

Large Regional Bank Achieves Nearly 1500% Return on Marketing Investment (ROMI) with Targeted, Multichannel Small Business Account Acquisition Strategy

Challenge

A large regional bank with nearly \$20 billion in assets sought a means to acquire new small business account holders and to identify business owners with whom they had a consumer-only relationship. They also wanted to increase wallet share among existing small business account holders.

Solution

The bank turned to Harland Clarke to create and execute a multichannel marketing program targeted to potential and existing small business accounts. The marketing program would also serve as a test case for increasing response rates with centralized appointment setting.

Results

- **\$12.9 million** in direct balances
- **\$34.8 million** in new deposit and loan balances
- **1.49%** business response rate
- **2.05%** direct and indirect account response rate
- **2.96%** business-to-consumer segment response rate
- **1490%** ROMI

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.

Data/Analytics

Harland Clarke used a combination of prospect data and the bank's existing business account holder and consumer data to create a customized prospect scoring index. Taking into account the bank's prospect profile, Harland Clarke used product propensity and credit risk modeling to identify a segment of pure prospects with the likelihood of using select deposit and loan products.*

Communications Strategy

Harland Clarke's Creative Services team developed strategies for mailing to prospects and existing account holders. With dynamic lead scoring, qualification and distribution capabilities, Harland Clarke was able to target only the most qualified leads for maximum impact.



The featured offerings were the bank's Business Financial Solutions package and its small business loan and line of credit (LOC) rate specials. The prospect self-mailer promoted a \$200 small business checking incentive and discounted loan rate. The second version, sent to existing accounts with businesses but no business account, promoted a discounted loan rate. Approximately 50,000 mailings were delivered, with results tracked over a 72-day period.

Harland Clarke also developed and conducted an appointment-setting call program that targeted 10 percent of prospects per mail drop. The goal was to increase the overall campaign response rate.

Results

The campaign performed beyond expectations, generating 740 new business accounts for the bank – a response rate of 1.49 percent. Of those new accounts, 280 opened business checking and loan accounts totaling more than \$12.9 million in direct balances. The campaign netted the bank 1,017 total direct and indirect accounts, with a total account response rate of 2.05 percent and more than \$34.8 million in deposit and loan new balances. The campaign also delivered an impressive 2.96 percent response rate for the consumer-to-business segment and an outstanding ROMI of 1,490 percent.

Objectives

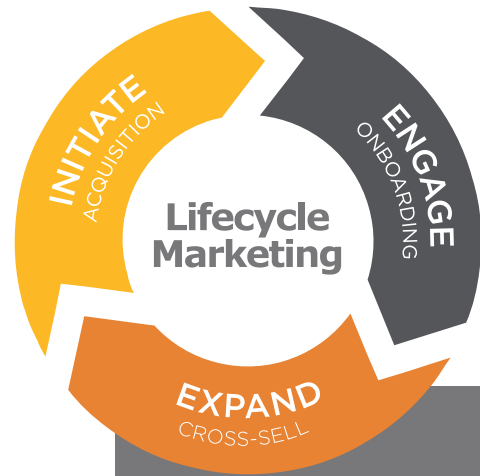
- Acquire new small business accounts
- Identify small business owners with existing consumer-only relationships
- Increase wallet share among existing small business account holders

Data/Analytics

- Customized prospect scoring index
- Product propensity modeling
- Credit risk modeling
- Dynamic lead scoring

Communications Strategy

- Direct mail targeted by segment and propensity
- Outbound appointment-setting calls to most qualified leads



To learn how Harland Clarke can help your financial institution attract and grow small business accounts, call 1.800.351.3843, or email us at contactHC@harlandclarke.com.

Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

Acquisition

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

Onboarding

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

Cross-sell

Increase the number of household products to capture full profit potential