Multi-Channel Marketing Solution Drives 5X ROI for a Leading Commercial Bank

A US Data Corporation Case Study

Summary

This case study demonstrates the power of blending direct mail with digital marketing for maximum impact. By leveraging US Data Corporation's proprietary targeting and cross-channel strategies, businesses can elevate their marketing performance and achieve unprecedented ROI.

Background

A prominent marketing agency, Princeton Partners, was working on behalf of a commercial bank that provides private banking services to businesses, non-profits, and consumers. The bank had traditionally relied on direct mail for customer acquisition but was seeking innovative ways to enhance response rates and maximize ROI.

Goals

The bank aimed to:

- Increase response rates from prospective customers.
- Amplify the impact of direct mail campaigns through digital reinforcement.
- Improve overall marketing efficiency and drive higher returns.

Strategy

US Data Corporation implemented a highly targeted, multi-channel campaign that seamlessly integrated direct mail with digital outreach. The campaign was designed to build brand recognition before mail delivery and reinforce the offer afterward, ensuring maximum engagement.

- **Advanced Audience Targeting**: US Data curated a refined audience using geographic and investor profiling, targeting 40K households and 51K individuals.
- **Pre-Mail Engagement:** Display ads (25K impressions) and an email campaign (51K recipients) built familiarity before the direct mail piece arrived.
- **Direct Mail Activation:** The primary mailer was sent to 40K households, ensuring physical touchpoints with high-value prospects.
- **Post-Mail Reinforcement:** Another wave of display ads (25K impressions) and follow-up emails (51K recipients) reinforced the message and encouraged action.

Results

35% Increase	12% Growth	400+ New	5X Return
In Email Open Rates	In Click-to-Open Rates	Accounts Opened	On Investment