

TRANSFORM YOUR CAPABILITIES

THE MARKETING TECHNOLOGY &
SERVICES **FINANCE BRANDS** NEED

THE CHALLENGE

A global investment bank's direct mail campaigns were underperforming so it called in Acxiom to cut costs and attract more customers.

OUR RESPONSE

Acxiom removed obsolete data, used past responses to inform future campaigns and modelled customers to target UK's first pre-approved credit card offering.

THE IMPACT

More effective campaigns cut costs by 10% and attracted 20% more customers; > 90% of respondents to pre-approved offer were accepted.

INTRODUCTION

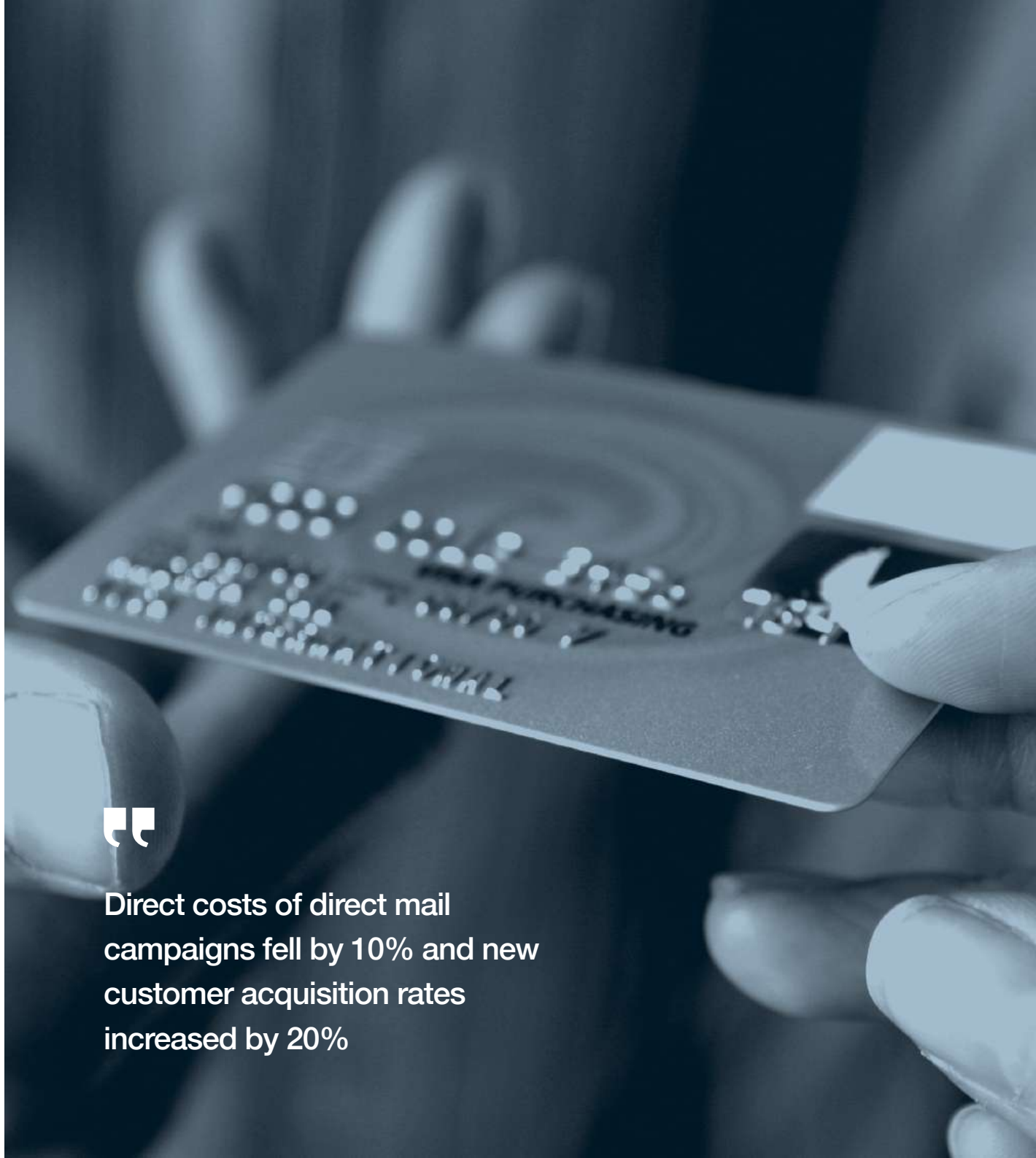
With Acxiom running the client's direct mail campaigns, direct costs fell by 10% and new customer acquisition rates increased by 20%.

Acxiom's solutions also enabled the client to become the first UK bank to market 'pre-approved' credit cards, enhancing its brand and attracting valuable new business.

In 2005, the bank's direct mail campaigns were attracting a low response rate, low approvals and incurring excess costs. Together, these made the average price of acquiring each new customer far too high.



Direct costs of direct mail campaigns fell by 10% and new customer acquisition rates increased by 20%



LOWER COSTS, MORE CUSTOMERS

Acxiom first used its proprietary name-matching software to remove duplicate and obsolete data, cutting costs and complaints.

To attract more customers, Acxiom analysed respondents to previous campaigns. This identified the consumer types most likely to respond in future and become profitable customers. By applying this model, subsequent campaigns became 20% more effective.

For a new credit card launch, Acxiom applied stricter criteria to create a 'pre-approved' list of customers likely to be approved. The subsequent launch of the UK's first 'pre-approved' credit card gave the client a competitive advantage and achieved an acceptance rate of more than 90% from preselected individuals who became good, long term profitable customers.



Pre-approved credit card applications enabled us to move ahead of the competition and brought us a very high response rate... it was a win-win.





020 7526 5265



[ACXIOM.CO.UK](https://www.acxiom.co.uk)

acxiom.

© 2020 Acxiom LLC. All rights reserved.

Acxiom and AbillTec are registered trademarks of Acxiom LLC.

All other trademarks and service marks mentioned herein are property of their respective owners.