

CASE STUDY

## Credit Union Amazed by Test Acquisition Campaign Results



**39%** performance increase

**109%** lift  
(Competing solution: 50%)

**\$8,262** avg. checking balances (more than competitor and control)

Acquisition costs: **\$60** per household

**\$112** per checking account (25% industry avg.)

### PROBLEM

A mid-size credit union operating throughout Florida was struggling to acquire new checking accounts to counteract negative checking growth.

### SOLUTION

The credit union was using another provider for acquisition services, but wasn't experiencing the ROI it was looking for. As an existing Vericast client for payment services, the credit union was familiar with Vericast's reputation and industry expertise and was interested in the Deposit & Household Acquisition solution. Before changing providers, the credit union wanted to conduct a trial run to compare performance. Vericast went head-to-head with the credit union's existing provider in a multi-wave campaign with the understanding that whichever company produced the best results would have the business going forward.

Vericast and the competitor divided the prospect universe randomly. Both providers developed their own targeting, creative and outreach strategies. The campaign comprised multiple direct mail drops and each drop consisted of the competitor's method, Vericast's method and the control group method. The competitor and Vericast each conducted response reporting to ensure parity.

## RESULTS

**Vericast won in a landslide.** With a focus on pinpointing top prospects for the credit union's accounts, Vericast used saturation pricing, advanced analytics and award-winning creative to far outperform both the control group and the competition.

*Many variables impact marketing campaign success. Information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant earnings or a particular level of success with a campaign.*

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