

CASE STUDY

Multi-Wave Acquisition Campaign
Delivers \$86M Total Balances and
340% ROMI



THE CLIENT

19
BRANCHES

120K+
CUSTOMERS

\$1.4B
IN ASSETS

CHALLENGE

A 19-branch Southeastern financial institution serving more than 120,000 customers sought to obtain new checking households and improve the value of accounts through the use of customized, targeted direct mail.

SOLUTION

Seeking a practical and long-term solution, the financial institution chose Vericast's Acquisition and Retention solution, for its proven track record of delivering impressive results, sustained development, and exceptional return on marketing investment (ROMI).

The solution layers consumer, demographic, behavioral, purchase potential and other data for a unique view of prospective customers. This insight was combined with the financial institution's customer profiles to identify top prospects that fit the profile. This level of detail facilitates more focused targeting and messaging that is tailored to the recipient.

To fulfill the financial institution's desire for sustainability, Vericast chose a multi-wave campaign strategy that extended personalized offers to customers and prospects in close proximity of its service area.

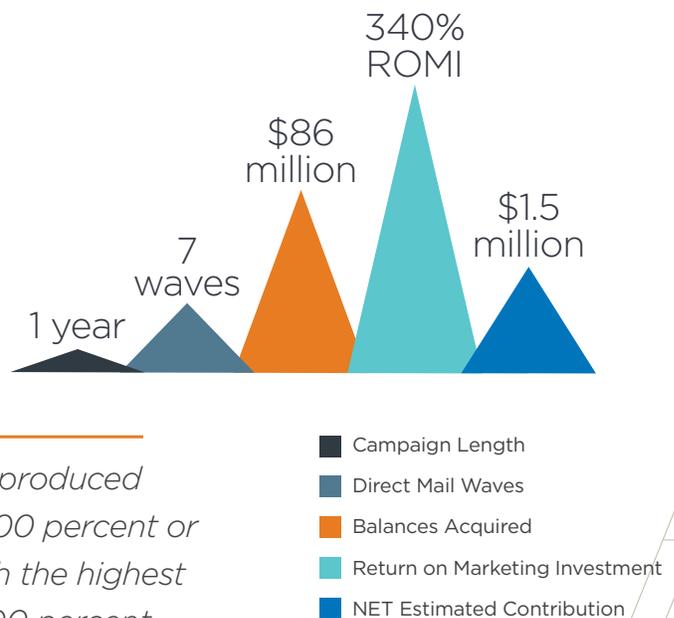
Leveraging the financial institution's commitment to providing quality products and services, Vericast used advanced analytics and strategic creative messaging to deliver targeted,

high-value incentives designed to motivate prospects to switch financial institutions and increase customers' wallet share.

RESULTS

The year-long, seven-wave campaign to customers and prospects was hugely successful for the financial institution, resulting in nearly \$86 million in total balances acquired, with a NET estimated contribution of almost \$1.5 million after all direct mail and incentive expenses — a 340 percent ROMI. All seven waves of the campaign rated favorable economically, with ROMIs rarely deviating. Five waves produced ROMIs of 300 percent or greater, with the highest reaching 400 percent.

Multi-Wave Campaign Results



Five waves produced ROMIs of 300 percent or greater, with the highest reaching 400 percent.

Many variables impact campaign success. The information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant earnings or a particular level of success with a campaign.