

J&C's Acquisition Campaign Increased New Enrollment for Jack Henry & Associates by More Than 75%

Steady, relevant communications help keep customers engaged



The Challenge

- Convincing FI customers to adopt online bill pay
- Lacking staff and creative and technical resources to develop a successful program

The Solution

- An educational email nurture campaign tailored to the FI's unique customers
- Leveraging J&C as an extension of Jack Henry's marketing team

The Result

- Over **75%** increase in new bill pay enrollments
- **50%** higher transaction rate growth
- **4,000** FI customers remain loyal



The Challenge

Jack Henry & Associates' iPay Solutions group is a behind-the-scenes online bill pay provider for nearly 4,000 financial institutions (FIs) nationwide. When it needed help convincing FI customers to adopt and use online bill pay, iPay Solutions turned to J&C.

Among the nearly 4,000 financial institutions that iPay Solutions services, there were millions of customers in various stages of the product lifecycle. What iPay Solutions lacked, however, was the staff, bandwidth, and strategic and technical capabilities to deliver timely, branded messages to each of those customers.



The Solution

J&C identified key product lifecycle stages and determined the customer's unique triggers and obstacles. Email streams were developed to engage customers, address usage hurdles and educate users about bill pay's robust features and benefits.

Each email in the series contained customized messaging, including special offers and educational tactics to acquire new subscribers and increase end-user transactions.

All email communications were personalized and seamlessly deployed on behalf of financial institution customers.

The Result

The lifecycle email campaigns worked extraordinarily well on every level. New bill pay enrollments* increased by more than 75%, which led to a 50% growth in transaction volume.**

RESULTING IN

75%

increase in new bill pay enrollments*

50%

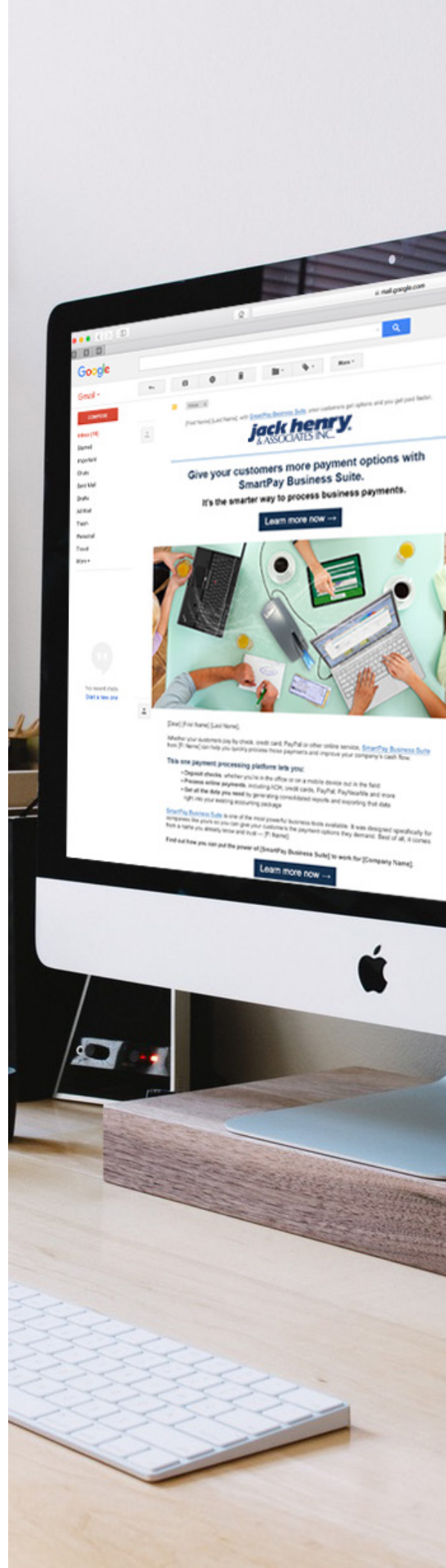
increase in transaction volume**

4,000

financial institutions remain loyal

* FIs that utilize the bill pay acquisition campaigns see a 75% increase in new bill pay enrollments on average.

** FIs that are opted into the email campaigns see a 50% higher transaction growth rate vs. FIs not opted into the email campaigns.



The J&C Approach

REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

ANALYZE

By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.

CREATE

Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.

Let J&C Help Unlock Your Marketing Potential

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