

AUTOLOANS

RETENTION OF EXISTING LOANS AND RELATIONSHIPS

Situation:

A \$104 million credit union wanted to grow its auto loan portfolio and recapture existing auto loans members held with other institutions. By utilizing credit data purchased from the credit union's preferred bureau, existing members were identified and pre-qualified for the campaign.

Solution:

After seeking help from Marquis' OnTrax and Creative Services teams, the credit union launched a direct mail campaign showing what members could save by moving their existing auto loan to the credit union. Existing member data housed within the MCIF along with credit data imported into their MCIF was used for the campaign.

Results:

The recapture efforts were effective and generated 67 responses for a 4% response rate and brought in over **one million dollars** in deposit and loan balances. The campaign generated an **ROI of 34% and over \$4,000 in net profit**.



SOLUTIONS USED

| MARQUIS Creative | MARQUIS OnTrax |

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