

Visa Analytics Platform Helps Advancial Credit Union Increase Consumer Card Spend by 22%

Using Visa Analytics Platform Portfolio Manager tool, the financial institution learned how to target cardholders with the right incentives



Opportunity

Advancial Federal Credit Union aimed to increase its customers' spending and maximize their card use.

Advancial saw the opportunity to use targeted data tools to explore methods designed to boost customer loyalty, spending, and card use. The goal was to identify a receptive audience that could be easily moved by a campaign aimed at triggering card use at a specific merchant. Success in this campaign would help Advancial see how to use incentives to help boost customer engagement and transactions.



Solution

Visa Analytics Platform Portfolio Manager helped the Advancial analyze the impact of providing surprise rewards to customers.

Advancial's marketing analytics team created a six-month campaign to test whether receiving surprise rewards – outside of the bank's 1-1.5% rewards program – would encourage cardholders to spend more on their Advancial cards.

The team used Portfolio Manager to seek out a merchant with a high interchange rate, high category of spend overall, and high per-transaction amount. A particular major online payment processor checked all these boxes, as it was frequently used across the bank's card portfolio for an average transaction of over \$74.

Between August 1, 2020, and January 31, 2021, cardholders who had previously used this payment processor received emails informing them that if they used their card to make five transactions or spend \$500 with the processor, they would receive a \$20 "thank you" check.



Results

Results from this test helped show that the surprise reward incentive helped Advancial become more top-of-wallet.

Participating cardholders began spending more overall and using more of their credit line than they did prior to the campaign.

Specifically:

Overall spend (not just with the payment processor targeted) went up by

 **22%** and stayed consistent

Credit utilization increased by

 **4%**

Overall average ticket grew from

 **\$74** to **\$80**

Transactions specific to the payment processor increased by

 **12%**



“We can slice and dice this information how we need to in order to uncover opportunities. It has been really beneficial for us.”

Stephanie Simmons

Director of Marketing Analytics, Advancial Federal Credit Union



Ongoing Partnership

Training and support from the Visa Analytics Platform team was essential to the success of this project, especially considering that Advancial used advanced options within Portfolio Manager to help appropriately target cardholders for the trial.

Due to the success of this effort, Advancial plans to use Visa Analytics Platform to design future campaigns.

And outside of specific campaigns, Advancial's Marketing Analytics team now uses Visa Analytics Platform daily, gaining great benefit from access to transaction-level data that was out of reach before adopting these tools. Advancial's Director of Marketing Analytics uses Visa Analytics Platform to target recipients of at least five mailings each month.



Contact your Visa account executive or email dataproducs@visa.com to learn more about Visa Analytics Platform or to request a demo.