

Cbsi Loyalty Solutions increases signature transaction spend by 10.3%

Case study: Debit card sign and earn

Summary

The goal of the campaign was to increase debit signature transactions and overall signature awareness among all active cardholders.

Client profile

A bank located in the Midwest with 10,000 accounts enrolled in the rewards program.

Target audience

All active consumer and business cardholders - 4,212 consumer accounts and 249 business accounts

Promotional period

October 1st, 2009 through October 31st, 2009

Promotional details

Spend \$500 in signature transactions and receive 500 bonus points.

Case study: Debit card sign and earn

800.657.8167 | pr@consumerbenefit.com | www.consumerbenefit.com

Results

Points earned

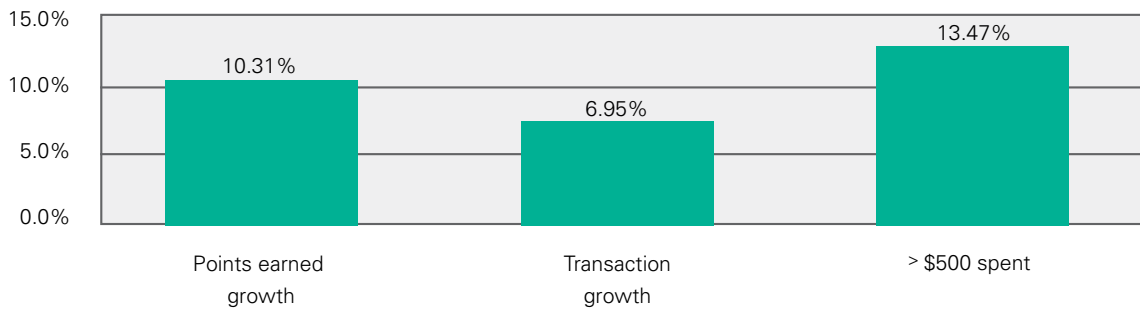
	September	October	Percentage change
FBWA	383,781	421,329	9.78%
FBWR	23,209	27,640	19.09%
Totals	406,990	448,969	10.31%

Transactions

	September	October	Percentage change
FBWA	26,347	28,156	6.87%
FBWR	690	760	10.14%
Totals	27,037	28,916	6.95%

Cardholders that spent greater than \$500

	September	October	Percentage change
FBWA	773	874	13.07%
FBWR	36	44	22.22%
Totals	809	918	13.47%



Conclusion

Business and consumer accounts combined for 10% increase in signature spend from the previous month but even more impressive was the fact that business accounts alone saw an outstanding increase in spend of nearly 20% from the previous month. Total spend increased \$126,000 during the month of the campaign.

The increase in debit signature transactions was an astonishing 10%

Case study: Debit card sign and earn

800.657.8167 | pr@consumerbenefit.com | www.consumerbenefit.com