Alkami

5 Data-Driven Campaigns with Proven ROI

Having analyzed thousands of marketing campaigns over the past two years, the below compilation includes use cases from banks and credit unions that executed targeted campaigns through insights derived from transaction data, and that yielded significant return-on-investment (ROI).

What if you could generate revenue with a marketing campaign that takes minutes to set up? You can. It's all about using insights derived from transaction data to illuminate a specific, targeted audience, allowing for revenue-driving marketing campaigns that are relevant and hyper-personalized.

CAMPAIGN 1

Increasing Mortgage Originations

About the Institution
$16B bank, located in the Eastern U.S.

Channel Used
Direct mail

Audience Size
381,366

Target Audience
Consumer accounts with deposit accounts, excluding those who already had mortgages with this institution, consumers with home equity loans.

Campaign Duration
Feb. - May 2022

Mortgages Sold
346

Face Value of the New Mortgages
$173M

ROI
5,859x

CAMPAIGN 2

A Year-Round Strategy to Open New Personal Checking Accounts

About the Institution
$2B bank, located in the Midwest

Channels Used
Online banking, mobile banking, public site

Impressions Served
42,403

Target Audience
Account holders with a consumer account, competitive checking account, or consumers shopping for a checking product.

Campaign Artwork Features
The headline "Ready to Open a Checking Account Online?" and the photography showed a busy male professional with a tablet device, or a busy mother with a laptop depending on which account holder was viewing the ads.

Campaign Duration
Sept. 2021 - Present

Checking Accounts Opened
759

Face Value of the Newly Opened Accounts
$81M

ROI
60x

For illustrative purposes only*

CAMPAIGN 3

A Year-Round Strategy to Grow A Portfolio of Auto Loans

About the Institution
$4B CU, located in the Midwest

Channels Used
Online banking and public site

Impressions Served
255,000

Target Audience
Include all consumer account holders, exclude anyone with any of the following: account in delinquency, the highest or lowest credit tier.

Campaign Artwork Features
The headline "Affordable auto loans for every you" and the photography showed a woman driving from the perspective of someone in the back seat. Some ads had no photography.

Campaign Duration
Jan. - Dec. 2022

Auto Loans Sold
6,657

Face Value of the New Loans
$186M

ROI
365x

For illustrative purposes only*

CAMPAIGN 4

A Year-Round Strategy to Grow A Portfolio of Home Equity Loans

About the Institution
$158B CU, located in the Southern U.S.

Channels Used
Public site, and an audience export for offline promotions

Impressions Served
252,000

Target Audience
Competitive mortgage owners, shopping for a home equity loan, or those making payments to homeowner's insurance companies.

Campaign Artwork Features
The headline "Consolidate high interest debt with a Home Equity loan" or "Home Equity Loans" and the photography showcased a variety of lifestyles, depending on the demographics of the viewer.

Campaign Duration
Dec. 2020 - Present

Home Equity Loans Sold
943

Face Value of the New Loans
$116M

ROI
3,452x

For illustrative purposes only*

CAMPAIGN 5

A Year-Round Strategy for Increasing Member Credit Card Openings

About the Institution
$1B credit union, located on the West Coast

Channels Used
Public site, online banking, teller, mobile banking app

Impressions Served
3,800

Target Audience
Include all account holders making competitive credit card payments each month. Exclude accounts in delinquency, those aged 18-20, and anyone with a consumer credit card already issued with this credit union.

Campaign Artwork Features
The campaign artwork was photograph heavy, featuring a variety of happy, vacationing people.

Campaign Duration
April 2021 - Present

Credit Cards Opened
346

Face Value of New Accounts
$3.7M

ROI
584x

For illustrative purposes only*

With Alkami's Customer Insights & Marketing Automation, banks and credit unions nationwide are targeting specific cohorts of customers and members with relevant offers, driving high ROI and building engagement and loyalty within the account holder base.

Request a Demo Today!