

Web portal messaging for a credit card provider

CASE STUDY

Challenges:

- Client's internal marketing team had a vision but needed a fresh eye to execute successfully on core marketing campaign goals
- Client needed customer-focused design and copywriting expertise to craft communications pieces that resonated with target audience
- Internal culture was slow to change

Approach:

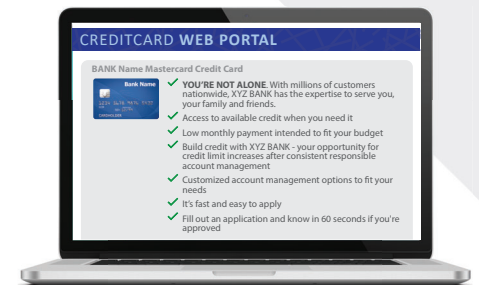
- Took a phased approach to developing a product marketing campaign that considered client implementation capabilities, starting with partner web portals
- Made iterative adjustments to reflect new data inputs

In the spring of 2019, a national credit card service provider reached out to D2 for help. Several years earlier, we'd rewritten contract, disclosure and card carrier documents to make them user-friendly. We'd also designed a digital marketing campaign to help improve customer experience. Results were always positive so, when upper leadership decided to target a new audience with new products, they contacted us. Their request: design and develop a unique marketing strategy for specific customer personas.

Our approach

After spending time with our client to better understand and prioritize needs and goals, D2 communications experts brainstormed best ways to connect with specific personas while considering internal culture and challenges. As a financial institution, our client had to meet stringent legal and ethical requirements. They had limited resources and were historically slow to change. While the marketing team had a clear vision, it needed a path toward implementing that vision in a way that was doable.

We provided strategic marketing guidance, along with customer-centric messaging, like taglines and feature/benefit statements. We designed and developed mockups to help our client visualize how final output—web portals, email or other—might look. Everything, including messaging, styles, layout and imagery, reflected customer insight and respected brand image. To accommodate client implementation capabilities, the first channels tested with new messaging were partner web portals.



The results

The results of new messaging exceeded all expectations. In less than four months, **online visits jumped 67%, applications soared 99.6% and approval rates increased 51.6%**. The better our client performed on web portals, the higher they moved up in search results. Even web partners were excited because their revenue stream increased as our mutual client performed better. And the only thing that changed was messaging—proof that the right words can be powerful.



Client appreciated customer focus of new messaging and creative



Client loved the new, more polished, professional look



Online visits increased 67%, applications jumped 99.6% and approval rates went up 51.6%

We have all been so impressed with the quality, timeliness and customer focus you have!"

- PRODUCTION MANAGER

"I love this, great work"

- CEO