

# How One Financial Institution Generated \$11.5M in Loans with a 5-Touch Fall Campaign

## Overview

In an effort to generate new loans, a 628MM financial institution sent out a targeted fall loan offer to their account holders. By using Core iQ, this financial institution was able to:

- ✓ Create a list of campaign targets
- ✓ Maximize reach
- ✓ Control costs
- ✓ Queue the campaign instantly
- ✓ Track campaign conversions

## Audience

Utilizing Core iQ, the financial institution pulled a targeted list of 23,473 of their account holders that had:

- ✗ No current loan
- ✗ Never defaulted, charged off, or missed a payment

## Communications

Core iQ automatically identified account holders in this audience with and without email addresses on file and the financial institution setup their series campaign accordingly:

- 🔌 3 emails to those that had email addresses
- 🔌 2 postcards to those with no email addresses

## The Offer

The promotion highlighted up to \$500 cashback and 60 days with no payments and a small loan processing fee of \$189 dollars.

## The Results

With Core iQ, the financial institution sent out a simple five-touch campaign generating 491 new loans at a 2% conversion rate growing loans by \$11.5M.

