Getting customers on board



Challenge

How does a bank retain customers when onboarding them after an acquisition?

Solution

By delivering highly personalized messaging that motivates customers to action.

Barclaycard purchased the US Airways credit card portfolio from a competitor. On the face of it that meant that Barclaycard picked up 480,000 customers. But it wasn't that simple—the acquisition actually meant that the customers were losing their current card and needed to activate their new card through Barclays. If they didn't take action to renew, Barclaycard lost a customer that they had already paid to acquire.

Shiny created a highly personalized campaign including multiple direct mails, emails, and a brochure all driving to a personalized URL (PURL.) All touchpoints including the immersive PURL experience were completely tailored to the individual, down to their earn rate, preferred travel destinations, and more.

To deliver the digital experience we believed was needed, we had to hack the technology underpinning the PURL, changing it from an out-of-the-box linear experience with radial buttons and simple text, to one that literally put the customer in the seat of the airplane, consuming content and making choices through a highly interactive experience they could come back to time and again.

The campaign reminded customers of why they signed up for an airline points program in the first place...and ultimately pushed them into action.

Results

The campaign was overwhelmingly successful in transitioning customers to the new Barclaycard, with a 13% response rate and 95% conversion rate. It worked so well we were tapped to create a similar effort for Frontier Airlines, which ultimately delivered even higher response and conversion rates.

Services

Landing pages	Direct Mail	Brochure	Video
	Messaging	PURLs	Email

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