

# Driving New Credit Card Accounts With Digital Cross-Sell

One of the country's largest banks wanted to drive its account holders to sign up for credit cards. They turned to Conversant to help them effectively cross-sell their offerings with digital media.

## BY THE NUMBERS



### 75%

match of the customer  
deposit base

### 2,200

new accounts monthly  
(6X over monthly goal)

### \$125+

under original CPA goal

## CHALLENGE

The bank was looking to cross-sell credit cards, but their typical methods for digital marketing fell short. They couldn't identify a significant percentage of their audience—highly approvable account holders—and reach them across channels and devices to get to an effective cost per acquisition (CPA) at the scale they desired.

## SOLUTION

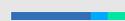
We ingested the bank's deposit customer file and matched it with our 200+ million privacy-protected consumer profiles. Of the bank's customer base eligible for cross-sell, we identified 83% within our network who could be reached across channels and devices with industry-leading 96% accuracy.

By precisely reaching this valuable clientele and suppressing existing cardholders, we were able to convert them at a high approval rate and exceed the bank's CPA goal—proving out our solution's benefit to optimize overall ad spend and campaign efficiency.

## RESULTS

The bank was able to drive thousands of new credit card accounts over a 3-month period, with a CPA that averaged \$125+ below their goal of \$250. These results were so successful that the bank turned this into an "always on" initiative that drives **2,200 new accounts monthly**.

## Learn more



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### 60%+

approval rate

### 15–20%

baseline approval rate for  
the bank's similar programs