The race for consumer deposits continues to intensify with new product offerings, aggressive pricing strategies, and more online banking options. As competition increases, new strategies and relationships must be developed to attract new customers, spur balance inflows, and manage retention of key customers and balances.

By improving multichannel targeting through advanced uses of data and analytics, financial services providers (traditional banks, online banks, and fintechs) can acquire and retain new households, accounts and deposit balances to compete more effectively in today’s market. New strategic capabilities fuel success in a market where consumers have a stronger digital center of gravity and a new set of attitudes and shopping behaviors.

Based on more than 50 years of experience developing industry leading marketing capabilities for financial services providers, Acxiom has a new set of solutions specifically for deposit marketers. Our Financial Services People-Based Marketing Solutions are turnkey, end-to-end optimal targeting solutions that combines our proprietary data, analytics services, marketing strategy, and implementation power to quickly drive results for deposit growth.

Key Benefits:

• Understand and target high-value audiences with the most comprehensive data
• Use analytical models to predict customer behavior and preferences while providing complete transparency of compliant data usage
• Quickly convert insight to actionable strategies and multi-channel campaign implementation
• Optimize your marketing strategy and campaign with a continuous feedback loop
Great strategy begins with great data. External data combined with your customer and partner data provides context, informs content, and drives differentiation to completely understand each customer from attitudinal, behavioral, demographic, and lifestyle perspectives. Only then can data be used effectively to inform investment and marketing planning.

Continually refining insights into customer needs, behaviors, preferences, expectations, and economics requires analysis of:

- Deposit transactions, balances, and usage patterns
- Banking channels through which the customer engages, such as mobile applications, branches, online, and/or call centers
- Historical response rates to understand how likely a customer is to take action after being exposed to marketing offers via different media and at different intervals
- Customer data captured and shared by business or marketing partners

Maximize marketing performance with InfoBase®—the most accurate and powerful third-party descriptive and touchpoint data on more than 250 million addressable consumers—to enhance and reach U.S. audiences.

Acxiom delivers analytics and closed-loop, incremental measurement services to drive precision targeting, testing, and marketing efficiency. We often partner with our clients to support analytics program requirements. In most cases, we develop and execute the entire analytics roadmap; in others, we augment our client’s analytics team to perform ad hoc analysis, model building, and consultative services. Most important is the quality of the data that is used and how the data is manipulated to infuse and inform strategies.

Designing the right analytics approach for your customers is complex. We consider both the statistical techniques applied to designing clusters and segmentation recommendations, plus we take a practical stance at making sure you have relevant dimensions applicable to your objectives, industry, and company dynamics.
IMPLEMENTATION AND OPTIMIZATION

Once you have enhanced your prospect and customer databases, we offer customer-centric strategies and channels to implement campaigns and to optimize based on results. Our implementation process ensures client objectives, strategies, and policies are put into action through the development of high-performance marketing programs. This structured approach is built from the experience of developing successful market capabilities for leading financial services companies. The formation of effective marketing and product strategies is combined with a deep understanding of data and analytics, marketing processes, technology, and digital channels to produce fast and quantifiable results.

DEPOSIT SOLUTION PROCESS
WE APPLY DATA, ANALYTICS AND STRATEGY TO CREATE MEASURABLE IMPACT AT MAXIMUM SPEED

ALIGNMENT
Stakeholder agreement to deliver a customer-centric solution
• Objectives
• Success Measures

IDENTIFICATION
Data to grow a deposit portfolio with strategic focus on high-value consumers
• Customer Data (first party)
• Partner Data (second party)
• Acxiom Third-Party data

INTELLIGENCE
Analytics to drive precision targeting, testing and marketing efficiency
• Segmentation
• Prediction
• Triggers
• Optimization

PLANNING
Customer-centric strategies and channel efforts to optimize all interactions
• Contact Mapping
• Test Plan
• Offer Inventory
• Outbound Media
• Cadence/Frequency
• Response Channels

PERFORMANCE
Campaign outcome tracking and measurement against KPIs
Reports, insights and recommendations
• Acquisition
• Engagement
• Retention
• Cross-sell
• Up-sell

CONTINUOUS CYCLE OF IMPROVEMENT
WHY ACXIOM FINANCIAL SERVICES

Acxiom Financial Services provide solutions focused on the critical data foundation that companies need to engage consumers in a people-based manner that meets their financial and lifestyle needs. Our client list includes many of the world’s largest financial services companies across retail banking, credit cards, mortgage, auto lending, investment services, and payments. We integrate marketing technology and services across a comprehensive range of capabilities related to marketing, sales, and distribution.

INDUSTRY EXPERTISE

• 50+ years providing innovative solutions to complex client challenges
• Deep regulatory and data governance expertise to protect brands and to build consumer data trust
• Extensive experience in financial services marketing, products, channels, and media best practices

ANALYTICAL CAPABILITIES

• Accuracy, breadth, and depth of ethically sourced data
• Analytical resources and proven techniques with deep knowledge of financial services data sources
• Models that optimize for continuous performance improvement

RESULTS-DRIVEN

• Proven methodology to deliver data solutions that integrate into existing technology and processes
• Continuous optimization for efficient marketing spend
• Delivered in a trusted and ethical way that’s aligned with client objectives

FOR MORE INFORMATION about Acxiom Financial Services, contact info@acxiom.com.