

# ONBOARDING

## \$13 MILLION IN NEW BALANCES

### Objective:

Increase loan penetration among existing households.

### Analysis:

A \$600 million financial institution suffered from weak loan demand and declining loan balances. Knowing that once a loan is paid off, the household is at greater risk of leaving the institution, a strategy was developed to cross sell additional products and services to 4,200 households, with a focus on acquiring new loans.

### Action:

With Marquis' OnTrax and Creative Services teams, the financial institution launched a Matrix Mailing Campaign to a sampling of customers, communicating with these customers sequentially over a three month period. Product offers were focused on loans but also included convenience services and checking account offers.

### Results:

After receiving only three mailings, these households opened **353 new accounts** totaling **more than \$13 million in new balances**. Included in the total results were 146 new loans totaling **\$2.2 million in new loan balances**. The response rate was 8.4% with an **ROI of 2856%**.



## SOLUTIONS USED

| MARQUIS Creative | MARQUIS OnTrax |

# MARQUIS