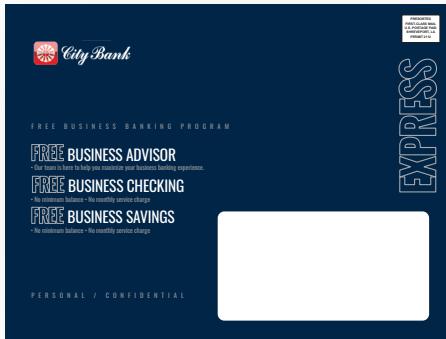
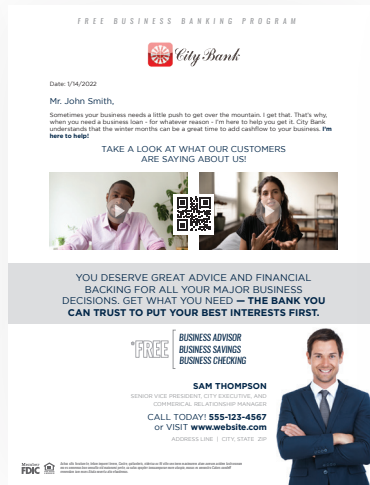


B2B REGIONAL BANK CASE STUDY



OBJECTIVE

- Acquire new Business accounts



STRATEGY

- Identified look-a-like prospective business customers based on existing customer data
- Identified businesses in the market that are likely to need cashflow assistance based on the seasonality of their industry: Manufacturing, Construction, Agriculture, etc.
- Sent a personalized letter to identified prospective business customers with a letter from the loan officer
 - Event #1: Jan 25th, 2022
 - 8.5x11 letter into 9x12 cardboard envelope with label
 - 1360 households mailed
 - Event #2: March 6th, 2022
 - 8.5x11 letter into 9x12 cardboard envelope with label
 - 1547 households mailed
 - Event #3: April 21st, 2022
 - 8.5x10 image folded card
 - 1880 households mailed
- Personalized Name Callout on each piece
- Unique telephone numbers directed to the relevant Relationship Manager were applied to track response
- 30 days post campaign, new business account acquisition was determined by matching data from mailed list

RESULTS

Event #1:

58 Business accounts opened

Event #2:

56 Business accounts opened

Event #3:

38 Business accounts opened