

CASE STUDY

Turnkey Trigger-Based Solution Delivers Mortgage and Auto Loan Hot Leads to Bank's Front Door

FIRST-YEAR MORTGAGE
LOAN RESULTS

8.64% average response rate

33% applications funded

\$22.7M funded loans

AUTO LOAN RESULTS
OVER 10 MONTHS

3,214 leads

77 applications

52% of applications funded

\$3M funded auto loans



CHALLENGE

Chicago-based First American Bank, with 59 locations and assets of \$4.5 billion, knew they were not capturing all the mortgage business they could. Their cross-sell campaigns were particularly ineffective at driving up revenue generated by mortgages from likeliest of prospects, their own customers.

SOLUTION

A portfolio analysis of the previous 30 days revealed a number of missed mortgage loan cross-sell opportunities, prompting the need for a loan marketing solution that could send the right offer to the right customer at the right time, thus increasing the likelihood of response.

First American Bank chose Harland Clarke's AcquisitionCX™ for its unique ability to monitor each of the three credit bureaus and notify them within 24 hours of when their customers apply for mortgage loans with competitors.

Harland Clarke worked with the First American Bank to apply their credit criteria to the preselection process, delivering straight to the bank pre-qualified "hot" leads.

First American Bank initiated timely outbound communications to customers by phone, email, and direct mail to extend personalized mortgage offers at just the time when customers were most ready to act.

RESULTS

In just the first year, AcquisitionCX helped drive 4,782 mortgage leads and 413 applications, resulting in 33 percent funded and more than \$22 million in loans. The campaign consistently exceeded program goals with a greater than eight percent response.

Pleased with the success of the mortgage campaign, First American Bank doubled down on the effectiveness of AcquisitionCX by expanding the effort to include auto loans. Their trust in Harland Clarke's innovative solution was rewarded with more than 3,200 auto loan leads, 77 applications and \$3 million in loans — in just 10 months!

This was First American Bank's first time working with Harland Clarke, and they were satisfied with their ability to integrate with the bank's processes and routines without modification or disruption. "Harland Clarke quickly became ingrained in our sales culture and plan," shared Robert Horsman, EVP of First American Bank.

*"AcquisitionCX has **performed above our expectations**. I endorse the program wholeheartedly ... except for competitors in our immediate markets."*

Robert Horsman
EVP of First American Bank

Many variables impact campaign success. The information 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 more about how Harland Clarke can help your financial institution improve loan marketing results.

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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