



a Segerdahl company

CASE STUDY

Financial lender increases response and conversion rates with personalized, affixed cards

Industry: Financial Services

Amidst stagnating response to their direct mail acquisition program, one financial lender successfully turned the tide by making a simple format change.

CHALLENGE

At a time when post-recession consumer lending was accelerating, one financial lender struggled with stagnating response rates to their existing monthly direct mail acquisition program. To help solve this problem, they collaborated with their direct mail partner, SG360°, to refresh their campaign.

SOLUTION

STRATEGY

The process started with a review of the current piece, which consisted of an 8.5" x 11" letter, personalized with the recipient's name, offer and a unique offer code, housed in a window envelope. Utilized across product lines and customer segments, the copy was versioned to reflect messaging relevant to the targeted consumer.

While the messaging and use of personalization were on point, it was in the format itself where the opportunity for improvement was identified.

A SIMPLE FORMAT CHANGE

Having seen others in their space use generic affixed cards in their direct mail campaigns, the lender approached SG360° with the desire to test the inclusion of affixed cards against their pre-qualified, unsecured personal loan segment. We knew we could leverage our card expertise to help the lender achieve the response rates they were looking for.

After reviewing various card options – ranging from paper to plastic, generic to personalized, embossed to non-embossed – the test proceeded with a non-embossed 2-ply paper card personalized with the recipient’s name, pre-qualified loan amount and unique offer code. Slight adjustments to the layout of the personalized letter were made to accommodate the affixed card in the upper-right corner of the piece.

The revised design was then sent to the full distribution of the targeted segment for a three-month period. The results were then compared to that segment’s corresponding previous year data to determine effectiveness.

RESULTS

The impact of the new package was immediate. In just the first two months of distribution, the lender not only experienced a nearly 30% lift in response rate but an almost identical lift in loan conversions, surpassing expectations on both fronts.

Because of the swift and substantial results, the lender adopted the affixed card format as its new acquisition program package for the pre-qualified, unsecured personal loan segment increasing distribution to nearly 350,000 per month and has turned its eye towards rolling out the new format to all acquisition program segments.



A small format change led to a nearly **30%** increase in response rate
AND
a nearly identical increase in loan conversions.

Want to increase the impact of your direct mail campaigns? [Contact us](#) to get started.