

CASE STUDY

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

Results for
9-Wave Campaign:

\$42.9M

total balances

2,197 total

booked loans

\$45 average cost

per booked loan

3,052%

average ROMI

CHALLENGE

One large financial institution located in the Southeast was looking for a smart, low-cost way to achieve continuous, long-term growth across its entire loan portfolio, lower its average cost per loan and improve ROI.

SOLUTION

LoanEngine™ from Harland Clarke enabled the financial institution to market multiple loan products at once to members, across multiple channels— direct mail, email, online and mobile banking—eliminating the need for one-off loan campaigns.

LoanEngine is a proactive, always-on loan acquisition solution that continually prescreens and matches each qualified candidate with a unique set of personalized offers for home equity, auto, credit card, personal and other loans.

After deploying the campaigns, members were able to view and accept prescreened, personalized loan offers 24/7 from anywhere, knowing beforehand their interest rates, monthly payments and other terms for all of the loans.

LoanEngine created a positive account holder experience by removing borrower anxiety and increasing the likelihood of response.

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9
Consumer Offers Sent	9,391	12,493	12,756	13,038	12,684	17,070	17,415	20,758	17,363
Balances Generated	\$6,091,409	\$5,662,548	\$6,372,572	\$5,607,919	\$6,290,718	\$6,600,403	\$6,359,374	\$9,604,859	\$8,602,873
Number of Booked Loans	278	253	312	262	330	395	367	492	424
Return	\$465,384	\$432,619	\$486,865	\$437,417	\$371,781	\$383,153	\$369,161	\$557,562	\$499,397
ROMI	1,918%	3,037%	4,350%	3,893%	3,294%	2,512%	2,364%	3,000%	3,186%
Cost per Booked Loan	\$83	\$55	\$35	\$42	\$33	\$37	\$41	\$37	\$36

RESULTS

Wave After Wave of Exceptional Results

Excellent early returns inspired the financial institution to expand its initial test campaigns to a multi-year, nine-wave campaign that saw steady increases across the board, with overall loan volume reaching as high as 492 (wave 8), loan acquisition costs as low as \$33 (wave 5) and ROIs peaking at 4,350% (wave 3).

Effortlessly Implemented and Fully Managed

Due to its turnkey design, LoanEngine was easily implemented into the financial institution's business processes, so they could simply sit back and watch the results pour in. Additionally, the financial institution received comprehensive end-to-end support, including strategic planning, managing and reporting, with no extra effort.

Actionable Insight for Optimal Customization

The campaign also provided the financial institution an opportunity to examine the impact of credit score modification. Expanding credit score criteria profiles from 680-720+ in waves six and seven generated higher balances and more booked loans than any of the previous waves.

Many variables impact campaign success. The information on earnings or percentage increases that is 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 LoanEngine can help your financial institution exceed its loan marketing goals while delivering a best-in-class customer experience.

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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