

# Custom Data Analytics Program Helps Bank Exceed Revenue Goals by 12%



## Company Profile

A National  
Commercial Bank



## Industry

Financial Services

## BACKGROUND

A national commercial bank was seeking to foster strategic innovation to improve the results of their marketing programs and ultimately drive incremental revenue.

### THE CHALLENGE

Many commercial banks are feeling pressure because of rising competition, an increased demand for customer service and a rocky regulatory environment. Traditional banks are faced with the challenge of acquiring new customers to improve their return on investment.

### THE SOLUTION

A holistic view of the bank's business needs was used to develop a custom data modeling and analytics effort that focused on new customer acquisition. As part of this effort, AccuData Integrated Marketing identified gaps between the current and desired state, including the client's data and file processing requirements, and explored ways to drive revenue while reducing expenses.

A collaborative team implemented a series of analytical models to improve the bank's capture rate, while a five-step iterative campaign process was established to ensure data accuracy and consistency. The new strategies achieved significant savings from prior expense levels, enabling the bank to launch a series of new marketing campaigns.

## THE RESULTS

The AccuData partnership helped the bank exceed its year-over-year revenue goals by 12%, while increasing its market share and overall profitability.