

CASE STUDY

Prescreened Loan Offers Deliver Almost \$35M in Booked Loans

Results for
9-Wave Campaign:

\$42.9M

total balances

2,197 total

booked loans

\$45 average cost

per booked loan

3,052%

average ROMI

CHALLENGE

A large credit union located in the Southeast was looking for a smart, low-cost way to achieve continuous, long-term growth across its entire loan portfolio, lower its average cost-per-loan and improve ROI.

SOLUTION

Harland Clarke's Multi-Loan Pre-Approval solution enabled the credit union to market multiple loan products at once to members, across multiple channels—direct mail, email, online and mobile banking—eliminating the need for one-off loan campaigns.

A proactive, always-on loan acquisition solution continually prescreens and matches each qualified candidate with a unique set of personalized offers for home equity, auto, credit card, personal and other loans.

After deploying the campaigns, members were able to view and accept prescreened, personalized loan offers 24/7 from anywhere, knowing beforehand their interest rates, monthly payments and other terms for all of the loans.

This solution created a positive account holder experience by removing borrower anxiety and increasing the likelihood of response.

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9
Consumer Offers Sent	9,391	12,493	12,756	13,038	12,684	17,070	17,415	20,758	17,363
Balances Generated	\$6,091,409	\$5,662,548	\$6,372,572	\$5,607,919	\$6,290,718	\$6,600,403	\$6,359,374	\$9,604,859	\$8,602,873
Number of Booked Loans	278	253	312	262	330	395	367	492	424
Return	\$465,384	\$432,619	\$486,865	\$437,417	\$371,781	\$383,153	\$369,161	\$557,562	\$499,397
ROMI	1,918%	3,037%	4,350%	3,893%	3,294%	2,512%	2,364%	3,000%	3,186%
Cost per Booked Loan	\$83	\$55	\$35	\$42	\$33	\$37	\$41	\$37	\$36

RESULTS

Wave After Wave of Exceptional Results

Excellent early returns inspired the credit union to expand its initial test campaigns to a multi-year, nine-wave campaign that saw steady increases across the board, with overall loan volume reaching as high as 492 (wave 8), loan acquisition costs as low as \$33 (wave 5) and ROIs peaking at 4,350% (wave 3).

Effortlessly Implemented and Fully Managed

Due to its turnkey design, the Multi-Loan Pre-Approval solution was easily implemented into the credit union's business processes, so they could simply sit back and watch the results pour in. Additionally, the credit union received comprehensive end-to-end support, including strategic planning, managing and reporting, with no extra effort.

Actionable Insight for Optimal Customization

The campaign also provided the credit union an opportunity to examine the impact of credit score modification. Expanding credit score criteria profiles from 680-720+ in waves six and seven generated higher balances and more booked loans than any of the previous waves.

Many variables impact campaign success. The information on earnings or percentage increases that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

Learn how Harland Clarke can help your financial institution exceed its loan marketing goals while delivering a best-in-class customer experience.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy drives everything we do. We help you better engage with your customers to keep you first in their minds. It is as true today as it has been for over 145 years.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.

With Harland Clarke as your partner, you have a single, trusted resource dedicated to executing on your business strategy and supporting your long-term success.

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