

CASE STUDY



# Bank acquires new customers through media efficiency

## and sells additional products

**0.23%**  
Response rate

**5%**  
lower cost  
per response



**Print Cost**  
**\$357**

per checking account  
acquired



**Email Cost**  
**\$40**

per checking account  
acquired



**31%**

of accounts generated  
were for new customers



**8%**

of accounts acquired  
attributed to Email

### About Client

Regional community bank in New England

### Client Situation

Acquire new checking account customers and cross-sell additional products and services

### Strategy

- Leveraged household account level data provided by the client to create a campaign using the Variable Data Postcard (VDP), Direct Mail Wrap and Solo Email
- Mailed combination of 5 print drops and 2 email mailings over a 3 month campaign period with email and print drops occurring concurrently at the beginning of the campaign
- Offer types varied but included offers for mortgages, mobile banking and money for new account sign ups