

WILL THEY STAY ... OR WILL THEY GO?

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

WORD ON THE STREET



THE SWITCH IS ON

48%

of bank customers are willing to switch or use other banks for some needs



BRANCHES ARE STILL RELEVANT

62%

prefer to open an account at a bank closer to their home or work



OPEN TO OFFERS

71%

are receptive to getting offers from financial institutions

#1

Checking account incentives are the most sought-after type of banking offer



MAKE IT WORTH THEIR WHILE

57%

say they are most likely to stay with current bank unless they receive a strong offer



AWARENESS MATTERS

67%

are more likely to respond to an offer from a bank they are familiar with

Source: Vericast Awareness to Action Survey, November 2023, n=1,815

GROW NEW CHECKING HOUSEHOLDS AND DEPOSITS WITH THE RIGHT MARKETING PARTNER

Looking to grow new checking households and deposits at your institution? Here are six key elements of winning acquisition campaigns:

01 | STRATEGIC AUDIENCE SELECTION

- Use data to select the best audience for your campaign and reveal the highest opportunity markets.

02 | IDEAL CHANNEL MIX & ENGAGEMENT

- Utilize scientific methods to uncover the ideal channels to drive checking acquisition with a high degree of accuracy.

03 | PERFORMANCE SIMULATION

- Determine optimal spend for your campaign using market intelligence and media mix modeling and to build the best media plans to achieve your desired outcomes.

04 | MULTICHANNEL APPROACH

- Executing a multichannel campaign can maximize media spend and lower CPA without compromising performance.

05 | MEASURE PERFORMANCE

- Understanding performance is critical to your short- and long-term goals. Consistent reporting in near real-time helps fuel continuous growth and results.

06 | COMPLIANCE-FORWARD MINDSET

- Utilize partners who have marketing, strategy and legal industry leaders with deep knowledge of the regulatory environment.

© 2024 Vericast. All rights reserved. CS2728

Learn how to drive continuous, low-cost checking acquisition through intelligence.