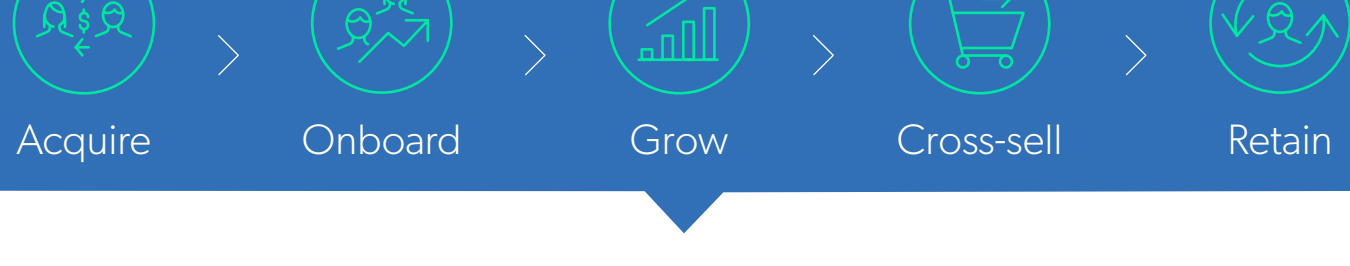


# MARKETING TO ALL 5 STAGES OF THE FINANCIAL LIFECYCLE

A person's financial journey lasts a lifetime. Is your brand delivering meaningful messages every step of the way?

Let's look at the five stages of the financial lifecycle, and how you can deliver the most relevant digital marketing as each of your customers' needs evolve over time.



## 1. ACQUIRE

Find and attract valuable customers who are truly new to your brand, using rich, data-driven insights.

With holistic customer profiles free from personally identifiable information (PII), financial marketers can reach people online with highly relevant messages, turning them into lifetime customers.



### Digital acquisition in action

A national private-label credit card used **digital prescreen** to achieve efficiency, scale and faster speed-to-market for outstanding results.



## 2. ONBOARD

Once the right customer is acquired, financial marketers need to reach them with personalized messages so they start using the financial product.

Messaging customers at the right time encourages them to use the product right away—from setting up direct deposit for their new account to making a purchase on their new credit card.

- Reach customers up to **7 times** in the first 90 days for improved customer satisfaction.<sup>2</sup>
- The sooner customers start using the service, the sooner brands see a **positive financial impact**.<sup>2</sup>

### People crave personalization



## 3. GROW

Provide value-added services and upgrades to foster loyalty over time.

- Understand customers outside of brand interactions with in-depth, person-level insights and life event triggers (within a privacy framework) to deliver offers that reflect their current and anticipated financial needs.
- Don't focus on selling a specific product in a specific channel. Instead, develop a relevant solution for each customer based on their life stage.

### Deliver personalized content your customers want



## 4. CROSS-SELL

Have conversations with customers about additional products that may be right for them.

- Customers who have just one relationship at a financial institution are **less profitable** than those with multiple ones.<sup>4</sup>
- Digitally engaged customers are **2x as likely** to be multi-line customers than offline ones.<sup>4</sup>
- Multi-line customers spend **2x more on credit cards**.<sup>4</sup>

### The cross-sell framework

What are customers likely to want, based on the one product they already use?

Current product	Cross-sell potential
<b>Deposits</b>	loans > mortgages > credit cards > investments
<b>Loans</b>	deposits > mortgages > credit cards > investments
<b>Mortgages</b>	deposits > investments > home equity
<b>Credit cards</b>	deposits > investments > balance transfer
<b>Investments</b>	loans > mortgages > credit cards

### Digital cross-selling in action

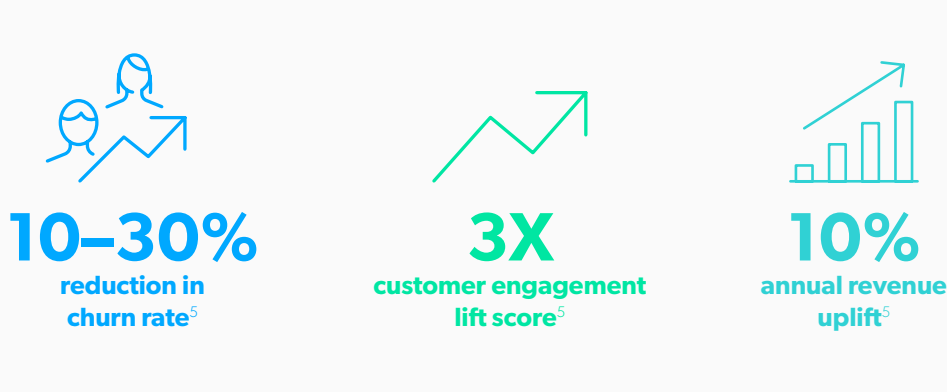
Read how one of the largest national banks increased their monthly credit card signups by **6x**.

## 5. RETAIN

Partner with customers for life.

Strengthen customer relationships by anticipating their changing needs throughout their lives and providing financial solutions that may be right for them.

### Financial brands see results with personalized experiences



### Retention through digital in action

Learn how a leading Fortune 100 financial services company grew contributions by **\$72M+**.

We're here to help financial brands stay connected to customers throughout their financial lifecycles. [See how we do it.](#)



Every interaction counts.™

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Sources:  
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3 <https://www.conversantmedia.com/resources/personalization-research>

4 <https://www.pwc.com/us/en/industry/financial-services/files/top-of-funnel-acquisition.html>

5 <https://www.digitalbankingreport.com/>