



Data Analytics Techniques Fuel Regional Bank's Growth

Challenge

An East Coast regional bank with two dozen branch locations was struggling to acquire new customers. Fierce competition from credit unions and national banks created an increasingly crowded marketplace while the company's extremely limited marketing budget made it difficult to expand brand recognition.

Solution

Taylor proposed a two-part strategy that utilized sophisticated data analytics techniques to elevate the ROI of the bank's marketing efforts.

- Consumers known to be in-market for banking services were targeted with a multi-touch direct mail and email campaign.
- A highly customized Facebook campaign was also created, targeting look-alike prospects and in-market shoppers of banking services.

Results

Taylor's data-driven strategy ensured that the bank maximized the impact of each marketing dollar invested.



SALES REVENUE

The bank wrote more than 700 new mortgage loans — an all-time record for the company.



ACCOUNT GROWTH

There was a 30% increase in new accounts, including a record number of high-yield savings accounts.



BRAND AWARENESS

More than 3,000 new customers engaged with the brand as a result of the two-part strategy.