



EMAIL ACQUISITION FINANCIAL CASE STUDY

CHALLENGE

A financial services firm with over 12,000 locations throughout the U.S. and Canada sought to increase their suburban customer base over the 2015 holiday season. Their Summer-Fall national commercial campaign positively boosted enrollment in urban areas, but did not reach enrollment goals in suburban communities where many of their branches are located. To increase their client base in suburban areas, the firm decided that a highly personalized email marketing campaign would be their best method of customer acquisition.

SOLUTION

The firm selected the managed services department at V12 to execute their holiday campaign. The firm provided V12 with their master file of clients. First, V12 suppressed their current and past client list. Next, they identified the individuals who resided in suburban communities within a 15-mile radius of a financial services location and who were statistically likely to enroll based on a comparison of 300+ data points. V12 scheduled a four-part deployment spanning from November to January using the HTML provided by their client. Each email featured geographic and first name personalization.

RESULT

At the conclusion of the campaign in January 2016, the financial services firm reported a 28% increase in enrollment at suburban branches over the same time period in the previous year.