

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.

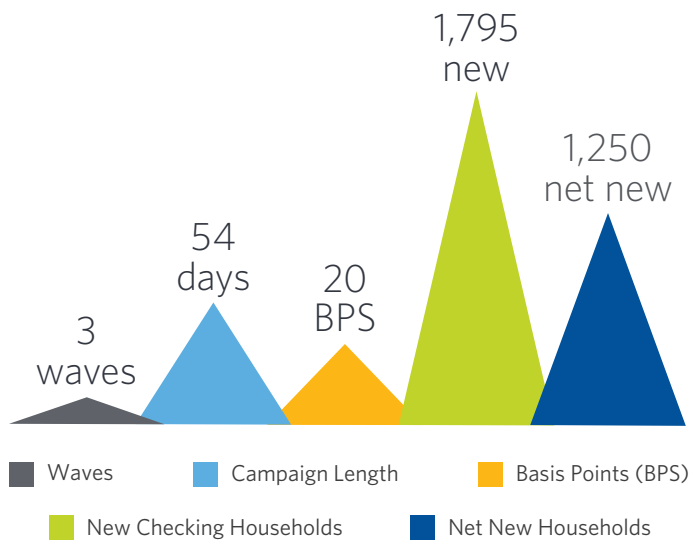
SOLUTION

The financial institution was able to drastically reduce its checking acquisition costs using Harland Clarke's Deposit & Household Acquisition solution. The financial institution chose Harland Clarke for its proven track record of delivering exceptional response, low cost per acquisition and great return on marketing investment (ROMI).

The Harland Clarke team began by dissecting the consumer profile data from the institution's previous campaign to identify top prospects most likely and willing to respond. The Deposit & Household Acquisition solution 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.

Multi-Wave Campaign Results



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, the solution 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 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.

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