WORDCOM
INTELLIGENT TARGET MARKETING

Free Checking Case Study

Goal: Increase core deposits and fee income.

Strategy: Mail a series of postcards and self-mailers to prospects offering a premium for opening a free checking account. Select prospects based on carrier routes with high propensity toward product by analyzing current checking customers.

FREE CHECKING – SPRING (WAVE 3)	
Total Mailed: 594,669	**Checking Deposits:** $7,339,633
Checking Accounts (from mailed routes): 6,611 (1.11%)	

Similar package: