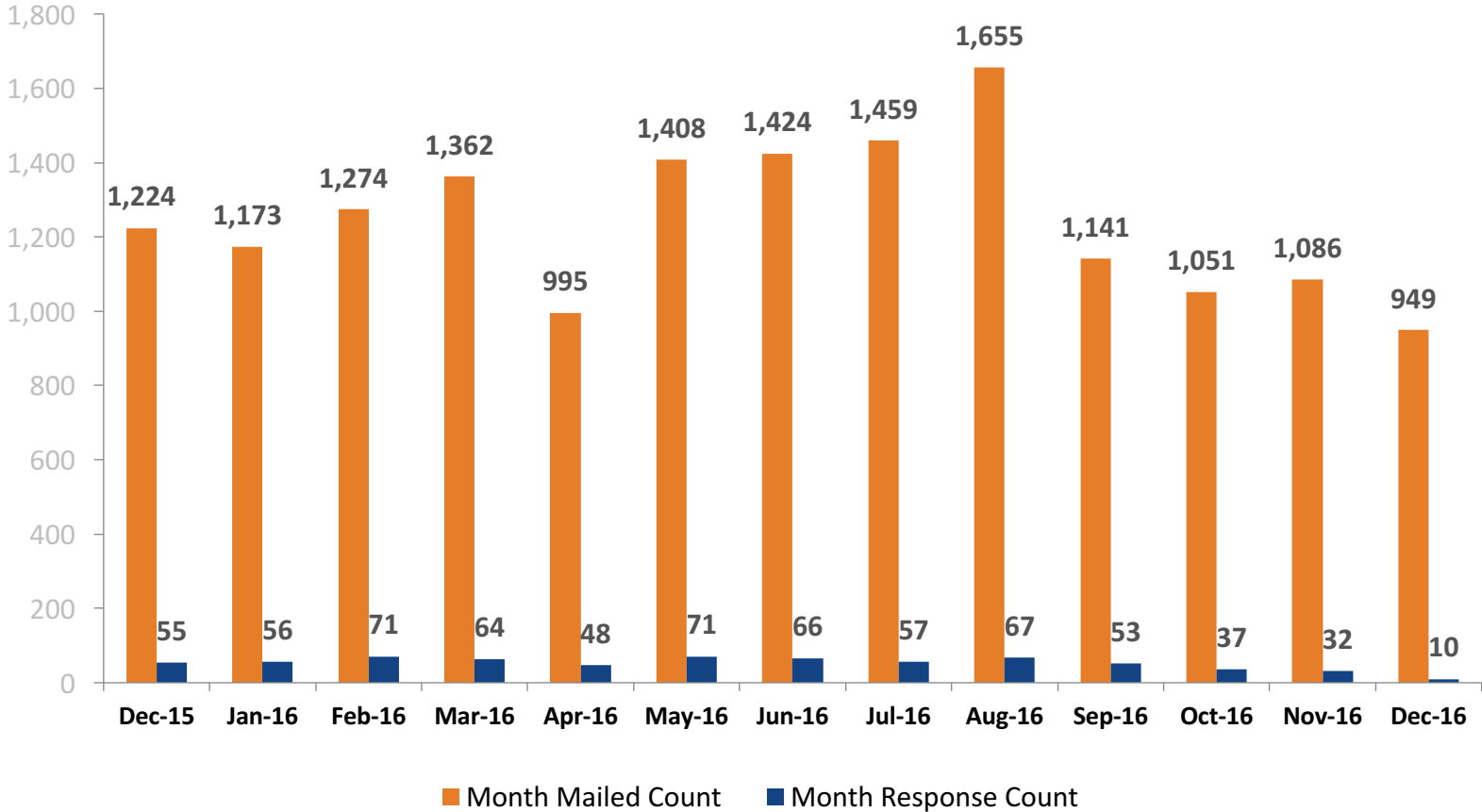


44% of marketers use three or more channels
Most popular: email | direct mail | social media

Source: 2015 DMA Response Rate Report

Application Response Rate

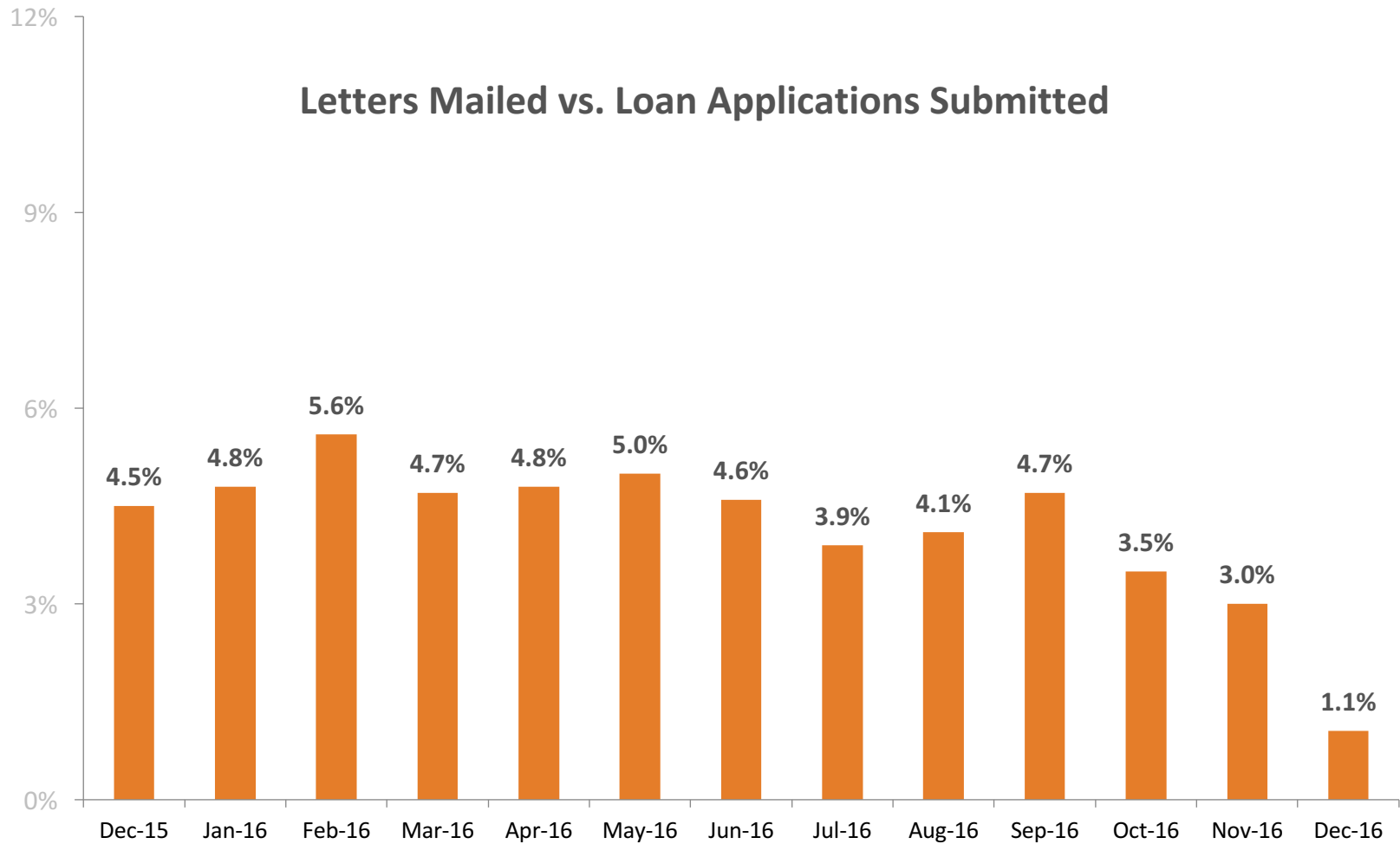
Letters Mailed vs. Loan Applications Submitted



Source: Harland Clarke Response Report Data for Marketing Initiative



Success Ratio



Source: Harland Clarke Response Report Data for Marketing Initiative

Application Response Rate

Month/Year	Offers	Applications	Application Rate
December 2015	1,224	55	4.5%
January 2016	1,173	56	4.8%
February 2016	1,274	71	5.6%
March 2016	1,362	64	4.7%
April 2016	995	48	4.8%
May 2016	1,408	71	5.0%
June 2016	1,424	66	4.6%
July 2016	1,459	57	3.9%
August 2016	1,655	67	4.1%
September 2016	1,141	53	4.7%
October 2016	1,051	37	3.5%
November 2016	1,086	32	3.0%
December 2016	949	10	1.1%
TOTAL	16,201	687	4.2%

Cost Per Application

Loan Type	Funded	Approved	In Process	W/D	Declined	Unknown	Funded	Funded and Approved	Funded, Approved and In Process
Credit Card	\$1,089,550	\$54,800	\$951,603	\$20,000	\$376,050	-	\$1,089,550	\$1,144,350	\$2,095,953
Mortgage	\$1,771,524	\$9,327,410	\$21,615,880	\$1,551,350	\$5,447,792	-	\$1,771,524	\$11,098,934	\$32,714,814
Personal Loan	\$674,745	-	\$460,927	-	\$86,800	-	\$674,745	\$674,745	\$1,135,672
TOTAL	\$3,535,819	\$9,382,210	\$23,028,410	\$1,571,350	\$5,910,642	-	\$3,535,819	\$12,918,029	\$35,946,439

Q&A

Type your question in the chat panel 

Steve Nikitas
Senior Strategy Director

www.harlandclarke.com/webcasts



harlandclarke.com/LinkedIn



harlandclarke.com/Twitter

Presentation materials and video replay will be provided within one week.

Visit harlandclarke.com/webcasts for this and previous events.

Thank You

