

Westpac – Renovators DM

BACKGROUND

Westpac wanted to ensure that existing Westpac home loan and non-loan customers, who were looking to renovate, did not re-finance with other institutions. Westpac sought to be on top of their clients minds when it came to re-financing needs. The challenge they were faced with was retention in an economic climate where home owners are always looking for a better deal, especially so when planning to renovate and require extra funds.

MARKETING OBJECTIVES

- Prevent customers who are considering re-financing from switching to another institution thereby increasing retention.
- A retention target of \$6.5 million in incremental run-off retained was set.

STRATEGY

Westpac targeted existing customers who were looking to renovate their home. Clients were identified from a list of people who had submitted development applications to local councils and were then cross-matched with the customer base.

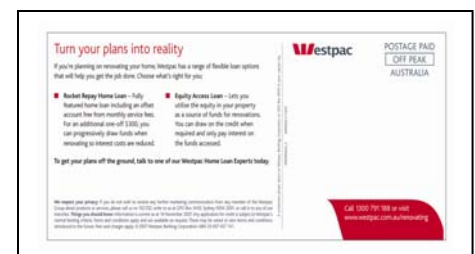
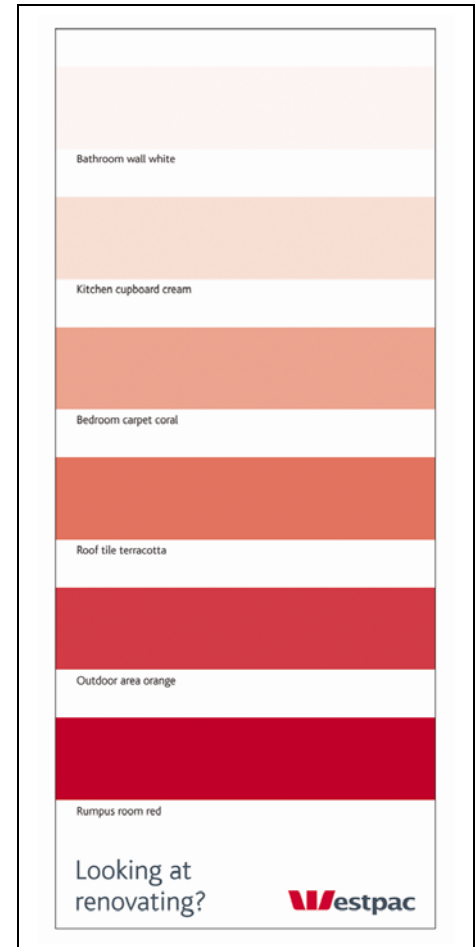
This enabled customers who had lodged DA's to be identified and allowed Westpac to hit them at the right point in their purchase cycle.

CREATIVE SOLUTION

Prospect lists were de-duped to identify 3 segments:

1. Existing Westpac variable rate mortgage customers
2. Existing Westpac fixed rate mortgage customers
3. Existing Westpac customers who do not hold a mortgage with Westpac.

Each segment was targeted with a unique and relevant refinance offer increasing the degree of personalisation. This was achieved via a low cost, highly relevant creative idea: a postcard 'paint swatch' synonymous with renovation.



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RESULTS

By identifying and targeting customers who were strong refinancing prospects the retention campaign delivered excellent results.

- The campaign achieved 193% of the original retention target and delivered an overall ROI of 545%.
- The mail postcard paint swatch succeeded in communicating the finance options available to mortgage customers looking to renovate and deterred them from seeking finance elsewhere.

Open Up To Mail gratefully acknowledges Wunderman Sydney and ADMA for allowing us to publish the details of this campaign.