

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.



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