

Activating & Motivating Cardholders With Digital

To increase usage and spend with holders of their private label credit card (PLCC), a national retailer turned to Conversant.

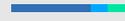
BY THE NUMBERS


\$6.5M
in PLCC sales driven

46K
PLCC purchases made

\$29:1
incremental return on ad spend

Learn more


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CHALLENGE

The retailer's PLCC retention program was shrinking. There were more cancellations than new cardholders, showing a net negative effect on cardholder numbers. For every cardholder acquired, they lost 1.5.

The retailer wanted to test a digital marketing campaign to retain cardholders and encourage them to use their PLCCs more frequently while in-store.

SOLUTION

At the time, 30% of cardholders' purchases were paid for with a tender other than the PLCC, showing that cardholders needed a reason to use their credit card at the retailer.

The campaign's goal was to drive more PLCC usage by sharing relevant offers with in-market cardholders. Using our industry-leading 96% accuracy at matching people to all their devices, the retailer found their cardholders online, then served them the most relevant messages (fueled by our real-time customer understanding across 7,000+ attributes). This method helped to highlight exclusive cardholder offers and drive incremental spend.

To engage customers, we:

- Matched 77% of the retailer's buyer file to privacy-protected profiles
- Served exclusive offers to valuable cardholders to drive incremental spend
- Used always-on messaging to stay top-of-mind and compete with other payment options

RESULTS

Over a 3-month period, the campaign drove **\$6.5 million in credit card sales** across **46,000 purchases**. We compared usage and revenue of messaged cardholders against a non-messaged holdout group and saw a **5%+ lift** in both measures, resulting in a **\$29:1 incremental return on ad spend**.

Because of the success of this campaign, the brand turned it into an "always on" strategy to continuously drive cardholder spend.