

Creating high-impact email for a credit card provider

CASE STUDY

Challenges:

- Client wanted to replicate the success seen with new partner web portals copy in email marketing
- Client marketing team felt internal efforts had become stale and that a fresh look and feel that resonated with the target audience was needed

Approach:

- Applied a carefully crafted and customer-focused approach to image selection, layout and copy
- Accommodated technical limitations of client email platform utilized without compromising brand integrity or customer experience

Results:



Online visits jumped 112% and applications increased 80%



Client loved the positive, inviting messaging and visual design

For more information:

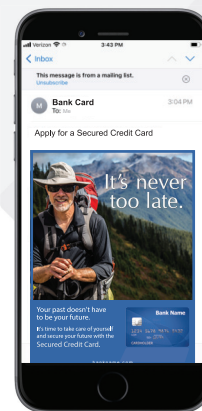
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In the spring of 2019, we helped a national credit card service provider design and develop a unique marketing strategy for new customer personas. Their first priority executing on that strategy was partner web portals. Our new messaging almost immediately drove huge increases in web visits, applications and approvals. When they were ready to take on email marketing, they came to us again.

Our approach

We applied the same customer-focused thought and insight to email messaging and creative that we apply to all projects. Because the web portal messaging we provided earlier was so powerful, our client had us write new taglines and feature bullets which were later added to brand guidelines to help make new language standard.

New email design concepts reflected refreshed brand guidelines. Visuals and images were carefully crafted to appeal to defined audiences. Copy was tailored to “speak” to target audiences in a way that communicated desired messaging, conveyed empathy and offered helpful options. We made iterative adjustments to incorporate rigid Compliance guidelines and worked to accommodate technical requirements of the client’s email platform.



The results

Our client loved the personable, approachable creative. They loved the message of hope and help that copy conveyed to potential customers. They appreciated D2 customer focus and creativity, as well as level of service and ability to meet changing needs and direction within a tight timeframe.

In less than three months, **online visits jumped an incredible 112%** and **applications increased 80%**. The same approach that drove tremendous response to new web portal messaging proved effective in email messaging, proving once again that a customer-focused approach is always a win for everyone.

“It’s been so wonderful being able to collaborate ideas, put them into actual creative and see such incredible results!”

- Production manager