

Launching a Co-Brand Card



Challenges/Opportunities

A leading Canadian retail bank wanted to improve response rates to its acquisition campaign featuring an airline co-brand card in a highly competitive market.

How We Helped

MasterCard Advisors overhauled the bank's direct mail strategy by re-segmenting its prospect lists, simplifying and targeting messages, streamlining the application process, enhancing graphic design, and reducing production costs.

Results

Response rates to the new campaigns were three to five times higher than previous bank efforts, while costs per new account acquired were cut in half.