

CASE STUDY: Card@Once®

A **\$2.23B** financial institution headquartered in the Midwest wanted to **increase activation rates** and **card usage**.



74% to **89%**

INCREASED ACTIVATION RATES



93 MIN
INSTANT Issuance
Avg Usage Time



8 HRS
47% of Cards Used
Within 8 Hours



10 DAYS
NON-Instant Issuance
Avg Usage Time



20%
Reduction in Card Costs
(due to reduced shipping costs)

Results based on Harland Clarke data. Many variables impact campaign success. Harland Clarke does not guarantee or warrant earnings or a particular level of success.

For more information about how Card@Once® can help you **improve the account holder experience, boost card activation** and **increase cardholder usage**, contact your Harland Clarke account executive or visit harlandclarke.com/CardAtOnce.

