



**EQUIFAX**<sup>®</sup>



## Case Study

# Bank proactively identifies segments with most asset and deposit growth

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### CHALLENGE

Bank wanted to enhance its customer segmentation efforts to identify customers with the highest future deposit growth potential.

### SOLUTION

Bank tests Wealth Growth Indicator™ to identify households likely to have the highest growth in total assets over time.

### RESULT

Bank's analysis showed that Wealth Growth Indicator successfully predicts future asset growth by identifying segments with over 20% growth over three years.

### Challenge

A leading bank wanted to enhance its customer segmentation to drive deposit growth. The bank wanted to evaluate if it could proactively identify which of its customers were likely to increase deposits over time in order to target these customers for cross-sell, upsell, and other deposit growth initiatives.

### Solution

The bank used Wealth Growth Indicator to identify households likely to have the most relative growth in total assets over time.

Wealth Growth Indicator enables firms to segment prospects and customers based on their expected relative growth in total assets over the next three years. The measure assigns households to 1 of 5 segments.

Wealth Growth Indicator Segment	Description
1	Households with flat to minimal expected growth in assets
2	Households with below average growth in assets
3	Households with slightly above average growth in assets
4	Households with strong growth in assets, well above average households
5	Households with the highest relative growth in assets

Wealth Growth Indicator helps firms:

- Better understand households' future asset growth trajectory
- Enhance prospecting, customer segmentation, and service levels
- Find hidden opportunities to grow assets within their customer base

Firms also use Wealth Growth Indicator in conjunction with WealthComplete® Premier — a measure of households' likely total assets — to better gauge customers' current wealth status and future asset potential. Both Wealth Growth Indicator and WealthComplete Premier are based on a foundation of anonymous, directly measured invested retail assets.

**Wealth Growth Indicator enables firms to segment prospects and customers based on their expected relative growth in total assets over the next three years.**



## Results

The bank's analysis showed that Wealth Growth Indicator successfully predicts expected future change in assets. The bank used the measure to track its customer base over a three-year time period.

The analysis showed that Wealth Growth Indicator:

- **Identifies segments with over 20% growth in assets:**
  - 68% of households in Segment 4 and 77% of households in Segment 5 had an increase in assets of over 20% during three year study period
- **Identifies segments with a decrease in assets:**
  - 52% of households in Segment 1 had a decrease in assets of over 20%

Total Asset Level Change by Wealth Growth Indicator Segment					
1= flat to minimal growth in relative assets; 5 = highest relative growth in assets					
Wealth Growth Indicator Segment	Decrease Over 20%	Decrease 20% to 5%	Decrease 5% to Increase 5%	Increase 5% to 20%	Increase Over 20%
1	52%	6%	3%	5%	34%
2	36%	7%	4%	6%	47%
3	24%	7%	5%	7%	58%
4	17%	5%	4%	6%	68%
5	14%	3%	2%	4%	77%

With Wealth Growth Indicator, the bank confidently identified and can target households that are more likely to increase assets.

The bank is evaluating how to integrate Wealth Growth Indicator into its existing segmentation schema for both existing customers and for prospects. The bank expects that Wealth Growth Indicator will help it enhance its future deposit growth efforts and bring in new customers.

Learn more about how Equifax can help your firm find customers and prospects with future asset and deposit growth potential.

[equifax.com/business](https://equifax.com/business)

Results may vary based on actual data and situation.

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