

**HARLAND CLARKE®**

Building a connected demand engine *with quantified results.*



Demand Acceleration Platform

More than 145 years ago, Harland Clarke began as an innovative designer and producer of personal checks. Today, the company has evolved to become an industry leader for checks, cards, contact center services, direct marketing and account acquisition solutions that drive engagement and optimize customer experiences. Remaining on the edge of innovation, Harland Clarke was an early adopter of digital demand generation, a technology that's relatively new within the financial services industry.

By 2019, the Harland Clarke marketing team recognized a growing need to strengthen their demand gen strategy. The challenge wasn't creating demand; it was quantifying it, according to Brandy Morton, Director, Demand Generation. Morton and her team realized that they needed a new channel strategy to optimize team resources and allow for next level reporting on success metrics.

Harland Clarke's demand marketing team was spending hours manually processing lists and piecing together data from disparate demand providers and sources. Not only were resources being wasted, but evaluating performance was also a challenge. The team needed a demand engine to connect data across channels and providers, enabling informed decisions that result in high-quality lead delivery to sales, and, ultimately, tie results to revenue contribution.

HARLAND CLARKE TURNED TO THE INTEGRATE DEMAND ACCELERATION PLATFORM.

With goals to boost data quality, increase the speed of demand-gen efforts, build trust with sales, and maximize overall operational efficiency, Harland Clarke selected Integrate's Demand Acceleration Platform to provide data intelligence and connectivity. This became the heart of the company's demand gen strategy, allowing Morton to define KPIs and measure success.

KEY HIGHLIGHTS

- **240% increase in opportunities**
- **166% increase in SQLs**

“Connecting all the information and filtering our lead data with Integrate has been eye opening. Marrying all data sources together is extremely influential. Integrate allows us to tie everything together and achieve our overall vision for consolidation.”

BRANDY MORTON

Director, Demand Generation, Harland Clarke

HARLAND CLARKE OPTIMIZED DEMAND GEN WITH INTEGRATE.

With Integrate, Morton and her team take a more proactive, results-oriented and data-driven approach to lead generation. Using Integrate to streamline and cleanse their leads has contributed to Harland Clarke’s ability to connect top-of-funnel demand efforts and quantify results.

The timing for deployment of the Demand Acceleration Platform proved crucial for Harland Clarke. When the pandemic of 2020 hit, the company was well prepared for the unknown. Amid the coronavirus crisis, Harland Clarke had a greater understanding of performance and how to begin future planning.

In the second quarter of 2020, and during a pandemic, Harland Clarke saw immediate improvements in the demand generation process, resulting in increased opportunities and sales qualified leads.

ENHANCED PARTNER RELATIONSHIPS.

Integrate also helped strengthen Harland Clarke’s partner relationships with media and data providers, according to Meghan Ann McMullen, Segment Marketing Manager.

Using the Integrate Demand Acceleration Platform, Harland Clarke has been able to uncover and share impactful information that will help define content strategy moving forward. The team is no longer working in the dark; they know which content types, assets, and publishers are performing best. In turn, this allows for benchmark creation to drive better results.

Harland Clarke made a calculated shift to place more focus on lead generation programs with partners. Integrate’s campaign services team provided training and support for partners which was key for ensuring success. The collaboration between Harland Clarke, trade publisher partners and Integrate resulted in mutual understanding of goals and meaningful data-driven conversations, that elevated outcomes and strengthened relationships.

“We are leaps and bounds ahead of where we were last year with similar programs,” McMullen said. “We’re having more thoughtful conversations and engaging with our partners in a different way. Our partners know what to deliver because quality expectations are clear and they have a deeper understanding of our priorities for each campaign, which is powerful. The end result is mutually beneficial.”

The improved relationships were particularly valuable after the pandemic hit. While planning webcasts, McMullen felt, despite the challenges, it was important to set high expectations. Through partner conversations, clear goals were established from the start, and it paid off with third-party webcasts showing significantly improved lead processing and data.

“Positive improvements for our recent webcast resulted in a 26.69% increase in registrations and a 19.26% increase in attendee rate. Our 50.5% attendance rate is above both webcast and industry averages.”

MEGHAN ANN MCMULLEN

Segment Marketing Manager, Harland Clarke

CONSIDERING CHANGES. FOR THE BETTER.

With quantifiable results, the Harland Clarke team can now ask an array of questions, in real time, rather than waiting for the end of a campaign to conduct post-mortem analysis. Evaluation in flight means they can optimize to improve segmentation, title and edit lead forms to maximize results.

Morton also noted that the experience with Integrate has her considering a variety of bigger-picture changes to Harland Clarke’s overall strategy—including expanded use of third-party demand gen opportunities and refinements to lead scoring and attribution modeling.

THE IMPACT.

Morton and McMullen acknowledge the significant impact the Integrate platform has had on Harland Clarke. And they say that impact will be long term.

“The whole concept of caring about the demand gen ecosystem in this way and understanding the impact of it was relatively new to us just a year ago. Changing that culture with Integrate fitting right into it was huge. That was a key piece to delivery.”

BRANDY MORTON

Director, Demand Generation, Harland Clarke

WHAT’S NEXT.

Moving forward, Harland Clarke will continue to focus on making data-driven decisions that drive demand generation initiatives and ensure company messaging resonates with targets, both made possible by the connections in Demand Acceleration Platform.

As the company continues connecting across additional demand channels, such as social media and events, Harland Clarke seeks to provide the same level of opportunity for benchmarking and measuring engagement across programs. With Integrate, the Harland Clarke team is equipped to maximize the impact of their demand gen activities and ultimately deliver a multi-touch approach that creates inspirational buyer journeys.

“Integrate has become integral to our team’s ability to deliver on our mission and objectives. Applying a data-first strategy to our demand gen efforts has helped streamline processes, strengthen relationships with partners, and optimize our content strategy”

MEGHAN ANN MCMULLEN

Segment Marketing Manager, Harland Clarke

Harland Clarke delivers check, card, contact center, direct marketing and account acquisition solutions to drive engagement and optimize customer experiences.

Integrate provides demand orchestration software that automates top-of-funnel demand marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue. Visit integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.