

Regional bank increases campaign performance.

Case Study | Financial Services

A regional bank wanted to increase its deposit base, specifically Free Checking accounts using a self-mailer with an incentive of up to \$600 based on qualifying deposits.

OUTCOME

80% Increase in campaign performance

328% Increase in deposits

HOW

A Data Portrait Analysis was created to understand characteristics of existing Free Checking customers.

This intelligence coupled with Personixx segmentation enabled selection of the best audience and delivery of more relevant marketing

- Data Portrait Analysis
- Personixx

