

Best Triggered Personalized Email
Gold Consumer
Capital One – Phone Balance Triggered Email

Brand/Client Side Team:
Capital One Team

MarketingSherpa Summary – Why They Won:

In this campaign, Capitol One recognized a win/win situation: they saved themselves money by moving frequent callers to the Internet, where these frequent balance checkers could more easily keep track of their money. They did this by analyzing their phone log records and emailing relevant messages to the list of individuals with high call frequency with messages around how much easier keeping track of their balances is online. Their customer was happier while the bottom line improved, meaning a marketer did their job well.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

Customers who received this email responded very favorably – they were quick to enroll and used the online channel significantly more than customers. Based on the compelling results from this trigger email, we are exploring other cross-channel marketing campaigns, especially where we can market the online servicing features Capital One offers.

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