

DirectMail

CASE STUDY

Harland Clarke Executes Rush Mailing to Nearly Four Million Customers — in Just 18 Days

3.9 million
direct mail pieces

2½ weeks

CHALLENGE

One of the top 10 banks in the U.S., with more than \$300 billion in assets, needed support producing a time-sensitive savings deposit offer and mailing it to nearly four million customers. A volatile rate environment dictated an extremely tight production lead time — only 2 1/2 weeks.

SOLUTION

The project was large and complex, and included multiple versions for different audiences. Harland Clarke managed the entire project including project management, data management, award-winning creative design and state-of-the-art print capabilities to produce a quality tri-fold self-mailer.

RESULTS

The client was happy to meet its time-sensitive savings offer distribution to 3.9 million consumers within 18 days of handing off the data file and compliance approval.

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 how to engage the critical components necessary to execute successful customized direct mail campaigns.

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