

WILL THEY STAY ... OR WILL THEY GO?

Don't plan your next deposit and acquisition campaign without considering this valuable consumer insight.



THE SWITCH IS ON

14%

are somewhat or very likely to switch in the next 12-24 months



COMMUNITY MATTERS

63%

say it's important their financial institution have a role in the local community



WHAT WOULD IT TAKE?

23%

influenced to switch by incentives/deals

39%

influenced to switch by location and convenience



ONE-STOP SHOP?

13%

have all their needs met by a single financial services provider



THE EXPERIENCE COULD BE BETTER

70%

of consumers fail to select the right products for their needs when opening a new account

Source: Vericast consumer data, Ignite Sales

6 ELEMENTS TOP PROVIDERS BRING TO WINNING ACQUISITION CAMPAIGNS

Looking to grow new households and deposits at your institution? Here's what to look for in a provider poised to deliver big results.

01 STRATEGIC AUDIENCE SELECTION

- Use data to select the best audience for your campaign goals

02 INFORMED TESTING

- Test different offer incentive levels and advise on the appropriate offers and incentives, ideally based on experience and results from hundreds of similar campaigns

03 RESPONSE ANALYSIS/MODELING

- Analyze multiple facets of your current customer base, use consumer intelligence to determine the attributes and data markers of your most valuable customers, then find prospects that have those attributes

04 DIGITAL CHANNEL ENGAGEMENT

- Combine the direct mail acquisition campaign, digital advertising and new techniques like Connected TV to present a unified campaign to prospects

05 DELIVER A PERSONALIZED ACCOUNT OPENING EXPERIENCE

- Engage a newly converted prospect with an online guided account opening experience

06 OFFER INCENTIVES

- Build campaigns based on what is important to prospects in your community

CASE STUDY: ACQUISITION SOLUTION FLOODS FINANCIAL INSTITUTION WITH NEW HOUSEHOLDS

BACKGROUND

A regional financial institution with approximately 20 branches, 120K households and \$1.4B in assets wanted to find a practical, cost-effective and long-term solution to obtaining new households. It also wanted to improve the value of existing customer accounts.

SOLUTION

The financial institution engaged Vericast's Deposit & Household Acquisition solution. The solution uses advanced audience selection techniques and strategic creative messaging to deliver targeted, high-value incentives. It's designed specifically to motivate prospects to switch financial institutions and increase institutional wallet share.

12 MONTH RESULTS

\$86M in new balances acquired

340% ROMI

Discover how Vericast can breathe new life into your acquisition campaigns and boost your results.