

**nDialogue Case Study Communication**

<p align="center"><b>Title</b></p>	<p align="center"><b>Financial Services – 001 Alerus Financial Debt Consolidation Campaign</b></p>
<p><b>Vertical Market</b></p>	<p>Financial Services</p>
<p><b>Business Application</b></p>	<p>Direct Marketing/Lead Generation, Advertising</p>
<p><b>Abstract</b></p>	<p>Alerus Financial, a North Dakota banking institution, wanted to encourage new loan applications. In a unique side-by-side test of variable data and static direct mail, the company saw a 3.67% response rate to the variable data segment versus a response rate of less than 1% from the static audience.</p>
<p><b>Program Objectives</b></p>	<ul style="list-style-type: none"> <li>• Obtain new loan customers</li> <li>• Establish a direct marketing baseline for future marketing efforts</li> <li>• Compare variable data marketing to traditional static methods</li> </ul>
<p><b>Significant results reported by user</b></p>	<ul style="list-style-type: none"> <li>• 3.67% response rate to variable mailer</li> <li>• New loans during the campaign:             <ul style="list-style-type: none"> <li>◦ 59.46% from variable mailer</li> <li>◦ 29.73% from static mailer</li> <li>◦ 10.81% could not be attributed to either mailer and is assumed to have come from word of mouth advertising</li> </ul> </li> <li>• 59.46% of those who responded to the variable data mail segment were new customers to Alerus Financial.</li> </ul>

**nDialogue Case Study Communication**

<p><b>Client</b></p>	<p>Alerus Financial  <a href="http://www.alerusfinancial.com">http://www.alerusfinancial.com</a></p> <p>Alerus Financial is a banking institution headquartered in Grand Forks, ND with 13 locations across the upper Midwest. The company serves more than 89,000 customers worldwide.</p>
<p><b>Agency &amp; Print Provider</b></p>	<p>AlphaGraphics</p> <p>Established in 1970 in Tucson, Arizona, the AlphaGraphics network is comprised of nearly 300 business centers located throughout the U.S. and in nine other countries.</p> <p>AlphaGraphics has joined forces with nDialogue.</p> <p>nDialogue is a direct marketing company that combines marketing expertise with today's technologies.</p>

**nDialogue Case Study Communication**

<b>Target audience</b>	Individuals residing in North Dakota (Fargo, Grand Forks and surrounding areas) age 25-55 with a credit score higher than 600
<b>Distribution</b>	3,750 initial drop, 30/week follow-up to those who didn't respond initially
<b>Description</b>	<p>With interest rates rising, Alerus Financial found that the number of retail loan applications it was receiving was declining. For several years, the company had discussed offering pre-approved customer loans to a targeted group of customers and prospects, but hadn't put the plan into action.</p> <p>Traie Dockter, Marketing Manager at Alerus, had been talking with nDialogue about the options for doing a variable mail campaign with a personalized URL and tracking. It emerged that their needs and nDialogue's capabilities might be a good fit. "We had to try it."</p> <p>However, they also wanted to compare the results of a variable data mail campaign to static mail, the approach Alerus had used for previous campaigns. So, nDialogue divided the pool of 7,500 prospects provided by Alerus in half, choosing the names at random for each half of the test.</p> <p><b>1<sup>st</sup> Step:</b> The first communication piece was a variable data self-mailer that contained a personalized URL for each recipient.</p> <p><b>2<sup>nd</sup> Step:</b> A Print-On-Demand postcard with a corresponding personalized landing page was mailed to each person who did not respond to the initial effort. Another personalized URL was used for the POD postcard initiative to track responses separately from the first direct mail piece.</p> <p>nDialogue tracked phone calls, visits to each landing page, submitted contact forms, and click-throughs for Alerus Financial.</p>

## nDialogue Case Study Communication

The nDialogue model helped define the audience for the financial industry and specific credit card loan consolidation offers.

The communications list was segmented via age demographics into three groups (25-35, 36-45, 46-55) to better speak to their audience. The creative team at nDialogue created personalized messaging and images designed to appeal to the core needs of each audience.

One of nDialogue's goals was to create several measurable touch points that gave Alerus the ability to track and increase response rates. nDialogue created a variable direct mail piece for each segment (three different creatives) in their communications list and used personalized URLs and trackable toll-free phone numbers. After the campaign, nDialogue presented Alerus Financial with a summary report of the responses from each touch point.

At his or her personalized URL, a respondent discovered more information on the credit card loan consolidation offer, was able to submit an auto-populated contact form, and use an interactive calculator on the page to estimate their monthly loan payment. A submitted form triggered an e-mail to the Alerus Sales Department containing the lead contact information for follow-up.

The static test segment involved sending one self-mailer that used the same creative that was used for the middle age group of the variable data segment. The static mailer was not personalized and was sent to everyone in the group of 3,750. nDialogue also tracked the response on this segment of the campaign. The offer was the same for the static and the variable data segments, but a personalized URL was not offered to those in the static segment. A toll-free phone number was offered as a way of responding. The response for the static group was less than 1%.

**nDialogue Case Study Communication**

<p><b>Results</b></p>	<p>Nearly four percent (3.67%) of the people in the variable data segment responded by visiting their personalized URL or by contacting Alerus Financial directly. Dockter says, “We were impressed with this response rate for a mail offering. Nearly 60% (59.46%) of those who applied for a loan were new customers to Alerus. That’s remarkable.”</p> <p>Alerus was not able to directly measure the response rate of the static piece as it sends out direct mail without any tracking mechanisms. nDialogue estimated the response to the static mailer through the applications and loans secured from those who received the static mailer versus the variable mailer.</p> <p>By segment, the variable mailer produced the following response rates by segment:</p> <ul style="list-style-type: none"> <li>• Segment 1 (age 25-35) = 3.98%</li> <li>• Segment 2 (age 36-45) = 3.23%</li> <li>• Segment 3 (age 46-55) = 2.64%</li> </ul> <p>Alerus and nDialogue are discussing future projects that use targeted direct mail coupled with the use of personalized URLs.</p>
-----------------------	--