

# Checking Growth



## Marketing Services Case Study

### Objective:

A financial institution was concerned that their market areas were underserved and competition was growing.

- Understand more about current customers and markets
- Discover growth potential in their existing markets
- Acquire new checking customers
- Cross sell existing customers without a checking account

### Actionable Marketing Insights and Solutions:

Through our Customer DNA Analysis, Main Street's analytics team provided the following insights:

- Customer-derived Trade Areas per branch
- Competitive Summary per branch
- Geographic, Demographic and Behavioral characteristic differences of their customer base by branch
- Unique lifestyle segments by branch
- Best neighborhoods to target potential customers for each branch
- Strategic marketing recommendation aligned with growth goals

### Amplify Results with Data-Driven Marketing Solutions



Analytics



Direct Mail



Print Marketing



Digital Integration

### Analytics

Main Street's data experts utilized the analytics findings to target high potential neighborhoods for each branch. Within those high potential neighborhoods, we identified potential checking customers as well as existing customers without a checking account.

### Direct Mail + Digital Integration

Custom direct mail and digital ads were developed by Main Street's award-winning design team to reflect the financial institution's brand and checking account benefits. Three consecutive mailings and months of digital ads were delivered to the right audience at the right time.

### Results:



**208**

New Accounts Opened



**\$2.2 million**

New Balances Generated



**5%**

Response Rate



**\$348** ROI In Balances for Every \$ Spent