

# Customer Acquisition & Growth Program from Deluxe

## A Case Study for Deluxe

Marketplace dynamics should inform your acquisition strategy. With the lending environment about to ease for small businesses, this mid-sized bank wanted an acquisition strategy that would help them attain small-business customers as well as consumers.

### The Business of Getting Connected

A mid-sized (\$6 billion) bank with 115 branches in the Northeastern U.S. wanted to get more focused and intentional with their acquisition program. Deluxe helped them size up the marketplace opportunities and develop a direct-mail strategy aimed at acquiring new consumer households and small-business addresses – not just new accounts.



### Right on Target

The bank launched a series of eight targeted mail campaigns over a one-year period. The success of the campaigns can be largely attributed to the quality of the mailing list. Deluxe was able to pinpoint households/addresses most likely to respond (and drive revenue) by using geo-targeting, demographic data, and proprietary analytics from Deluxe's Customer Acquisition and Growth program.

#### 12-Month Results

New accounts =  
**13,000**

Value of new deposits  
and loan balances =  
**\$17M**

For each \$1 invested in the acquisition program,  
the bank earned \$20 in profits.

Lifetime marketing ROI =  
**2,000%**

Acquisition cost =  
**\$60**

Deluxe helps you acquire new households –  
not just new accounts.

Let's get you connected.



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### Cultivating Lasting Relationships

The bank has made a significant investment in acquiring new small-business and consumer account holders. Fortunately they understand that in order to build meaningful, long-lasting relationships with these account holders, they need to be attentive to them during the entirety of the banking journey – not just the introduction. With the help of Deluxe, the bank strives to genuinely connect with its customers from acquisition to retention.

### Let's get you Connected!

Start connecting with people who can maximize your revenue and drive your profitability. **Contact us today at [www.deluxe.com/thrive](http://www.deluxe.com/thrive) or by calling 1-888-633-5893.**