



CASE STUDY

Checking Acquisition Campaign Credit Union - \$4 Billion in Assets Final Results

Campaign Overview

- **Promotional Universe:** 113,250
- **Control Universe:** 53,444
- **Audience Response Rate:** .51%
- **Lift over Control:** 184%
- **Cost Per Account:** \$50

Execution Summary

Deluxe analyzed the credit union's market footprint to identify prospects likely to respond. Targeted households were geofenced at the address level and DIGITALmail was utilized to deliver digital ads to all captured devices during the promotional period.

This program was offered on a **pay for performance** basis. As such, the credit union was charged **\$50 for every matched back account**. A matched account is one that did not have a checking account prior to the campaign, was on the solicitation list, and opened a checking account during the promotional period.

Performance Summary

579 accounts were generated by this campaign, far exceeding the original estimate of **315**.

What's more, the **lift-over-control** as well as **ROI** were both very strong, coming in at **184%** and **400%** (year 1) respectively.

This program was offered on a **pay for performance** basis, with the cost per account limited to \$50 vs. the national average of ~\$300.

Campaign Performance – Projected vs. Actual

	FN	Projected	Actual
New Checking Accounts		315	579
Checking Balances		\$472,500	\$1,103,379
Annual Value Per DDA		250	\$250
DDA Value Gained (315 x \$250)	1	\$78,750	\$144,750
Marketing Cost (\$50 per account)		\$15,750	\$15,750
Incentive Cost		\$0	\$0
Total Campaign Cost		\$15,750	\$28,950
Net Return		\$63,000	\$115,800
ROI		400%	400%
Response Rate			0.51%
Lift Over Control			185%

Footnotes:

(1) Excludes cross sell value from new accounts

Accounts Opened - Performance Snapshot

	Target Universe	Control Universe	Accounts by Product Type - TARGET			Accounts by Product Type - CONTROL		
			Product Type	Accounts	Balances	Product Type	Accounts	Balances
Quantity	113,250	53,444	1	56	\$241,376	1	1	\$9,000
Responders	579	96	2	7	\$1,184	2	0	\$0
Balances Gained	\$1,103,379	\$310,801	3	119	\$72,817	3	30	\$22,511
Average Balance	\$1,906	\$3,238	4	56	\$301,981	4	16	\$215,188
Response Rate	0.51%	0.18%	5	68	\$75,374	5	13	\$27,819
Lift Over Control	184.62%		6	259	\$351,035	6	36	\$36,283
Incentives Paid	\$0.00	\$0.00	7	10	\$5,907	7	0	\$0
Cost Per Account Gained	\$50		8	4	\$53,705	8	0	\$0
			Total Consumer	579	\$1,103,379	Total Consumer	96	\$310,801

Digital Engagement – Performance Snapshots

Performance is driven by three KPI's – Reach, Impressions and clicks.

Reach is our top priority as we can't sell a product unless prospects can be reached. And, because our approach captures all eligible devices within a target household, we were able to achieve **157%** of our target. Our **impression** target was exceeded as well, delivering over **1.3M**. Though the click target was not achieved, overall performance was not hindered as a click was not required to open an account nor track overall account openings.

Promotional Audience	1			2			3			
	Reach Target	Reach Achieved	% of Target Reached	Impression Target	Impressions Achieved	% of Target Reached	Click Target	Clicks Achieved	% of Target Reached	
	113,259	113,259	177,918	157%	1,359,000	1,393,661	103%	2039	1153	57%

The **demographic** composition of those who engaged with the digital campaign is shown in the chart on the left.

The **Heat Map** highlights key engagement time for impressions and clicks. The hotter the color the greater the level of engagement.

Demographics

		Compos..	Index
Age	18-24	6.9	85.2
	25-34	16.0	89.4
	35-44	18.9	93.5
	45-54	20.3	97.7
	55-64	16.4	113.2
	65+	21.5	115.4
Education	Bachelor Degree	22.0	91.1
	Graduate Degree	17.5	112.0
	High School Education	29.1	105.4
	Less Than High School D..	7.2	68.4
	Some College	25.7	100.2
	Vocational	1.3	99.1
Gender	Female	51.9	102.0
	Male	48.1	98.2
Income	\$0 - 49,999	39.8	119.4
	\$50,000 - 74,999	20.6	102.1
	\$75,000 - 99,999	14.3	91.8
	\$100,000+	25.3	80.8
Marital Status	Married	55.9	99.6
	Single	44.1	100.3
Race	African American	13.0	116.1
	Asian	1.8	47.6
	Caucasian	77.2	111.6
	Hispanic	8.0	50.7

Heat Map

	Impressions	Clicks
12 AM	6,208	47
1 AM	5,681	56
2 AM	5,525	46
3 AM	5,458	45
4 AM	5,546	27
5 AM	5,771	31
6 AM	5,728	33
7 AM	5,970	34
8 AM	5,767	35
9 AM	5,781	45
10 AM	5,637	49
11 AM	5,584	40
12 PM	5,705	50
1 PM	6,901	70
2 PM	6,625	59
3 PM	6,041	57
4 PM	5,571	48
5 PM	5,470	45
6 PM	5,709	57
7 PM	5,160	48
8 PM	4,884	33
9 PM	4,219	39
10 PM	3,403	25
11 PM	1,926	19