

nsite

Identify, target and capture your most profitable opportunities

Once your data is in a standard and stable environment, you can use modeling, segmentation and other logic threads to quantify and capture your opportunity by product, segment or geography.

At Blu we call it nsite, a bundle of data profiles, models, segmentation systems and logic that can work with our ntegrate product or any other MCIF or data mart. Blu's nsite bundle of products has evolved over a decade of logic refinement and diligent pursuit of higher ROI returns that have been validated and refined through tracking more than 50 million direct marketing opportunities. Blu has a viable and proven solution for any initiative that you may encounter.

CASE STUDY: CD MATURITY CROSS-SELL PROGRAM

Program Overview

Using our nsite tool, we are able to identify and capture real-time cross-sell opportunities from current customers. We used nsite to develop a highly intuitive, strategic interface that leverages legal CD notifications into cross-sell opportunities. This program has an incredibly high ROI since the cost is truly just the premium difference between delivered cost and what you are paying for your CD notifications now.

Tracking Results

The following results compare portfolio activity before and after the program was implemented for one of our partner banks. The results are determined by tracking total net change in dollar flow and reported in terms of net change percentage.

To show the impact of our program, we established a baseline of CD portfolio activity by analyzing and averaging the portfolio for a three-month period before the program was implemented (January, February and March 2008).* The chart below compares the baseline monthly averages to the results produced in October 2008 after the program was utilized:



The results attributed to this program are tremendous. To increase total deposits by 1.38% in this treacherous environment while the baseline trend was -4.90% shows the impact of Blu's CD Maturity program.

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Smart. Simple. Profitable.