



# AMERICAN EXPRESS

## Omnichannel Best Practices & Use Cases

Creating Deeper  
Connections through  
Direct Marketing





How has your marketing strategy pivoted as business needs changed?



# We decommissioned our B2B Prospect Direct Mail Program at the end of 2017

We were achieving greater efficiency when we exited...

Annual ROI:  
200% (peak) – 449% (2017)

And watch the points add up faster with the Business Gold Rewards Card. This image? [Apply in your browser for the full experience!](#)

**OPEN**

EARN A WELCOME BONUS OF UP TO  
**75,000**  
MEMBERSHIP REWARDS\*  
POINTS¹

Apply Now

Terms and Conditions Apply

American Express OPEN is pleased to offer you the invitation to apply for the Business Gold Rewards Card. Your business needs are unique. And you deserve a Card that can adapt as they change. The Business Gold Rewards Card puts the control back where it belongs—in your hands.

CHOOSE WHERE YOU GET 3X POINTS

But, the competition continued...

Banks

DISCOVER<sup>®</sup>

citi

Capital One<sup>®</sup>

CHASE

FinTech

ondeck

Funding Circle

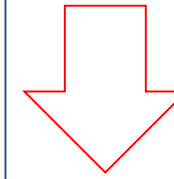
LendingClub

SoFi

BlueVine

LOANBUILDER  
A PayPal Service

Consideration & awareness suffered



Prospect  
Consideration  
declined 700bps



Only 7% of  
prospects think  
we provide  
access to money  
and financing to  
help run their  
business<sup>1</sup>



1. 2017 GCP Brand Benchmark
2. 2016-2017 data (EDA December '17 Month End Report); versus 35% NNA across all Prospect

# We learned from the legacy program and built better experiences

## Learning from legacy program

*Poor data quality,  
High mail frequency*

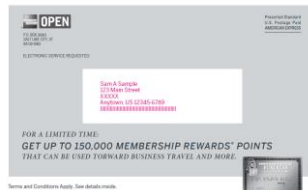


“ Stop the madness! I mean the mailings! –  
GCS Prospect, 2017 ”

*Targeted undesirable prospects*

Mail Pieces sent into 200% ROI funding levels.

*Relied on high welcome offers*



## Building better experiences

- Leading with a needs-based solution orientation
- Leveraging intelligence to derive credit/funding need and “right” product fit
- Respecting the SBO decision making process while providing a seamless path to conversion
- Gracefully integrating with other channels (e.g., digital) to reflect SBOs omni channel reality
- Always demonstrating the Powerful Backing of American Express

# Remain fluid and evolve

## Medium

- What is the preferred medium?
- What are the attributes of the medium?
- Creating synergies

## Tone, Cadence and Timing

- What are my customers saying? (Literally)
- Am I paying attention to the market?
- Adjust timing, cadence and tone

## Response and Assistance

- Is my application easy?
- Is my communication clear?
- Give options





The background of the slide is a repeating pattern of the American Express World Service logo. Each logo consists of a circular emblem with a globe in the center, surrounded by the words "AMERICAN EXPRESS" at the top and "WORLD SERVICE" at the bottom, all enclosed within a decorative, ornate border.

How do you describe your current Omni-Channel Journey & future plans?

# Bridging the Print and Digital Space

- Vanity URL: The traditional approach
- Informed Delivery: The multitouch approach bridging print and digital media
- QR Code: Convenience and experience
- Email Secondary touchpoint



Print



Digital





# We learned from the marketplace and evolved our strategy

## Direct Mail in 2020...



**CONNECTS OFF LINE TO  
ONLINE, EASILY**



**INTEGRATES WITH THE  
CUSTOMER JOURNEY**



**LIVES BEYOND THE  
OPENING MOMENT**



**LEVERAGES UNIQUE  
FORMATS**

## Respect the Marketing Funnel



- Informative
- Interactive
- Relevant



- Educational
- Informed by, and linked to digital



- Direct
- Urgent
- Reflects core elements of decision journey



# We imagine how Direct Mail will evolve in the future



Fueling demand for our full product suite (with changes in eligibility and bundling)



A direct link to content and experiences on site



An invitation and education for high value prospects in advance of telesales contact



A warm relevant follow up to a non converted site visitor





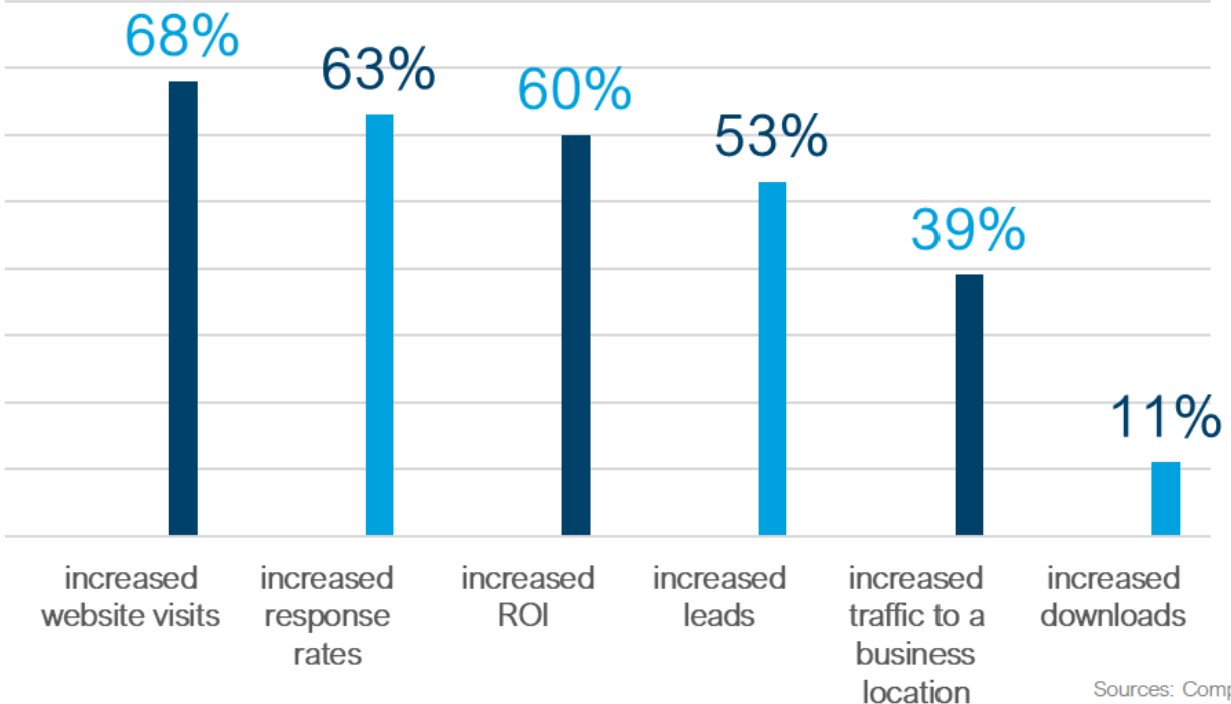
Are traditional marketing approaches still relevant in an Omni-Channel World?



# DM and digital combined dramatically increase performance

40%

Conversion Rates



Sources: Compu-Mail compiled



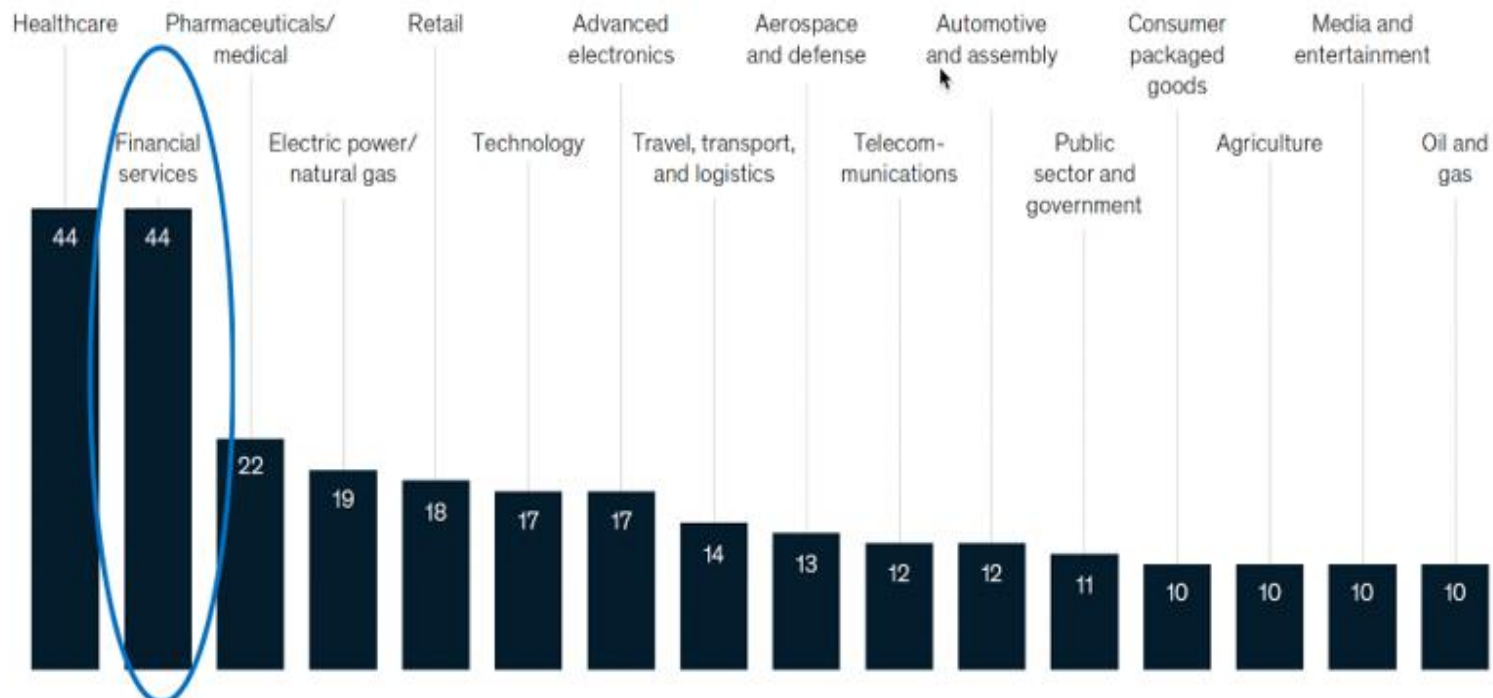


How have you dealt with the typical Omni-Channel challenges?



## Consumers view healthcare and financial-services businesses as the most trustworthy.

Respondents choosing a particular industry as most trusted in protecting of privacy and data, % (n = 1,000)



Source: McKinsey Survey of North American Consumers on Data Privacy and Protection, 2019