

# Leading Bank Leverages Financial-Based Digital Targeting to Power Deposit Growth Campaign

## Digital Targeting Helps Bank to Increase Opening Balance by 300%

### Challenge: Improve Ad Targeting to Increase Initial Deposit Balances

A leading bank was running online advertising campaigns to promote its deposit products, including CD's, money markets, IRA's and high interest checking accounts. The bank traditionally relied on running campaigns on common financial sites and utilizing premium targeting options across portals.

In an effort to increase initial deposit amounts and the long-term value of each conversion, the firm sought to gain more control over which online visitors were seeing its ads, improve the efficiency of its targeting buy, and increase the profitability of new customers.

### Solution: Extend Offline Use of Financial Cohorts to Enhance Online Targeting

The bank turned to our financially-based digital targeting options to identify and target online prospects that were most likely to resemble their most profitable customers. Because the bank had already successfully leveraged Financial Cohorts<sup>®</sup> asset-based segmentation system offline, it decided to test the digital version of Financial Cohorts to enhance its online targeting.

- **Define Target Audience:** First, the bank identified select Financial Cohorts clusters to target online. Households in these target clusters included consumers that were likely to have the firm's desired investable asset and income levels for new customers, as well as specific behavioral and demographic attributes.
- **Apply Financial Cohorts Digital to Select Online Visitors to be Served Ads:** Working through the bank's preferred online publisher, the bank used the digital version of Financial Cohorts to select which online visitors would be served ads. Only those households that were most likely to portray the financial behaviors and characteristics of the target clusters would see the bank's ads. Our digital solutions neither incorporate nor reveal any personally identifiable information.

### IXI<sup>™</sup> Network Member Financial Services Firm

#### CHALLENGE:

A leading bank running a deposit growth campaign wanted to improve the efficiency of its targeting buy and increase the long-term value of conversions and profitability of new customers.

#### SOLUTION:

The firm used Financial Cohorts segmentation and digital targeting segments to define its target audience and serve ads online.

#### RESULTS:

By using Financial Cohorts, the bank was able to:

- Serve ads only to those households that were likely to have the desired financial behaviors to become a profitable customer
- Achieve a 300% increase in the opening balance for new deposit accounts over other campaigns running in the same time period



The bank sought to improve the efficiency of its targeting and increase the profitability of new customers.

- **Evaluate and Adjust:** After approximately 30 days, the firm evaluated the results and decided to narrow its target audience for its online campaign to online visitors in just the highest performing of the original Financial Cohorts target clusters.

**Results: 300% Increase in Average Opening Balance of New Deposit Accounts**

By using select Financial Cohorts Digital clusters to define which online visitors would be served ads, the bank was able to:

- Increase the average opening balance of new deposit accounts by 300% over other campaigns running within the same time period, including those that relied on vertical specific sites and enhanced targeting parameters

If the firm increased its average opening balance by \$30,000 and acquired 200 new customers per month, the firm could expect to increase its assets under management by \$36 million after a 6 month period.

One of the targeted clusters had the following financial behaviors and characteristics:

**K37: Successful Executives – Accumulators**



Affluence



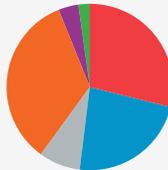
Complexity



Urbancity

Married, well-off empty nesters with complex portfolios that show a bias for mutual funds. Highly insured and may have multiple homes. Use credit sparingly.

**Asset Allocation:**



- Deposits (29%)
- Stocks (23%)
- Bonds (8%)
- Mutual Funds (34%)
- Annuities (4%)
- Other (2%)

**Median Age:** 61  
**Median Assets:** \$1,413K  
**Median Income:** \$162K  
**Median Spending:** \$95K

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2011 Case Study. Results may vary based on actual data and situation.

