

CUSTOMER **Hometown Bank**



"The Way Banking Should Be"



Hometown Bank is a \$204 million mutual bank with branches in Webster, Oxford, and Sturbridge. Founded in 1889, Hometown has built its success by delivering on the promise to always be a bank where names are more important than numbers. The bank prides itself on the superior level of customer service it provides and a range of financial products that responds to customer needs.

CHALLENGE

Deliver a time sensitive refinance offer to qualified recipients that would produce an immediate response and deliver both new loan applications and new core deposits to the bank.



The turmoil that engulfed the U.S. economy during 2008 and continued into 2009 brought with it the most challenging business environment today's bank management teams have ever faced. Having gained earlier experience with 1:1 direct marketing campaigns, Matthew S. Sosik, President and CEO of Hometown Bank knew there would be opportunities to grow his bank using data and compelling creative to deliver a well targeted, well timed offer.

Driving revenue with Data Driven 1:1 Direct Marketing

SOLUTION

Identify prospects that reside within a specified proximity to Hometown branches and have a mortgage profile that would be attractive to the bank. Produce and deliver a compelling, personalized direct mail offer in less than one week.

Overall creative and design work for this campaign was provided by Hometown's agency, Klimavich Communication (www.webmechanic.cc). Using a very clever play on the theme "it pays to be patient" Klimavich used imagery that captured the recipient's attention and moved the reader directly to the bank's offer with relevant personalized text. The bank made a strong offer with a very attractive 30-year fixed mortgage rate and a deposit credit if the recipient also opened a Totally Free Checking account before closing. Recipients were given the option to respond to the offer via a toll free number or to apply via a secure on-line landing page. If they chose the on-line option they immediately saw a recreation of their postcard dominating the web page and simply had to click on the image to begin the application. Working with Klimavich Communication and Hometown's President & CEO, TecDoc Digital Solutions researched and procured a mail list that met the geographical and financial requirements most relevant to the campaign objectives. TecDoc then converted the Klimavich design to a variable template, mapped the variable fields in the design to the proper fields in the mail file, and wrote the conditional programming to locate and place the data in the correct locations on the postcard. Tecdoc also provided all postal presorting, NCOA, and DPV requirements to achieve the lowest USPS rates possible for the mailing.

RESULTS

Within 8 weeks of the mailing 43 qualified mortgage applications totalling **\$9,076,630** were received and 90 new Totally Free Checking Accounts were opened increasing bank deposits by **\$430,821**.

"Whenever we ask our customers what they enjoy about banking with us, they always cite the high degree of personal recognition they receive whenever they interact with Hometown Bank employees. TecDoc Digital Solutions helped us conduct a successful, dynamic direct mail campaign that preserved and reinforced our high-touch philosophy."

Matt Sosik - President and CEO

"Relationship marketing is more than a buzz word - it's a way of life for businesses that want to succeed in today's economy. At a time when traditional media are falling short, 1:1 direct mail continues to be a reliable part of the marketing mix. I can always count on TecDoc Digital Solutions to provide expert service so I can continue to meet and exceed my customers' expectations."

Joe Klimavich - Klimavich Communication

Personalized Interactive Marketing...proven results

