


Regional Bank

 Located in the Northeast with 23 locations and satellite locations

Challenges

- Extremely tight marketing budgets
- Competition from national banks and credit unions
- Sought initiative to drive new customer accounts/loans

Solutions



Online Signals

Targeted in-market consumers for all types of mortgages and high-yield savings accounts.



A multi-touch marketing direct mail and email program

Targeted in-market banking consumers.



Life Triggers

Targeted life events that drive home purchases.

Proven Results

- ✓ Increased **customer traffic** to the 23 bank locations
- ✓ Wrote a record number of **mortgages**
- ✓ Gained record number of **new high yield saving accounts**
- ✓ Generated a **positive ROI** on the total spend of the program