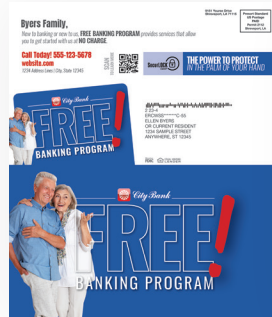# **REGIONAL BANK** CASE STUDY

OBJECTIVE

- New customer acquisition

STRATEGY

- Identified look-a-like prospective customers based on existing customer data
- Sent a personalized, variable direct mail piece to prospects, suppressing existing customers
  - o Event #1: 24,484 households mailed
  - o Event #2: 25,543 households mailed
  - o Event #3: 24,836 households mailed

A. Messaged audience three times from January to April for different events
  - o Event #1: New banking accounts and HELOC focus
  - o Event #2: New banking accounts and IRA focus
  - o Event #3: New banking accounts and Card Control and Protection focus

B. 8.5" x 10", folded, and glued; finished size of 5" x 8.5"

C. Personalized, Variable Last Name Call Out on each piece

D. Beginning in Event #2, we varied images based on household demographics I.E. Age & Ethnicity

E. Unique telephone numbers for each location by market were applied to track response

F. Unique QR codes were applied, enabling the prospect's address to be captured when scanned for retargeting

G. 30 days post campaign, new client acquisition was determined by matching data from the mailed list

RESULTS

Event #1:
- Jan 25-Mar 4, 2022

339 New Accounts Opened
- HELOCs: 13
- Boat Loans: 31
- Auto Loans: 8
- Checking/Savings: 266
- Other: 21

Event #2:
- Mar 5-Apr 15, 2022

437 New Accounts Opened
- HELOCs: 21
- Boat Loans: 53
- Auto Loans: 17
- Checking/Savings: 311
- IRAs: 10
- Other: 25

Event #3:
- Apr 21- May 27, 2022

336 New Accounts Opened
- HELOCs: 14
- Boat Loans: 33
- Auto Loans: 9
- Checking/Savings: 189
- IRAs: 4
- Other: 62