

Case Study

Profile

A Leading Financial Services Provider

Topline

Visant Marketing Services created an incentive-to-action mailer with an intelligent gift card that substantially lowered the financial services provider's customer acquisition costs. Visant Marketing Services developed a highly efficient acquisition application that motivated consumers to willingly provide critical data to purchase an online financial services product. To reward customers for taking this desired action, targeted consumers received a gift card from a leading national retailer. The eight-week campaign achieved the following:

- Increased qualified lead generation by 550% compared to the company's traditional marketing model. This lowered lead generation costs by 50%.
- Identified the consumers with the greatest propensity for conversion to a sale.
- Resulted in the company's most effective customer acquisition program ever.

Solution

Visant Marketing Services and its technology partner were engaged by the client to deliver a turnkey, custom program that included:

- Developing the campaign strategy
- Identifying the target control groups
- Ensuring that consumers enjoyed a high-quality experience
- Engaging a brand-name merchant to create the offer
- Managing the production and delivery of the campaign
- Enhancing the online customer interface
- Managing the back-end data collection and analysis

Program Tracking

The program was designed to drive targeted and qualified customers to the client's website, where response and conversion rates could be measured. To activate the offer, consumers completed an application on the financial provider's website. The captured customer data allowed the financial institution to identify all of the consumer's needs that could be matched with the provider's products. Two separate customer offers were developed to test response and acquisition rates. The analytics infrastructure provided by Visant Marketing Services allowed the client's marketing team to track applications and new sales in real time.

Key Takeaways

- The campaign demonstrated that using direct mail accelerated Internet traffic.
- The program yielded significantly higher response and conversion rates than the company's previous customer acquisition programs.
- Consumers responded faster to the gift card offer than to previous direct marketing initiatives. The quicker response rate provided the marketing team with an accelerated capability to test-and-adjust and ultimately provided more control of the campaign.
- The program collected consumer information that assisted the financial institution in providing more relevant products to consumers.