

CASE STUDY

Citibank

Industry: Banking & Financial

Vehicle: Direct Mail

Products: Phone Cards

Features: Custom Card Design,
International Calling Time

With the Hispanic community one of the fastest growing in the US, Citibank sought a new way to communicate their credit card offer and show their commitment to understanding this emerging market. Citibank distributed \$10 International Phone Cards in select Direct Mail pieces.

The program has remained a successful new application and a staple of their Hispanic acquisition campaign through six reorders and counting.

