

# AUTOLOANS

## RETENTION & ACQUISITION

### Objective:

This \$996m financial institution needed to implement a target marketing campaign in order to retain high-margin auto loans from current members.

### Analysis:

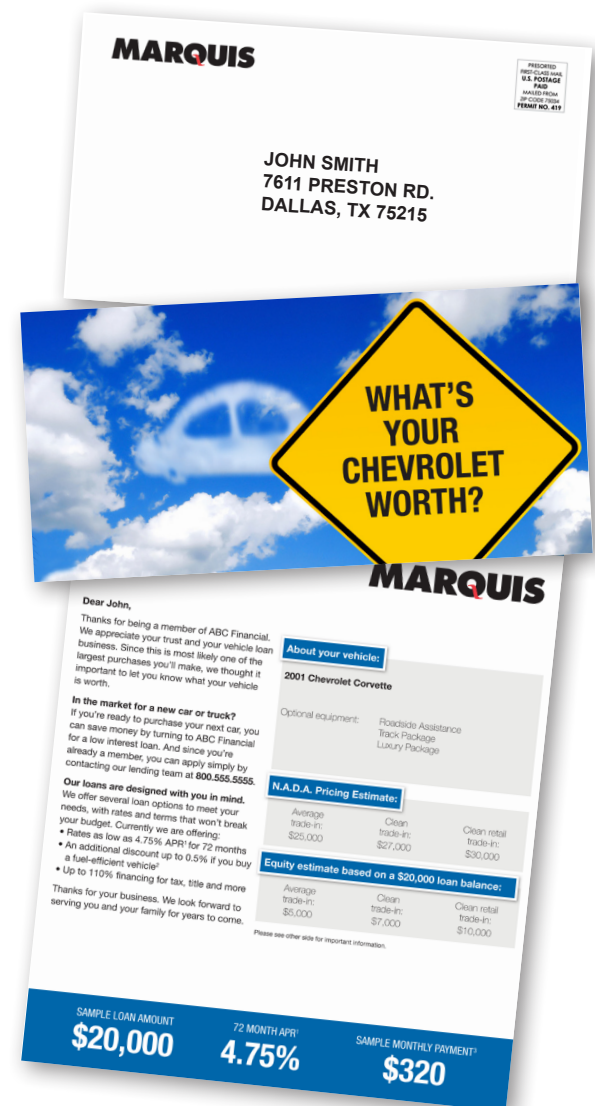
By utilizing the expertise of a MARQUIS strategist, it was realized that the most profitable relationships, and those easiest to retain, came from members with existing auto loan balances. It was necessary to reach out to those members with a targeted promotion.

### Action:

It was determined that a targeted direct mail campaign would be designed using MARQUIS Creative. A blend of psychographic, demographic and credit-based data and profiling was utilized to determine which current members were at risk of leaving the financial institution. Upon selecting the target market, MARQUIS used the members' vehicle identification numbers and appended data from NADA to illustrate the vehicle's value. This estimate presented the member with the value of their car, both retail and wholesale, and provided an equity statement. A direct mail piece advertising a prequalified offer for new vehicle financing was sent to each target member.

### Results:

Within a span of just 10 weeks, the campaign generated over **\$2.5 million** dollars in new loan balances, as well as an overall response rate of **10%**.



## SOLUTIONS USED

| MARQUIS AutoTraXion | MARQUIS Creative | MARQUIS OnTrax |

**MARQUIS**