



## CASE STUDY

# American Express Boosts Leads With Interactive Video



American Express offers a range of credit cards to help businesses of all sizes grow. One of these is the American Express Business Gold Card. To promote the card, the company used a traditional channel, direct mail, with a cutting-edge approach: an interactive, mobile-optimized video. Here's how this customer acquisition tool led to 10x higher responses.

## The Challenge

Getting the attention of a business owner can be tough. Research shows that [82% of business owners](#) work 40 or more hours per week — with 19% working over 60 hours. Needless to say, running a business can make you busy.

American Express wanted to show business owners how an American Express Business Gold Card could help maximize their business's potential. To do this, they first needed to grab their attention. Then they needed to clearly show potential customers the card's value.

And to really connect with people, American Express had to create an exciting and engaging campaign. Bland appeals about generic perks wouldn't cut it. They needed to do something different.

# The Solution

To reach their audience, the campaign had to position the Business Gold Card not just as a credit card but as a strategic tool that could help the individual business owner succeed.

As part of the campaign, each prospect was sent a physical mailer that included a QR code. When scanned, the code opened up a video customized with the business's name – a human touch to show personal attention – and it was interactive so viewers could tap inside the video to choose what they wanted to learn more about.

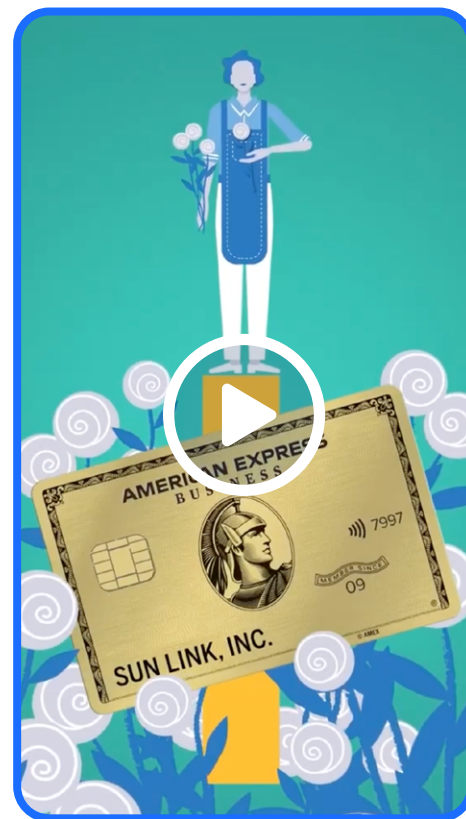
## A VIRTUAL TOUR

Each video took the business owner on an exciting, visually compelling tour of the card's solutions, benefits and reward points.

## DEEPER ENGAGEMENT

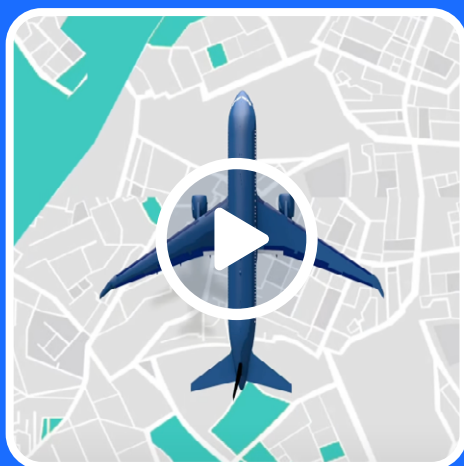
Just as important, the videos were interactive and mobile-friendly, so viewers could easily jump to the benefits that interested them, right from their phone.

Check out  
the video!



## Watch the Case Study

Want to watch the case study instead of reading? We summed it up in the video below (made by our friendly [text-to-video AI](#), Lucas).



## The Results

Combining interactivity, personalization and value-driven messaging with clear visuals broke through the noise – with impressive results.

 **High engagement**  
with the CTA

 **10x uplift** in responses  
compared to the control group

One big takeaway? Interactive Videos sent via direct mail have a huge lift over other forms of promotional mailers.

# Get Started

Adding the human touch of personalization — even just a first name (or business name!) — to the most effective form of digital content today (i.e., video) creates a wow effect that drives not only loyalty but also sales. Bring in interactivity, and it elevates the customer experience even more, letting customers take control to get the information they need when they need it.

From Mastercard to JPMorgan Chase, the biggest brands have leveraged our Next Generation Video Platform to delight customers and get real business results.

Ready to put your data to work? Take a look at more successful [personalized and interactive banking campaigns](#). Or chat with an Interactive Video expert by booking a 15-minute call.

SCHEDULE A CALL