



Anyone looking to convert single
service CD customers into more
profitable DDA accounts?

Blū Paper

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It is no secret that single-service CD customers have traditionally been difficult to convert into lower cost of fund dda accounts. When it comes to ROI driven marketing, we leave tradition behind and invent ideas that work. Keep reading to see how we are developing our own tradition of converting these single-service CD customers into more profitable banking relationships.



THE BUSINESS CHALLENGE:

A top regional bank wanted to convert single-service cd accounts to attract lower cost of fund deposit dollars and deepen customer relationships.

THE SOLUTION:

Blu's CD optimizer system that has dynamically grown more intuitive over the past three and a half years. We take advantage of these three critical marketing elements to drive results:

- > WHO: We analyze and re-shaped WHO to target as the data suggest. We have the advantage of tracking this program's responders for multiple banking partners throughout the U.S.
- > WHAT: Matching the appropriate offer to the appropriate segment is a huge key
- > WHEN: Targeting these customers within a time frame in which they are unquestionably thinking about their money and evaluating their banking relationships is an essential part of our system.

THE RESULTS:

61,764 Households Mailed

81,339 Maturing CD Accounts Mailed

21% Single Service HHs Converted to Multi-Service HHs due to mailing

10,833 Consumer Deposit Accounts

\$450.8M Consumer Deposit Balances

1.33% Consumer Account Response Rate

1.75% Consumer Household Response Rate



972 Free Checking Accounts

\$4.3M Free Checking Balances

150 Interest Checking Accounts

\$1.7M Interest Checking Balances

310 Business Checking Accounts

\$6.4 Million Business Checking Balances

6,954 CD Accounts

\$171.5M CD Balances

466 IRA Accounts

\$13.6M IRA Deposits

Reflex Blu is where the art and science of influencing behavior lives. We use our 7 questions, 1 answer methodology to discover profitable solutions that put money on our clients' bottom line. If you sense that the questions are puzzling you, give us a call and we will help you unpack the answers!