



nsite

Identify, target and capture your most profitable opportunities

Once your data is in a standard and stable environment, you can use modeling, segmentation and other logic threads to quantify and capture your opportunity by product, segment or geography.

At Blu we call it nsite, a bundle of data profiles, models, segmentation systems and logic that can work with our ntegrate product or any other MCIF or data mart. Blu's nsite bundle of products has evolved over a decade of logic refinement and diligent pursuit of higher ROI returns that have been validated and refined through tracking more than 50 million direct marketing opportunities. Blu has a viable and proven solution for any initiative that you may encounter.

CASE STUDY: DEBIT CARD/REWARDS PROGRAM EMAIL CAMPAIGN

Program Overview

We used our nsite product to help develop a plan for a client who had the need to increase activation and use of debit cards within their customer base. To reach these customers, we designed an email to educate the debit card holder the advantages and rewards available to them when they used their debit card, entering their PIN instead of signing their name – PIN, not PEN. The messaging also included the benefits of being a part of the Rewards program.

Segmentation for Target Audience

The total audience for this mailing was 5,072 current customers only.

Target Audience

- Current Customers who had a debit card that had not been activated
- Current Customers who had activated their card with low usage
- Current debit card holders who had not enrolled in the Rewards Program

Results

The results for the campaign were positive. The bank had an increase in their enrollment of the Rewards Program at a low acquisition cost, when compared to direct mail.

- 137 new enrollments out of 2,834 enrollment emails sent
- 4.83% response rate in enrollments
- \$3.45 acquisition cost per account, compared to \$17.65 for direct mail