

## Credit Union Achieves 703% ROMI With Perpetual, Prescreened Loan Offers

### Challenge

A credit union with more than 35,000 members sought a proactive approach to growing its loan portfolio that let members access credit offers 24/7 through online or mobile banking. It also wanted frontline member service representatives to be able to view the offers as an additional sales channel.

### Solution

Harland Clarke worked with the credit union's staff to implement the LoanEngine™ solution. LoanEngine, powered by cplXpress™, prescreened the credit union's membership and perpetually offered eligible members multiple loan products — including unsecured loans and lines,

auto, boat, RV, travel trailer and motorcycle lines — at every touchpoint. LoanEngine is a comprehensive loan acquisition solution that combines pricing automation, targeting and risk assessment to generate individual, personalized offers appropriate for the credit union's risk tolerance. It includes loan offer setup, credit bureau prescreening and direct mail/email.

LoanEngine simplified the loan acquisition process for the institution's limited staff, and even provided tracking and analysis tools used to refine the campaign. The process was easy for members, too, which was very important to the credit union. Members could access, review and accept loan offers via mobile and online banking anytime, anywhere, simply and easily, without having to complete an application.

In addition, with LoanEngine, member services representatives were able to see every loan offer a member was eligible for, which enabled them to support the campaign in their member interactions and drive redemptions.

**38.8%** email open rate

**2.5%** response rate

**2.2%** booked loan  
rate

**\$17,500** average  
loan size

**\$6.2M** in new loan  
balances

**703%** total ROI





## Results

The results were outstanding. The nine-week campaign delivered a response rate of 2.5 percent — more than twice the typical loan acquisition campaign response rate — and a booked loan rate of 2.2 percent.<sup>1</sup> In addition, the 38.8 percent email open rate was well above the industry average (25.1 percent). The credit union grew its loan balances by \$6.2M and experienced a remarkable 703 percent ROMI.

The credit union was so pleased with the results that it planned five future campaigns.

*Many variables affect 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.*

*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.*

To learn how Harland Clarke can help your financial institution **improve loan marketing results**,  
call **1.800.351.3843**,  
email us at **contactHC@harlandclarke.com**  
or visit **harlandclarke.com/LoanEngine**.

### 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

<sup>1</sup> Harland Clarke client data