

Valassis

Success

STORY



Media Vehicle: Co-op FSI
R&S-Specialty Retail

Credit Cards acquire profitable new accounts using the Co-op FSI

Challenge

Generate new credit card accounts nationwide within a cost per acquisition less than/equal to \$100.

Solution

Reach & Testing

- Use the Valassis Co-op FSI to provide nationwide low-cost reach to customers living in major markets.
- Leverage the shopping-environment generated by the Co-op FSI to promote credit card offers:
 - Provide a flexible media vehicle that allows testing at a low CPM
 - Varying offers, ad size, and ad location were tested

Results

Testing different offers and ad locations generated significant knowledge on most effective ways to meet the cost per acquisition goal

- The Co-op FSI is a low-cost, mass-reach vehicle that has delivered cost efficient new accounts [credit card customers] for almost 3 years. (Source: Financial Service's Agency - Acquisition/Direct Response Executive)
- Ad locations on the third page in the co-op FSI showed a cost per acquisition in the lower \$70!
- Credit card issuer finds that newspaper audience yields a higher credit approval rate than other media because of newspapers' readership demographics

Insights / Facts

- Co-op FSI ads offer a unique "call to action" by enticing consumers to apply for a credit card promotion
- The high-quality four-color ads also provides the ideal medium to support the client's image-building initiative to translate brand equities into sales
- The "0% APR" offer has become a standard across different credit card issuers. Premium offers used by this customer drove better responses

Takeaway

Valassis' Co-op FSI is an incredibly cost efficient vehicle that provides outstanding cost per acquisition for this credit card provider. The mass reach provided by newspapers hit the credit card marketers target audience and continues to grow their portfolio.