

# BILLPAY

## TRANSACTIONAL PRODUCT RECAPTURE

### Objective:

Recapture loans from households who already have a strong relationship with the financial institution.

### Analysis:

This \$500 million financial institution recognized the potential of their online bill pay service as a source of actionable information. Knowing that the presence of a bill pay relationship means a higher propensity for a primary financial institution status and a higher propensity to bring loans to the FI, analysis was undertaken to evaluate loan payments being made to other financial providers.

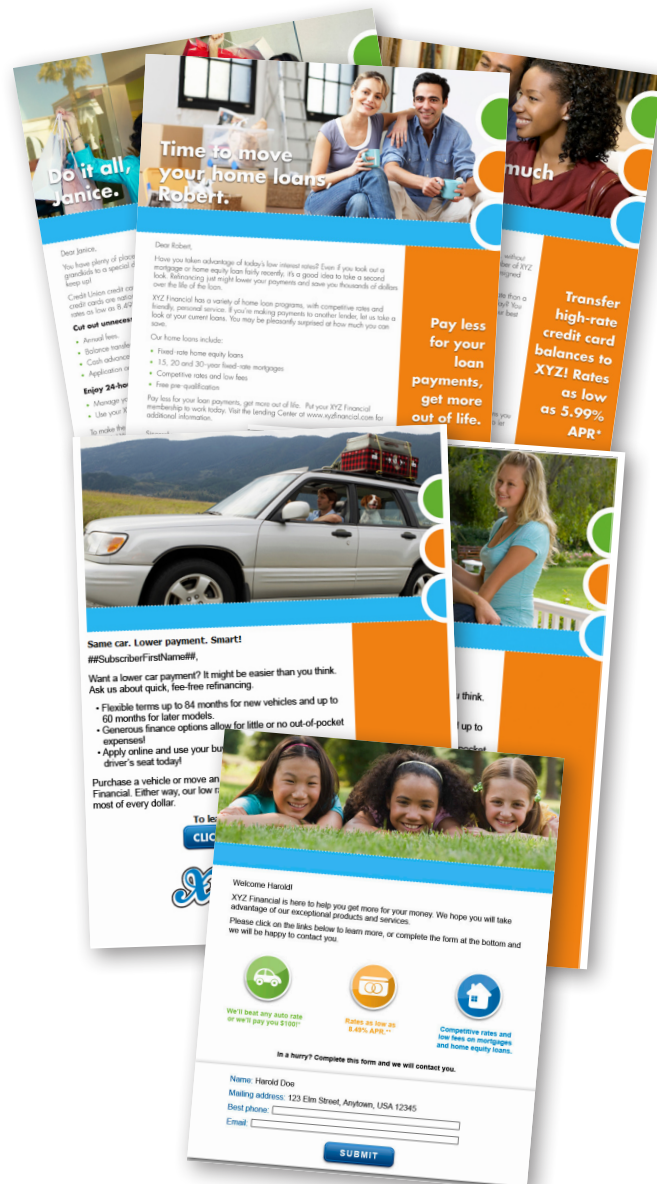
The financial institution found that on average, their bill pay customers were paying 4.5 loans to other providers. Nine percent of these were mortgage loans, 15% were installment loans, and the rest were mainly credit cards. This presented a prime opportunity to recapture these loans from loyal customers and generate some much needed loan growth.

### Action:

After seeking help from Marquis' OnTrax and Creative Services teams, the financial institution launched a quarterly campaign using data provided from their bill pay provider. The campaign targeted 3 different types of loan products, with versions based on P\$ycle lifestyle groups. The communication strategy included multiple customized points of contact including direct mail, email, personal URLs and banner ads on the bill pay site.

### Results:

Since its launch, the institution recaptured 281 loans from the target group for a total of **\$3.1 million in new balances**. The mortgage pieces generated a **2,658% ROI**, credit cards had **649% ROI**, and auto loans had **2,957% ROI**.



## SOLUTIONS USED

| MARQUIS MCIF Services | MARQUIS Creative |

# MARQUIS