

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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