



CASE STUDY

CHALLENGE

A Credit Union in the mid-Atlantic was challenged with attracting new members. New accounts had been steadily declining. Getting their message out in front of prospects in a targeted area was challenging.

The Marketing Manager knew they needed to diversify their marketing efforts and break away from doing the same thing over and over without seeing an increase in new accounts.

SOLUTION

The solution consisted of a 30-day Direct Mail Boost campaign integrated with digital technologies such as Social Match, Mail Tracking, and Online Follow Up. They also leveraged Informed Delivery through the USPS to increase impressions before the mail piece was even delivered.

Perhaps the most critical component of the campaign was starting with a solid list of prospects that was based on key demographics and utilizing LEADMatch to identify and retarget engaged users while also identifying and targeting anonymous website visitors.

One of the biggest wins for the client was the minimal involvement required on their part to execute the campaign and track performance. The Direct Mail Boost dashboard allowed them to see campaign performance on a single screen.

RESULTS

11,963

SOCIAL MATCH MATCHES

123,744

ADS DISPLAYED

92

NEW MEMBERSHIPS

\$27,567

NEW REVENUE

292%

ROI

