



CASE STUDY

Leveraging Innovative Digital Tactics to Accelerate Consumer & Business Checking Growth

Performance Notes of Interest:

- **\$75** Marketing Cost Per Account Gained.
- **98%** Lift Over Control.
- **37%** Video Click Through Rate (CTR).
- **5X** Increase in CTR vs. traditional display ads.
- **96%** Of responders who were reached through digital channels, opened their account in a branch. 94% of all accounts opened at the bank did so in a branch location.

Challenge

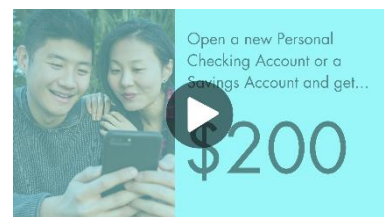
A community bank sought to accelerate the growth of consumer and small business checking in a cost-efficient manner. The organization also wished to test innovative digital promotional strategies to boost brand and offer engagement while accurately measuring online/offline account conversion.

Solution

Deluxe developed a comprehensive campaign integrating targeted DIGITALmail with Video (CTV, OTT, Video display) advertising. The target audience was identified through Deluxe's proprietary targeting model to ensure precision in their outreach efforts.



Video ad



View the promotional landing page in Appendix 2

Geofence technology was used to gather devices for ad delivery. Geofence has been proven **more effective than IP Match for 2 main reasons.**

- 1** First, geofence will ensure over 100% reach since all parcels are fenced with USPS certified addresses and multiple devices can be captured within each address. The over 100% match rate is compared to 60% using IP match.
- 2** Second, there are additional costs to match the IP, which are not incurred using geofence. In some cases, the IP match drives 50% more cost than the entire campaign on a per address basis.

DIGITALmail ads featured the product, response incentive and a link to a promotional landing page where the responder could learn more about the offer and select how they wanted to open their account (online or in a branch location).

Leveraging programmatic advertising technology, **responders who clicked “Learn More” were targeted with a VIDEO ad**, featuring compelling visuals and messaging consistent with the DIGITALmail offer, reinforcing brand recognition and stimulating further offer engagement. The video was created using AI technology leveraging content from the Bank approved landing page. As a result, the video was able to be built quickly and at a low cost.

Accurate response attribution was assured due to Deluxe’s proprietary process to reconcile online behavior with offline account opening. As a result, the use of a promotional code was not necessary.

What’s more, Deluxe’s **Incentive Monitoring system** automatically monitored all opened accounts to identify those who had earned the \$200 promotional incentive.

Results

The integrated DIGITALmail and Video display acquisition campaign yielded impressive results:

- **Marketing Cost Per Account: \$75**
This is far below the national average. Numerous industry sources state the average marketing cost to acquire a new checking account to be between \$300 - \$400.
- **Lift Over Control: 98%**
A controlled experiment comparing the response rates of the mailed group to a non-mailed control group revealed a remarkable 98% lift in engagement and conversion among recipients of the digital ads. This significant increase demonstrated the effectiveness of personalized ads in driving consumer action.
- **VIDEO Unique Click Rate (UCR): 37%**
Analysis of Video advertising performance indicated a remarkable 37% UCR among viewers who interacted with the ads. This high UCR highlighted the relevance and appeal of the Video content, effectively driving traffic to the company's digital platforms. Other findings:
 - **48%** of ads served were watched to completion.
 - The Video Click Through rate was **.84%** vs. a typical Display Ad CTR of **.15%** - a **5X gain**.
 - Ads were served on **over 1500** domains.
 - See **Appendix 1** for more video insights.
- **Engagement Insight:** Deluxe's digital platform offers marketers tremendous insight into those responding to the digital content.
This information can be used to influence the look, feel and tone of promotional content and more.

Campaign Overview	
Total audience	175,573
Total New Checking Accounts	282
Marketing Cost	\$21,069
Marketing Acquisition Cost Per Account	\$74.71
Lift Over Control	98%
Audience Impressions	1,563,936
Audience Clicks	2,983

Demographics

		Compos..	Index
Age	18-24	8.3	76.9
	25-34	18.4	93.4
	35-44	21.2	102.8
	45-54	22.3	104.5
	55-64	13.8	108.0
	65+	16.1	106.2
Education	Bachelor Degree	21.4	89.1
	Graduate Degree	18.2	106.3
	High School Education	29.5	104.1
	Less Than High School D..	8.9	97.6
	Some College	24.6	99.0
	Vocational	0.6	74.8
Gender	Female	50.6	109.9
	Male	49.4	93.5
Income	\$0 - 49,999	46.0	137.2
	\$50,000 - 74,999	19.0	95.8
	\$75,000 - 99,999	13.4	84.7
	\$100,000+	21.6	68.8
Marital Status	Married	52.1	93.8
	Single	47.9	107.6
Race	African American	27.4	226.9
	Asian	1.9	46.0
	Caucasian	60.3	90.1
	Hispanic	10.3	61.3

Conclusion:

By seamlessly integrating targeted DIGITALmail with Video advertising, this community bank successfully enhanced engagement and conversion rates among its target audience. The combination of personalized online outreach and compelling digital content proved to be a potent strategy for driving consumer action and achieving marketing objectives. This case study underscores the power of integrated marketing campaigns in maximizing reach, relevance, and results.

APPENDIX 1

Key Video Engagement

Site Category	Total Video Impressions	Video Completion Rate	CTR
Arts & Entertainment	4,690	57%	0.55%
Baseball	8	38%	0.00%
Boardgame & Puzzles	267	11%	3.03%
Books & Literature	312	73%	0.26%
Business	5	20%	0.00%
C & C++	5	100%	0.00%
Card Games	43	29%	7.33%
Celebrity & Gossip	55	43%	0.00%
Chess	6	17%	0.00%
Computer & Video Games	2,219	32%	3.84%
Dating	15	0%	0.00%
Dining Out	6	67%	0.00%
Education	55	25%	0.00%
Entertaining	11	18%	10.00%
Financial News	22	86%	0.00%
Food & Drink	71	58%	0.00%
Football	44	86%	0.00%
Healthy & Low Fat	13	100%	0.00%
Hobbies & Special Interests	2,488	29%	3.44%
Humor	5	0%	0.00%
International News	82	24%	0.00%
Interpersonal Relations	540	45%	0.00%
Language Learning	7	29%	0.00%
Local News	1,168	63%	0.00%
Martial Arts	8	88%	0.00%
Movies	152	67%	0.00%
Music	52	53%	0.00%
National News	305	53%	0.00%
Net Conferencing	193	16%	0.12%
News	5,833	55%	0.19%
Pagan & Wiccan	11	82%	0.00%
Personal Finance	8	88%	0.00%
Pets	6	17%	0.00%
Politics	20	77%	0.00%
Portable Entertainment	37	7%	0.00%
Pro Basketball	7	100%	0.00%
Real Estate	8	88%	0.00%
Science	27	4%	0.00%
Senior Health	378	99%	0.00%
Sports	453	45%	0.54%
Style & Fashion	26	18%	0.00%
Technology & Computing	1,641	45%	0.00%
Television	361	83%	0.00%
Unknown	13,272	46%	0.42%
Vegan	34	51%	0.00%
Weather	28	63%	0.00%
Weddings	359	42%	0.24%
World Soccer	7	0%	0.00%
Grand Total	35,363	48%	0.84%

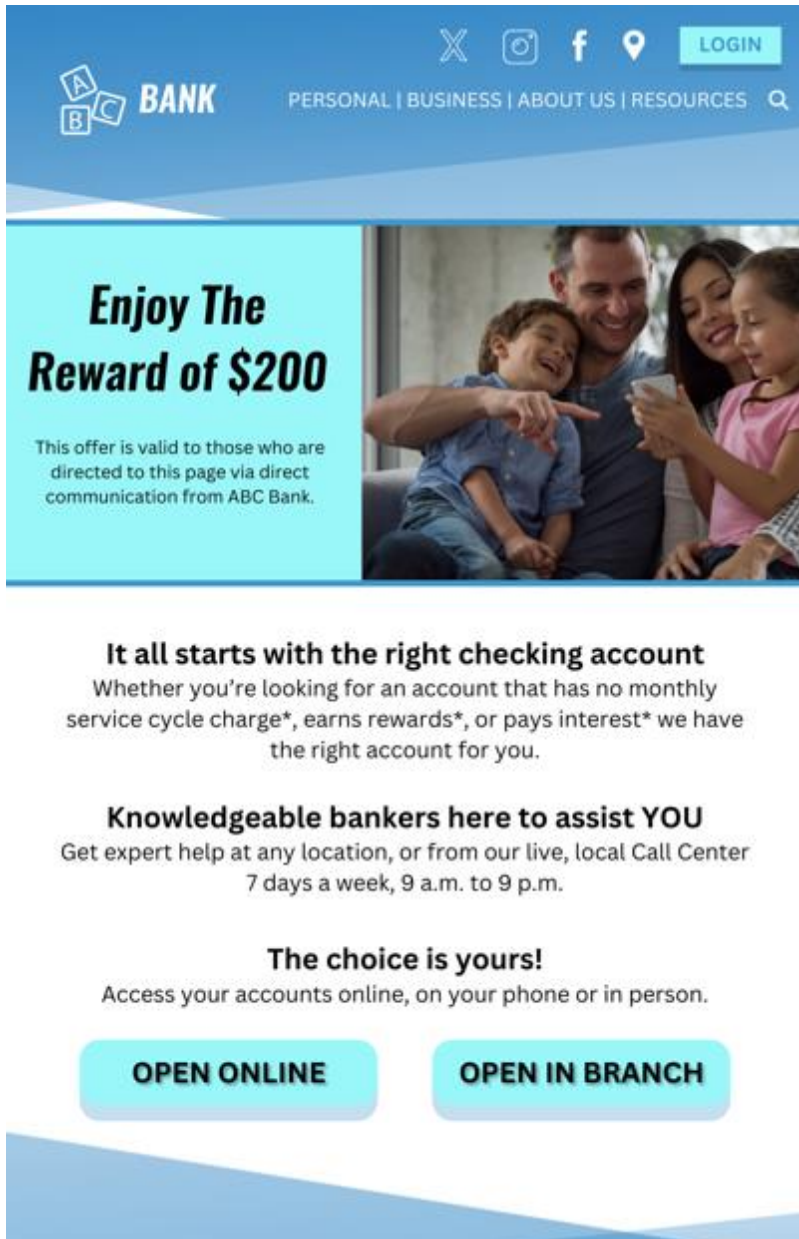
How to read this chart:

- Of the 4,690 **Arts & Entertainment** views, 57% watched the full ad, and 0.55% clicked on the ad.
- In total, there were 35,363 views, with 48% watching the full ad, and 0.84% clicking on the ad.
- FOR CONTEXT – A strong CTR for a typical display ad is 0.15%, CTV drove 0.84% - **5.5x** the engagement level of a standard display ad.
- CTV ad was displayed on 1,546 unique websites and apps.

APPENDIX 2

Promotional Landing Page

All responders who click, “learn more” are taken to this landing page where they can learn more about the offer and choose their purchase path.



The landing page features a blue header with the ABC Bank logo (three blocks with letters A, B, and C) and the word "BANK". To the right of the logo are social media icons for X, Instagram, Facebook, and a location pin, followed by a "LOGIN" button. Below these are navigation links: "PERSONAL | BUSINESS | ABOUT US | RESOURCES" and a search icon. The main content area is split into a light blue left column and a right column with a photo of a family. The left column contains the headline "Enjoy The Reward of \$200" and a disclaimer. The right column shows a family of four looking at a smartphone. Below the photo, there are three sections of text: "It all starts with the right checking account", "Knowledgeable bankers here to assist YOU", and "The choice is yours!". At the bottom, there are two large buttons: "OPEN ONLINE" and "OPEN IN BRANCH".

Enjoy The Reward of \$200

This offer is valid to those who are directed to this page via direct communication from ABC Bank.

It all starts with the right checking account
Whether you're looking for an account that has no monthly service cycle charge*, earns rewards*, or pays interest* we have the right account for you.

Knowledgeable bankers here to assist YOU
Get expert help at any location, or from our live, local Call Center 7 days a week, 9 a.m. to 9 p.m.

The choice is yours!
Access your accounts online, on your phone or in person.

OPEN ONLINE **OPEN IN BRANCH**