

## Banking ATM Activation

### OVERVIEW

A leading national financial institution needed a campaign built around their ATM card offering. The goals of the program were to:

- Stimulate awareness around their ATM card
- Activate newly issued ATM cards
- Prevent ATM card expirations

### STRATEGY

A targeted voice messaging campaign for cardholders who had not yet activated their new ATM cards.

### ACTION PLAN

MarkeTouch Media developed a voice message campaign that served as a high touch customer service call.

Cardholders received an informational call with an explanation of their ATM card benefits, urging them to activate their ATM card quickly.

### CLIENT AT A GLANCE

The fifth-largest bank in the US, operates about 6,200 stores throughout the country with services including retail and business banking, investment management, insurance, and venture capital investment to more than 23 million customers.

### BENEFITS/RESULTS

In this case the client reported a significant lift in debit card activations resulting from this MarkeTouch Media campaign. This client selected MarkeTouch Media to support other debit activation programs as a “cost effective, low-impact way to reach a large customer base.”



5718 Westheimer Road, Suite 980  
Houston, TX 77057  
Sales 800.840.8111

[www.marketouchmedia.com](http://www.marketouchmedia.com)