



## 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: PROSPECTING & CROSS-SELL DIRECT MAIL

### Program Overview

We assisted a financial client who had a need to grow checking households both internally and externally. After analyzing their database to find key growth opportunities from existing customers, we identified key prospects within their marketplace using our nsite product. After the initial database analysis was complete, we put together a program execution plan surrounding the client's high interest checking account.

### Target Segments

The total audience for this mailing was 22,557 of both customers and prospects.

Prospect Database for P\$YCLE codes 1-42

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Any Non-Checking Customer HH with high deposits (\$10,000 or more)

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Any Non-Checking Customer HH with high Credit balances of (\$5,000 or more)

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Any Customer Credit HH without a Checking Account and HH Loans \$1,000

### Tracking Results

The results for the campaign were positive. The bank realized an injection of \$4.03 million in new balances from 148 new checking accounts.

**148** New Checking Accounts

**\$4.03** Million in New Checking Balances

**\$27,231** Average Balance Per Account

**\$89.92** Account Acquisition Cost

**.66%** Response Rate