



Do More With Your Data.

SIGMA Case Study:
Predictive Analytics — Banking

Objective: Cross-Sell Deposit Products to Checking Customers

Create a money market cross-sell mailing to existing DDA customers to generate a high level of new deposit account openings and significant associated growth in household deposit balances.

Approach:

SIGMA created a test multi-touch program with the goal of generating a positive ROI and proving the concept. Measurements considered in calculating the revenue “lift” over the control group included:

- Deposit balances in new accounts opened after the mailing.
- Net change in household (HH) deposit balances of responders.
- Change in deposit balances of control file.

Results:

- Of the 220,000 customers mailed, 8,576 responders took action to open a new deposit account and increases in their total household deposit balances.
- Average household new account balances were \$11,690. Average net growth in their deposits was \$10,264 or 598%.
- \$88 million in incremental deposit growth from the mail file responders.

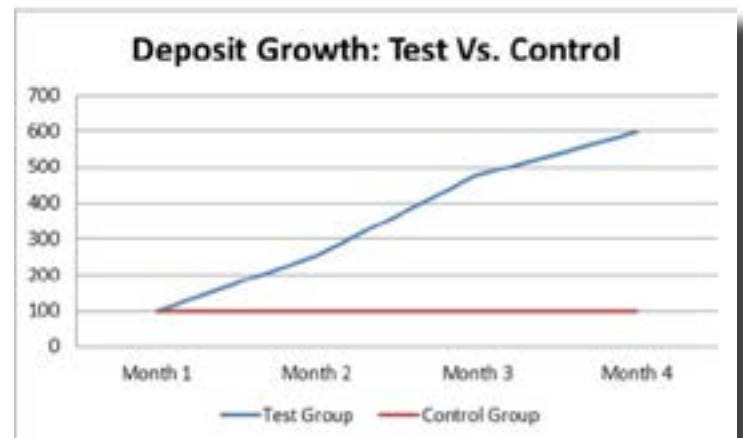
Objective:

Cross-Sell Deposit Products to Checking Customers

Program Results:

Deposit balances in new accounts opened after the campaign:
\$100 million

Incremental increase in HH deposit balances:
+\$88 million or +58% increase



The checking propensity model beat the control dramatically.



sigmamarketing.com
blog.sigmamarketing.com
@SIGMA_Insights
888.277.9837