Success Story: Credit Card Promotion

FORT CAMPBELL FEDERAL

Building a Tradition of Financial Success

The Issue: To pump up the usage of credit cards at Fort Campbell Federal during the pre-holidays and to jumpstart holiday balances.

The Solution:

- Promote: Platinum/Gold/Classic Credit Cards
- Theme: "It's the Perfect '10'!"
- Incentives: Special APR for 10 months on Balances Transferred from other financial institutions:
  - 3.9% APR Platinum VISA
  - 5.9% APR Gold VISA
  - 6.9% APR Classic VISA

The Results: During the promotion, the Marketing Return on Investment (ROI) **was $2.00 just on Balance Transfers, not new card balances.**

Credit Card Special Balance Transfer Promotion	**Total Number Sept-Nov**	**Lowest Interest Rate Possible**	**Dollar Volume Achieved in 3 months**	**Average Balance**	Interest Earned on Transfers (1 Year—blended rate)
Overall Balance Transfers	120	3.9%	$607,219	$5,060	**$23,682**
New Cards	136	3.9%	$838,400	(Limit)	$17, 137 (estimated additiona potential for remaining limit)
New Cards w/ Balance Transfers	73	3.9%	$398,978	$5,465	(Included in above total transfers)

We ♥ Marketing You'll The Results

LemmonTree Marketing Group
3010 S. Priest Dr., Suite 103, Tempe, AZ 85282 ▼ 888.536.6243
7solutions@lemmontree.com ▼ www.LemmonTree.com