

The importance of an Early-Month-on-Book strategy

An effective Early-Month-on-Book (**EMOB**) strategy can have a huge impact on activation and usage of both debit and credit cards. Communicate early and often, and target messages as much as possible to maximize effectiveness and efficiency.



90 days

The best window of opportunity to activate and **engage new credit cardholders is in the first 90 days.**



3X

The **long-term value of a customer is up to three times greater** when they engage frequently in the first 90 days.¹



5 days faster

Cardmembers who received EMOB messaging **activated their card in 25 days, five days faster** than those who did not receive an EMOB communication.²



22% higher

Cardmembers who received EMOB messaging averaged **22 percent higher balances** after the first statement cycle.²

5 activities

McKinsey suggests you encourage in the first 90 days to help ensure customers make their new card their preferred form of payment.¹

- 1** Make a second transaction within one week of the first transaction
- 2** Use card for purchases in more than one category
- 3** Make at least one transaction of more than \$100
- 4** Buy from a mass retailer
- 5** Use a specialized product, such as bill payment

¹ From Plastic to Pixels: Digitizing the Credit Card, Robert Mau and Kevin Mole, McKinsey & Company, September 2016

² "The First 90 Days: Early Month on Book Strategy Critical to Long-Term Cardmember Loyalty," TMG Financial Services, 2017

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