

Jack Henry
Instant Messaging
New Feature Digital Campaign
CASE STUDY



Objective

When it comes to regional banks and credit unions, customers expect a certain level of personal service. So, customer support is key.

Jack Henry partners with financial institutions to provide "big bank" technology to smaller, regional financial institutions. And they had a new feature to offer their partners: Conversations. It's an instant messaging platform available to banks who wanted to offer online support via live chat.

The banks could set the chat hours and provide the kind of personalized service customers expect... with the same speed as their big bank competitors.

But first, they had to make customers aware of Conversations... and teach them how to use it.



Target Audience

Customers of regional banks and credit unions who partnered with Jack Henry

Marketing and Creative Strategy

That's where an email stream could help. The emails were designed to be fully customizable for financial institutions... so each one could change the logo, add their colors and adjust any copy. And because the Conversations feature was so easy to use on the go, the imagery captured the idea of

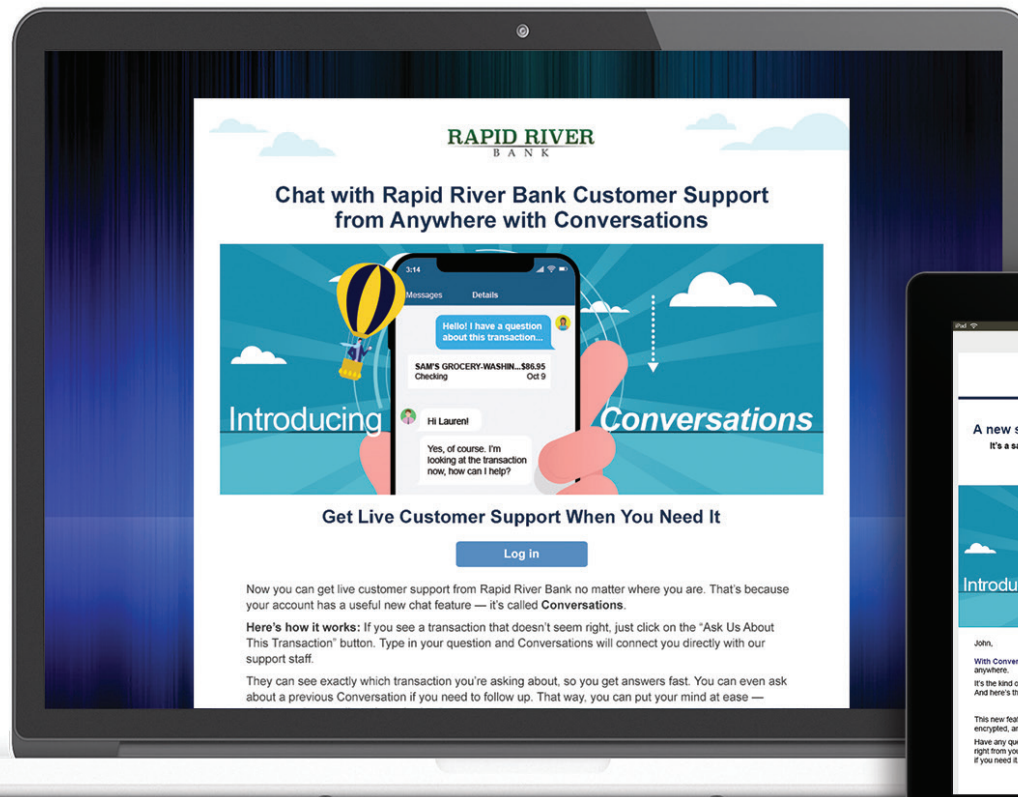
(continued)



Marketing and Creative Strategy (continued)

using it from anywhere. The hero image was a lightweight GIF that showed a man on his phone in a hot air balloon, hovering around a close-up of an ongoing "conversation." The screen showed how the conversation feature looked, with messages popping up one-by-one... and the copy below explained it all.

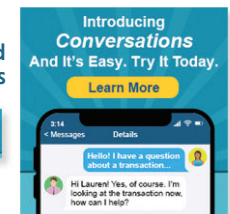
Landing Page



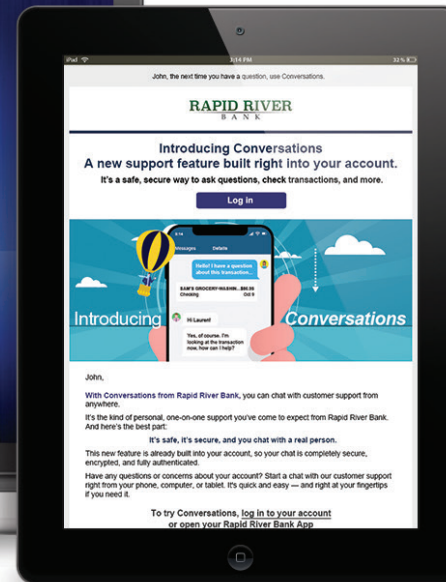
Static Banners



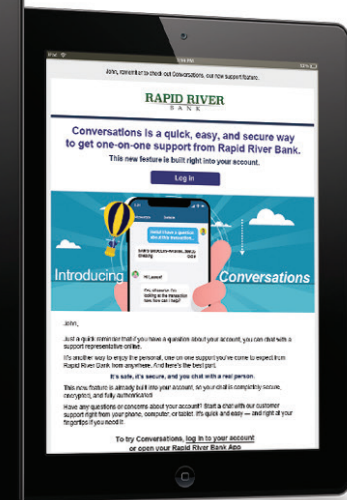
Animated Banners



Email #1



Email #2



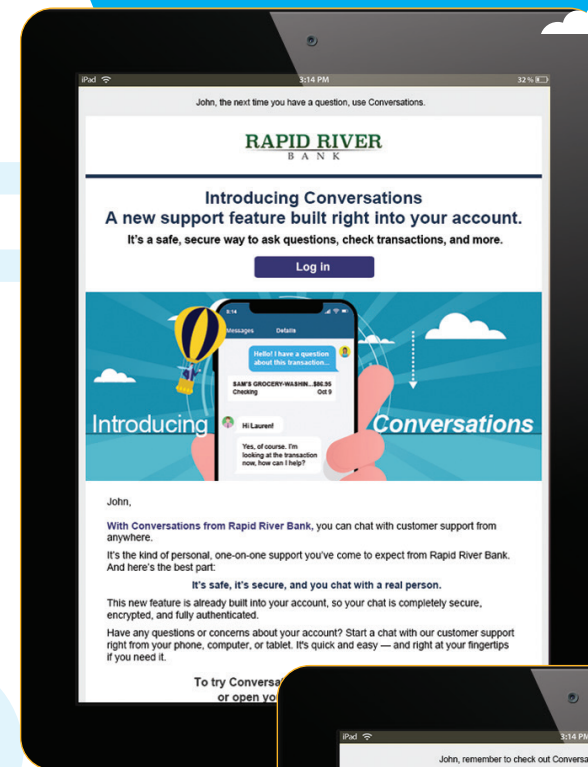
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Marketing and Creative Strategy *(continued)*

The first email introduced the feature to customers, while the second reminded them of the benefits. Each email included a personalized preheader and a directive call-to-action that encouraged readers to give it a try. But even if they didn't have questions for their financial institution, they would have peace of mind knowing the feature was there if and when they did.

The awareness emails were supported with animated and static banner ads. These had cohesive imagery to match the email campaign. They also showed how it looks on a user's phone. The animated banners were designed with eye-catching pop-up messages that appeared one-by-one, just like the email. And a button led them to a landing page that explained it all. Banks and credit unions could easily upload these to their website to promote the new feature.

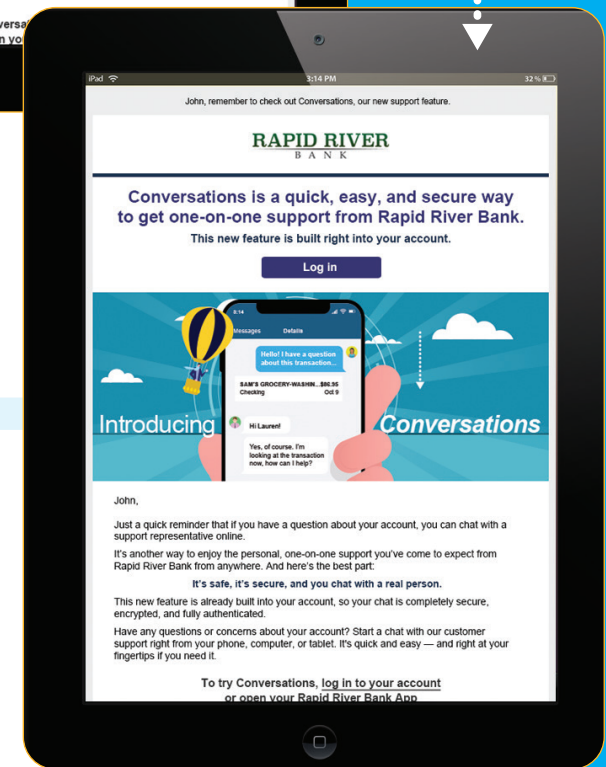
Best of all, the campaign could be used by any number of different banks to share the new feature with their customers... while remaining true to their brand colors, tone, style and voice.



Email #1



Banners



Email #2

Results

Dozens of Jack Henry's financial institution partners (banks and credit unions) used the Conversations campaign. And they all saw significant results. On average, financial institutions saw

- 34% open rate on Email #1
- 38% open rate on Email #2
- Both emails garnered an average 1% click rate.

With this customizable campaign, multiple banks and credit unions could spread the word about a powerful new feature... and compete with those "big banks" with even bigger budgets.

Email #1
34%
Open Rate

Email #2
28%
Open Rate

Email Header Animation

