5 Data-Driven Campaigns with Proven ROI

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).

Having analyzed thousands of marketing campaigns



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.

What if you could generate revenue with a marketing campaign that takes

Increasing Mortgage Originations

CAMPAIGN 1

About the Institution

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

Channel Used

Direct mail

381,366

Audience Size

Consumer accounts with deposit

Target Audience

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

Feb. - May 2022

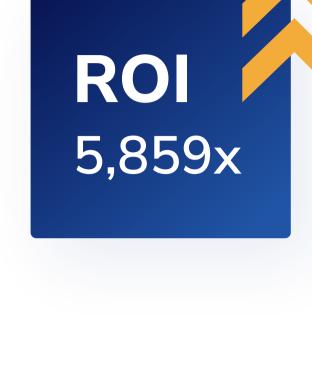
Campaign Duration

Mortgages Sold

346

Face Value of the New Mortgages

\$173M



A Year-Round Strategy to Open

CAMPAIGN 2

New Personal Checking Accounts

About the Institution

Channels Used

\$2B bank, located in the Midwest

Online banking, mobile banking, public site

Impressions Served

Target Audience

42,403

competitive checking account, or consumers

shopping for a checking product. **Campaign Artwork Features** The headline "Ready to Open a Checking"

Account holders with a consumer account,

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.

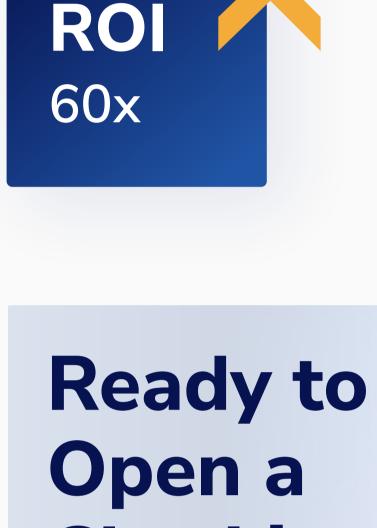
Checking Accounts Opened 759

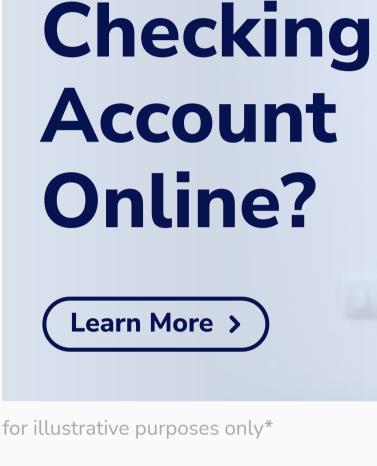
Campaign Duration

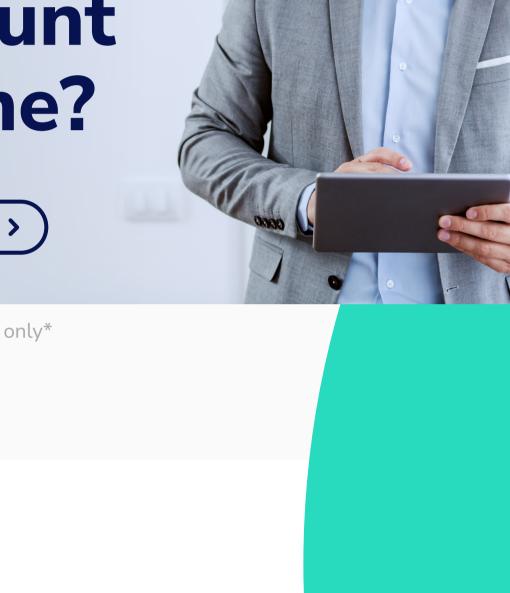
Sept. 2021 - Present

Face Value of the Newly Opened Accounts

\$81M







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

CAMPAIGN 3

About the Institution Campaign Duration

Channels Used Online banking and public site

\$4B CU, located in the Midwest

255,000

Target Audience

Impressions Served

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.

Include all consumer account holders, exclude

anyone with any of the following: account in

delinquency, the highest or lowest credit tier.

Face Value of the New Loans

6,657

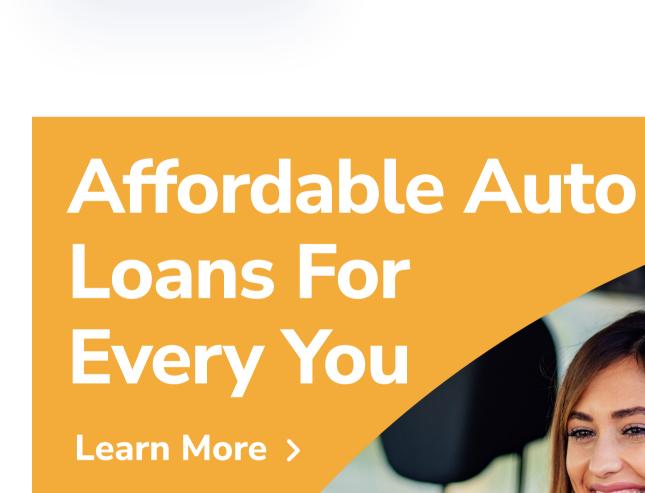
\$186M

ROI

365x

Jan. - Dec. 2022

Auto Loans Sold



for illustrative purposes only*

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

943

\$116M

ROI

3,452x

CAMPAIGN 4

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

Channels Used

About the Institution

Impressions Served 252,000

Public site, and an audience export for offline promotions

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

Target Audience

The headline "Consolidate high interest debt with a Home Equity loan" or "Home Equity Loans" and the photography showcased a variety of lifestyles,

Campaign Artwork Features

depending on the demographics of the viewer.

CAMPAIGN 5

Campaign Duration

Dec. 2020 - Present

Home Equity Loans Sold

Face Value of the New Loans





Consolidate High

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

Public site, online banking, teller, mobile banking app

Impressions Served 3,800

Channels Used

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

Campaign Artwork Features The campaign artwork was photograph heavy,

featuring a variety of happy, vacationing people.

already issued with this credit union.

Campaign Duration April 2021 - Present **Credit Cards Opened**

Face Value of New Accounts

ROI 584x

346

\$3.7M



