

Jack Henry

B2B Integrated Campaign

Remote Deposit Awareness

CASE STUDY

Objective

The main objective was to develop an integrated campaign consisting of emails, brochures and videos that helps end-users (financial institutions' business customers) understand the benefits of Remote Deposit Capture (RDC).

Primarily, we wanted to educate business owners and help them understand that with RDC, they could deposit checks anywhere and any time they needed to. In doing so, they could quickly increase their company's bottom line and have the liquidity to manage their business, handle expenses and pay their employees.

Target Audience

Small and medium-sized businesses who want a faster, easier and better way to handle paper checks from their customers.



Marketing and Creative Strategy

For small businesses owners, depositing checks is not glamorous. There's no thrill. There's no wow factor. It's a job.

But what if we could make that job easier and a little faster? And in the process, give small and medium sized businesses access to their funds right away? Now that's something a business owner can get excited about.

And that's exactly how we approached this request.

(continued)

B2B Integrated Campaign

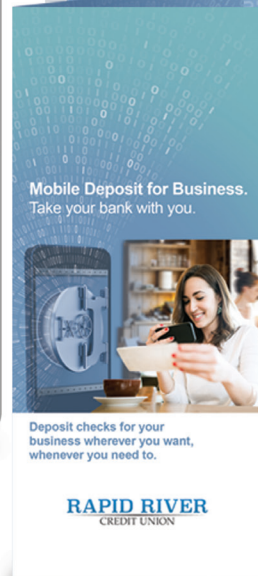
Email #2



Main Landing Page



Brochure

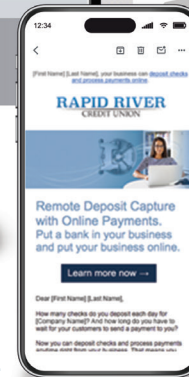


Infographic: Digital & Print



Video Landing Page

Email #1



Marketing and Creative Strategy *(continued)*

Our client, Jack Henry and their Financial Institution partners, wanted their clients (business owners) to understand how a check scanning device and deposit process worked – this was foreign to them. To accomplish this, we took a 3-step approach:

1. First we needed to introduce the idea to this audience – we did so through our campaign theme line, “Take your bank with you”
2. Next we had to give this target a crystal clear business reason to use RDC – the ability to recognize revenue faster accomplished this
3. Finally, we needed to clearly communicate supporting benefits they could expect from RDC – we highlighted a core group of back office improvements

Our strategy was to use an integrated approach. This including an animated video, emails, landing pages, print brochure and digital infographic sales sheet (that could also be printed), to communicate our message to business owners. We also knew that to explain this product, and its benefits, the language would have to be clear, concise and direct.

And no matter what channel was used, one main idea would have to ring true – that RDC helps businesses simplify their business by providing them with a more convenient way to make deposits.



Email Detail



Infographic Detail

Results

Emails #1 and #2, plus the corresponding landing pages, were tracked throughout this new campaign.

Results were up significantly across the board when compared with the old campaign:

- The *new* Email #1 outperformed the old email in **Open Rates: 49.9%** vs. 33.4%
- The *new* Email #2 outperformed the old email in **Open Rates 42.5%** vs. 27.1%
- The *new* Main Landing Page **overall conversion rate was 4.2%** vs. 3.5%

Email #1
49.9%
Open Rate

Email #2
42.5%
Open Rate

