



The Situation

A local credit union was looking to identify potential auto loan candidates who were actively shopping for a new vehicle, then send them a personalized loan offer.

The Process

The first step was to create a "digital frame" around auto dealership locations within the geographic customer area of the credit union. These digital frames are able to identify any mobile device entering the predefined dealer locations.

Step two involved creating a business rule to identify anyone with a mobile device who visited at least three dealership locations within a seven day window.

These individuals were sent a direct mail offer from the credit union as well as 10 digital ads surrounding the in-home date of the mail piece.

CASE STUDY

Find your next new customers at complimentary locations.

The Results

Campaign cost:

New loans awarded:
\$1,043,331

ROI = xxx%

Group A:

- 3.37% response rate
- \$33,506 avge loan value

Group B:

- 4.09% response rate
- \$37,333 avge loan value

