

CASE STUDY

Highly Profitable Multi-Wave
Acquisition Campaign Delivers
\$55M Total Balances and
2,728% Average ROMI

\$54.6M

Total Balances

\$18.2K

Average Balance

\$2.04M

Net Interest Revenue

1,785%

ROMI Year-One

3,670%

ROMI Year-Two

\$36 Cost

Per New Account

CHALLENGE

One leading financial institution providing consumer, commercial, mortgage and wealth management solutions throughout the Southeast sought to rebound from a failed checking acquisition and cross-sell campaign, due in part to an unsustainable cost per acquisition of \$190.

SOLUTION

The financial institution was able to drastically reduce its checking acquisition costs using Acquisition Accelerator[®] from Harland Clarke. The financial institution chose Acquisition Accelerator for its proven track record of delivering exceptional response, low cost per acquisition and great return on marketing investment (ROMI).

Acquisition Accelerator dissected consumer profile data from the institution's previous campaign to identify top prospects most likely and willing to respond. Acquisition Accelerator layers consumer, demographic, behavioral, purchase potential and other data to offer a unique view of prospects and customers for more targeted acquisition and cross-sell messaging that is tailored to each recipient.

Harland Clarke applied these refined lists to its variable data direct mail solution to provide personalized messaging at saturation pricing.

3 Waves

54 Days

20 BPS

From 25 to 45 BPS

1,795 New
Checking Households

1,250 Net New
Households

RESULTS

A complete reversal of fortune. For the first time in two years, the institution's new checking customers outnumbered those who left. In the campaign's first three drops, response rates increased an impressive 20 basis points (BPS), from 25 to 45. In just 54 days, Acquisition Accelerator generated 1,795 new checking households, including nearly 1,250 new-to-bank households, at a cost of only \$36 per acquisition, an 81% decrease from the previous campaign.

Exciting early returns hinted at the campaign's long-term success which produced an astounding two-year average ROMI of 2,728% and total balances of \$54.6 million.

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 profitably acquire new checking households and increase the wallet share current customers.

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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