

Recurring Prescreened Lending Delivers 363% ROI and Nearly 3X Revenue Over Prior Campaign in First 90 Days

CHALLENGE

A financial institution with assets of more than \$2.2 billion and nearly 230,000 customers, faced increasing lender competition for the same consumers. In addition to efficiently growing their overall loan portfolio, the institution wanted to maintain customer loyalty.

SOLUTION

The client was able to prescreen their customers and offer multiple preselected loans with credit limits. With an integrated marketing automation platform, the solution manages offers across all delivery channels, including direct mail, mobile, email, online banking, branch and call center – even at credit shopping locations. Customers can access, review and accept offers at any time, from anywhere.

After an introduction to the comprehensive prescreened lending strategy, the institution's leadership initiated a pilot program for employees only. Due to an overwhelmingly positive response, they then extended the 90-day pilot to 31,000 customers. Auto, RV, boat and motorcycle loans, as well as Visa® credit cards and overdraft loans, were offered during the pilot. The program covered its cost in loan revenue within days.

\$24.5M

Loans Funded

3.76%

Response Rate

363% ROI

RESULTS

The multichannel prescreened lending approach generated a total of 1,158 loans over the 90-day pilot, increasing the financial institution's average revenue per accepted loan offer by more than 70 percent and nearly tripling the overall revenue gained from this campaign as compared to a loan campaign conducted the previous year. The financial institution realized an ROI of more than 363 percent with a 50 percent reduction in acquisition cost per loan.

During the pilot campaign, Visa and overdraft loans generated an additional 607 loans for \$4.3 million in new incremental loan volume earned, with no additional marketing expense.

The financial institution is continuing comprehensive prescreens quarterly and implemented mobile banking integration and additional online banking features. They are also considering offering additional loan products via comprehensive prescreened lending. Because the program includes multiple channels, the financial institution is able to maintain consistent contact with its customers.

Institution size, assets, campaign results and statistics based on client data. Many variables impact marketing campaign success. 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.

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