

# Case Study: Customer Promotions

## Financial Services Card Rewards Program

Let me give you my card.

Great communications and reward offerings captured attention and differentiated program from other debit and credit card companies.



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### Client Objectives

- Retain high value debit and credit card customers
- Create preference for the client's debit and charge card products
- Acquire new customers from competing financial institutions

### Strategies

- Differentiate the program from other offerings saturating the market
- Reward participants for card spending on an ongoing basis
- Build long-term relationships with high potential customers

### MotivAction Solution

- Awarded points to customers monthly based on card spending
- Offered a variety of merchandise awards for cardholders to choose from
- Featured a superior travel reward product enabling customers to book their own travel online without the restrictions of Frequent Flyer programs
- Promoted the program continuously using a combination of print and electronic media
- Distributed bonus offers via email to specific customer segments

### Results

- Customer acquisition and activation objectives have been met
- Program has received favorable media coverage
- Current database includes over 157,000 cardholders across various product segments
- Participants who opt in to the program spend over twice as much as customers who don't