

ENGAGE THE RIGHT CONSUMERS

FOR YOUR INSTITUTION
AT THE RIGHT TIME



Acquire new customers using data and advanced modeling to grow households, deposits and loans, extending the effectiveness of each marketing dollar



Expand existing customer relationships with relevant and credit screened offers for personal finance products



Retain customers using credit bureau trigger alerts to reach customers with a credit-screened offer before they go to a competitor

1

DISTINGUISHING FEATURES

Advanced Analytics

We use lookalike modeling to analyze your financial institution's data and **find the most profitable households and prospects** that match your customer attributes. Continuous campaign refinement improves results after each wave.



2

PROVEN, EFFECTIVE CHANNELS

90% Direct mail gets opened ¹

DIRECT MAIL

High quality, personalized and effective.

40% Respondents said they would return to branches post-Covid ²

ONLINE AND MOBILE BANKING

Present all offers a customer qualifies for in your online and mobile banking platforms.

59% "Future-ready" financial services institutions engage specialized contact center representatives to handle loan applications³

CONTACT CENTER

We can reach a customer soon after receiving a credit trigger, an indication that they're shopping for a loan with a competitor.

57% Offer recall in email is higher than display and on par with direct mail⁴

EMAIL

Reinforce offers with this important touchpoint.

12% Brand awareness can be boosted by display ads⁵

DIGITAL DISPLAY

Introduce your brand to consumers across their devices.



3

WHAT DOES "FULLY MANAGED SOLUTION" MEAN?

- Our dedicated, experienced team is available to guide you
- We do all the heavy lifting, reducing the strain on your internal marketing team
 - Our solution creates consistency, so no more one-off or siloed marketing campaigns
 - We assist with best practices, campaign performance analysis and optimization
 - The solution is easy, seamless and profitable
 - We're an extension of your marketing department



YOUR SUCCESS IS OUR MISSION.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.