

Jack Henry

Custom Video & Landing Page B2B Lead Generation & Awareness

CASE STUDY



Objective

Most banks already offer RDC (remote deposit capture) to their customers. It lets consumers snap a photo of a check and quickly deposit it into their account. But it's a consumer-grade product... built for individuals, not businesses.

Businesses can receive dozens of checks per day and need more than a simple single deposit solution. Many also need to generate robust reports and create individual login credentials for different employees. That's where mRDC (mobile remote deposit capture) comes in. It offers check deposit solutions designed specifically to meet the needs of businesses.

Jack Henry had to explain to their financial institution partners how mRDC was different than the consumer RDC... why it helps business customers... and how it benefits financial institutions. And they had to motivate these financial institutions to contact Jack Henry to get started.

Target Audience

Jack Henry's 3,000 financial institution partners



Marketing and Creative Strategy

To tell the story in a clear, quick and engaging way, we developed a custom animated video with voiceover. The video had to tell a story about mutual success. The success of the business clients... plus the success of the financial institution... and how they're intertwined.

That's where the concept of the "road to success" came in.

Business customers count on their bank to guide them down the road to success. But they need the right tools to get there. The video opened with a POV of someone traveling down a road, while the voiceover (talking to bank and credit unions) said, "Your business customers count on you to guide them down the road to success." Along the road was a glimpse of the icons that would represent the benefits of mRDC.

But before we travel through those benefits, we had to show the roadblock: consumer-grade products. A red road sign showed the contrast to visually convey the difference between the consumer and business products.

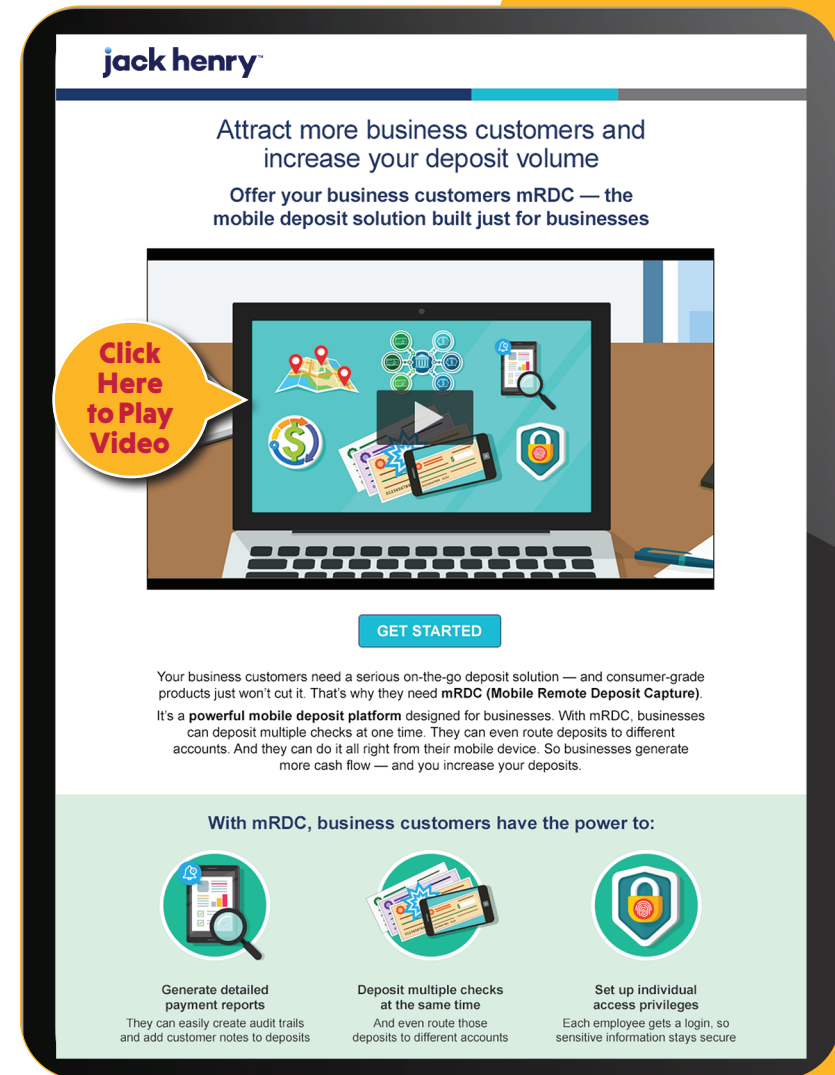
We then see a laptop with an interface displaying a green checkmark. This symbolizes a bank enrolling in mRDC. The user clicks it... and then we zoom in to discover what lies on the road to success. We see all the advantages businesses enjoy, each with an animated icon that represents the benefit.

When we reach the end of the road, the icons converge together... then zoom out to return to the computer screen. We zoom out even farther to reveal that we're inside of a bank. It all ties together, as a voiceover says "And when your

(continued)



Video Landing Page on Mobile Device



jack henry

Attract more business customers and increase your deposit volume

Offer your business customers mRDC — the mobile deposit solution built just for businesses

Click Here to Play Video

GET STARTED

Your business customers need a serious on-the-go deposit solution — and consumer-grade products just won't cut it. That's why they need **mRDC (Mobile Remote Deposit Capture)**. It's a **powerful mobile deposit platform** designed for businesses. With mRDC, businesses can deposit multiple checks at one time. They can even route deposits to different accounts. And they can do it all right from their mobile device. So businesses generate more cash flow — and you increase your deposits.

With mRDC, business customers have the power to:

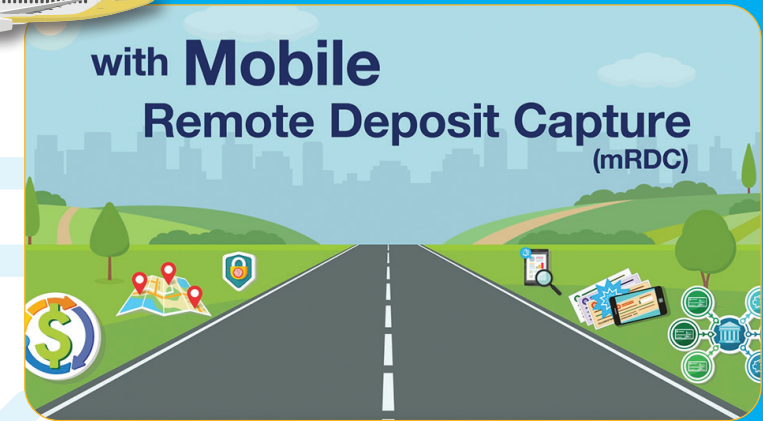
- 
Generate detailed payment reports
They can easily create audit trails and add customer notes to deposits
- 
Deposit multiple checks at the same time
And even route those deposits to different accounts
- 
Set up individual access privileges
Each employee gets a login, so sensitive information stays secure

Marketing and Creative Strategy *(continued)*

business customers do well, your financial institution does well, too." We zoom out to see the bank from outside, ending on the benefit for the banks and credits unions who provide mRDC to their business customers.

The video lived on a landing page that provided more details about mRDC with a bold "GET STARTED" button that would encourage users to enroll. The icons from the video returned in a secondary section reiterating the major benefits. And it ended on a helpful FAQ section that would clarify any questions financial institutions might still have. It gave financial institutions the information they needed to call Jack Henry... and get started with mRDC.

Video Landing Page



Video Screen Shots of Custom Animation

Results

Jack Henry launched the landing page and video, sharing it with their 3,000 financial institution partners. When the results came in... they saw a 20% lead generation rate. This helped them boost mRDC awareness and increase enrollment.

Lead Generation Rate

20% 

Boost for Awareness & Enrollment

