

CASE STUDY

## Harland Clarke Dominates the Competition in Credit Union's Acquisition Test

### PROBLEM

A mid-size credit union operating throughout Florida was struggling to acquire new checking accounts to stem negative checking growth.

### SOLUTION

The credit union was using a provider for acquisition services, but wasn't experiencing the ROI it was looking for. As an existing Harland Clarke client for payment services, the credit union was familiar with Harland Clarke's reputation and industry expertise and was interested in its Deposit & Household Acquisition solution. Before changing providers, however, the credit union wanted to conduct a trial run to compare performance. Harland Clarke went head-to-head with the credit union's existing provider in a multi-wave campaign with the understanding that whichever company produced the best results would have the business going forward.

Harland Clarke and the competitor divided the prospect universe randomly. Both providers developed their own targeting, creative and outreach strategies. The campaign comprised multiple direct mail drops and each drop consisted of the competitor's method, Harland Clarke's method and the control group method. The competitor and Harland Clarke each conducted response reporting to ensure parity.

**39%** performance  
increase

**109%** lift  
(Competing solution: 50%)

**\$8,262** avg. checking  
balances (more than  
competitor and control)

Acquisition costs:  
**\$60** per household

**\$112** per  
checking account  
(25% industry avg.)

## RESULTS

Harland Clarke won in a landslide. With a focus on pinpointing top prospects for the credit union's accounts, Harland Clarke used saturation pricing, advanced analytics and award-winning creative to far outperform both the control group and the competition.

*Many variables impact marketing campaign success. 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 target the right prospects with the right product at the right time.

## THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy drives everything we do. We help you better engage with your customers to keep you first in their minds. It is as true today as it has been for over 145 years.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.

With Harland Clarke as your partner, you have a single, trusted resource dedicated to executing on your business strategy and supporting your long-term success.

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