



Hallmark Cards Are a Double Win for Marketing ROI

LEARN HOW HALLMARK CARDS HELP A CONSUMER LENDING COMPANY
ACQUIRE MORE NEW CUSTOMERS WITH HIGHER LIFETIME VALUE.

BACKGROUND

A modern, data-focused consumer lending company enjoys great success in delivering an emotionally intelligent customer experience. As a result, this leader in consumer finance has a high growth rate but recognizes that the customer experience starts before the customer is a customer. While assessing how to obtain and maintain the highest value customers, the company noticed it was a struggle to deliver an optimal experience to current customers while still acquiring new customers.

THE SOLUTION

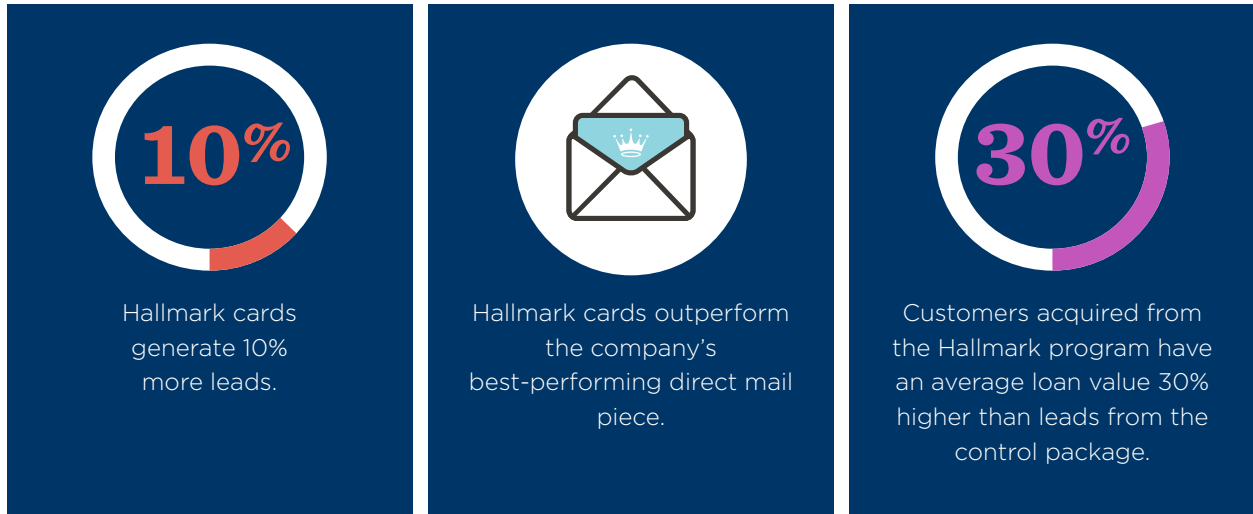
The company now leans on Hallmark to create a better first impression through the delivery of greeting cards inviting prospects to try a new service. With advanced targeting, the service and offer within the greeting card is highly personalized to each consumer. Hallmark Business Connections sends multiple versions of the greeting card, each one targeting an individual consumer with a personalized message, unique special offer and varied response options. A custom insert with details and offer restrictions is included in the greeting card.

A consumer lending company partners with Hallmark to send greeting cards to prospects and new customers to improve lead generation and customer experience.



RESULTS

Initial impact of the campaign was measured by comparing it to the company's best-performing direct mail lead generator.



The Hallmark card and insert initially beat the previous winning control mailer, a format that had been the top performer for over two years. The Hallmark campaign not only generates 10% more leads, but also helps acquire customers with a higher lifetime value. Customers acquired from the Hallmark program have an average loan value 30% higher than leads from the company's control package.

The take away? It was a positive double whammy for the company's marketing ROI and ability to gain new customers because the cards improved prospects' initial experience with the finance leader.

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