



CASE STUDY

Arvest Premier Solutions recognizes 56% increase in campaign performance with TransUnion CreditVision

CLIENT BACKGROUND:

Arvest Premier Solutions (Arvest) is a stand-alone division of Arvest Bank offering unsecured personal loans.

SCENARIO:

Arvest offers consumer loans ranging from \$2,500 to \$30,000—solely to consumers targeted through direct marketing campaigns. Loans vary in rate and term.

Potential loan prospects had been identified through a strategy that included analyzing consumer risk and financial characteristics, such as existing revolving debt that could be paid down with a personal loan.

Arvest's strategy was not yielding their desired results—too few solicited consumers were applying for the loans and response rates in the lowest risk tiers were underperforming, leading to a possible imbalance in portfolio risk in the future. To combat these issues, Arvest partnered with TransUnion to find a solution that could increase overall bookings, and specifically within targeted risk tiers.

STRATEGY:

TransUnion and Arvest determined that CreditVision[®], which provides dynamic views of consumers over time, could help Arvest better target prospects with additional insights not visible with traditional views of credit data. By implementing CreditVision trended credit data into their prescreen strategies, Arvest could evaluate balances, payment behaviors, account activity and other factors over 30 months. As a result, Arvest was better able to focus their marketing efforts on consumers who met their risk criteria and had a higher likelihood to respond to their offers.

RESULTS:

With the CreditVision challenger strategy, Arvest achieved a 56% improvement in response over the champion strategy.

Arvest also gained significant lift in the lowest risk segments with up to three times higher response rates over the champion strategy, leading to a better risk balance in the portfolio.

"After we increased performance using CreditVision for our risk decisions, we applied trended credit data insights to our marketing strategies. Since implementation, CreditVision has produced amazing results, surpassing our goals and continuing to outperform all other challengers."

-Doug Heck, Division President, Arvest Premier Solutions

Taking it to the next level:

Today, Arvest has moved their marketing strategy incorporating CreditVision into the champion position to drive portfolio growth and profitability. With better targeting efforts that use trended credit data, they've also achieved:

6.5% increase in approval rates

4.7% increase in bookings

2.0% increase in average loan size among those consumers responding to their offers

Like other analytic-driven environments, prescreen strategies are constantly tested, typically with multiple strategies running at any given time.

TransUnion CreditVision provided new consumer insights and yielded financial gain for Arvest:

- Improved overall response rate
- Increased bookings
- Decreased average acquisition costs
- Increased average loan amounts
- Balanced risk tier response rate from more qualified borrowers across credit tiers

LEARN MORE

To discover how CreditVision can bring more precision to your marketing campaigns, contact your TransUnion representative or visit transunion.com/creditvision.