



CD Maturity Cross-sell

Deepening the CD Household Relationship

Blū Paper

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- ! When CDs mature, money is in play, customers are evaluating institutions and offers — you're the only one who knows this. Reflex Blu will show you how to
- ◆ keep the funds you want and how to migrate these to lower cost deposits.



THE BUSINESS CHALLENGE:

Holding on to CD dollars when a CD is maturing is difficult, especially for single service CD Customers in a declining rate environment with the stock market stabilizing. Reflex Blu's solution: our customized CD Maturity Cross-sell program.

THE SOLUTION:

Reflex Blu customized our CD optimizer product to speak directly to maturing CD customers. Blu analyzed customer data, recommended cross-sell offers, and created and produced a mail piece that reminded the customer that their CD was maturing and included strategic product and service offers. Blu used our proprietary next-most-logical-product offer matrix to determine which types of products and services to offer to each maturing CD customer. The program was a huge success for the client. The client not only retained their maturing CD dollars, but deepened customer relationships, including single service CD customers.

CLIENT: A Mid-Sized Community Bank

CHALLENGE: Retaining renewing CD balances and deepening customer relationships by adding additional core accounts.

SOLUTION: Reflex Blu's CD optimizer product which uses targeted segmentation to speak to customers with renewing CDs with predictive needs based Cross-sell messaging.

RESULT: 5,277 deposit accounts opened with a 9.29% account response rate and \$85.5M in new money.

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THE RESULTS:

56,825 Households Mailed and Tracked
5,277 Deposit Accounts Opened
9.29% Account Response Rate
\$221.3M Deposit Balances
\$85.5M New Money
747 of new accounts opened were Checking Accounts
1.31% Checking Response Rate

Single Service CD Customers

17,144 Single Service CD Households were included in the mailing
1,637 Deposit Accounts Opened
9.54% Single Service Response Rate
\$72.2 Million in Deposit Balances

Reflex Blu is a uniquely precise marketing firm dedicated to finding solutions to our clients' challenges. Our creative ideas are based on data analytics, which creates a marketing partner who is able to break through the clutter to grab your customers and prospects attention through a variety of different mediums.