Proven ROI

CAMPAIGN 1:

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

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

Target Audience
Include all consumer account holders, exclude those already issued with this credit union.

Channels Used
Online banking, public site

ROI
5,859x

CAMPAIGN 2:

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

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

Target Audience
Include all account holders making competitive mortgage payments each month. Exclude those with mortgage with this institution.

Channels Used
Online banking and public site

ROI
365x

CAMPAIGN 3:

A Year-Round Strategy for Increasing Member Credit Card openings

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

Target Audience
Any one with a consumer credit card accounts in delinquency, the highest or lowest credit tier.

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

ROI
584x

CAMPAIGN 4:

A Year-Round Strategy for Opening New Personal Checking Accounts

About the Institution
$116M Face Value of the New Loans

Target Audience
Anyone with a consumer credit card, or those making payments on account with this institution.

Channels Used
Direct mail

ROI
3,452x

CAMPAIGN 5:

A Year-Round Strategy to Grow A Portfolio of Mortgage Originations

About the Institution
$252,000 Impressions Served

Target Audience
Any one with a mortgage, or those planning to refinance or buy their home.

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

ROI
3,452x