Regional Bank Case Study

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 mortages 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