

Web portal messaging drives phenomenal results

CASE STUDY

Challenges:

- Client's internal marketing team had a vision but culture was slow to change
- Client needed a fresh eye to design/develop content that resonated with unique target audiences, met goals

Approach:

- Developed a phased product marketing campaign tailored to client in-house capabilities
- Made iterative adjustments to reflect new data inputs

Results:



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



Client loved the customer focus and polished look of new messaging and creative

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

- PRODUCTION MANAGER

"I love this, great work"

- CEO

In the spring of 2019, a national credit card service provider reached out to D2 for help. Several years earlier, we'd rewritten complex documents to make them user-friendly. We had also crafted a digital marketing campaign to help improve customer experience. Results were always positive so, when upper leadership decided fresh eyes 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 taking time 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 manageable from an internal perspective.

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 internal resource limitations, 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.

