

Stand Alone Activation

Reactivating Lapsed Credit Card Holders

Email
Connections =
Best Cost per
Reactivation



Leading Department Store

1

CLIENT
PROBLEM

- ▶ Re-activate 500,000 Cards without an email address

2

ACXIOM
RESULTS

- ▶ 1.40% Incremental Lift in Re-Activation and Spend Over Control

3

CLIENT
SUCCESS

- ▶ \$2.50 cost per re-activated card