

MAJOR CREDIT CARD COMPANY INCREASES CARDHOLDER SPEND WITH NATIONAL MERCHANT VALUE



Powerful Partnership Engages Cardholders with Relevant, Local Value

The Goal:

In 2014, a national financial institution approached Access seeking to increase cardholder spend through exclusive, national merchant discounts. The deals would be distributed to millions of cardholders through ongoing marketing executions across a variety of channels, including direct mail, web, email, mobile, and statement inserts.



The Solution:

Access secured exclusive offers and marketing rights from popular national merchants, including Dish Network, Dunham's Sports, Papa John's, Bath & Body Works and more. The brands would be included in marketing pieces directed at cardholders who had transacted with those brands previously, and in some cases, cardholders who had transacted with similar/competing brands. Access worked with each brand to ensure consistent redemption experiences for the financial institution's cardholders.



2014 Results:

- Over 40 promotional marketing campaigns executed featuring participating merchants
- Over 30MM marketing impressions
- \$85 average transaction at participating merchants
- Over \$28MM in spend generated at participating merchants

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