

Motivating Cardholder Behavior Through Brand Alignment

Contributing to the strength of Colorado communities

When Alpine Bank's customer data was processed through the MeridianLink Engage Platform's data science algorithms, the Platform immediately identified a valuable insight: Alpine had a segment of Loyalty Debit Card customers who were under-performing in comparison to the rest of their customer base.



About

- Established in 1973
- \$3.7B in assets
- Glenwood Springs, CO
- 40 locations (www.alpinebank.com)

Challenge

When Alpine Bank's customer data was processed through MeridianLink Engage, the product immediately identified a valuable insight: Alpine had a segment of Loyalty Debit Card customers who were under-performing in comparison to the rest of their customer base.

Solution

MeridianLink Engage designed an action plan to improve the profitability of (and engagement with) this customer group, including a targeted campaign to encourage customers to increase their usage during a specified in-market period.

The campaign included an A/B creative test, with one segment receiving messaging reminding them of the Bank's commitment to giving back and the program's benefits to the local community, and the other also incorporating an additional donation to the loyalty debit card credits account on behalf of the customers who used their card a certain number of times within the in-market period.



“MeridianLink Engage allowed us to quickly and easily target customers who didn't use their cards as top of wallet in a way we couldn't do before. We were so pleased with the initial success of the program that we plan to continue to regularly run campaigns in 2022.”

—Tim Adams
Senior Vice President, ALPINE BANK

Results

During the in-market period, both customer segments increased the number of transactions they made with their cards. In addition, customers sustained the increased transaction volume 3 months after the campaign ended.

Transaction
Volume

+ 20%

increase in transactions during campaign period

+ 10%

sustained lift in average volume 3 months post-campaign

Future Plans

Following the success of the initial in-market period, Alpine has consistently run campaigns in Engage, including weekly Onboarding campaigns for their new loyalty debit cardholders.