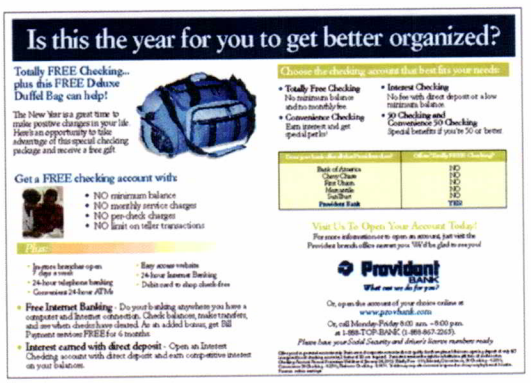
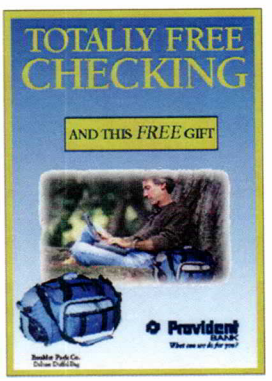
WORDCOM
INTELLIGENT TARGET MARKETING

Free Checking Case Study

Goal: Increase core deposits and fee income.

Strategy: Mail a series of self-mailers and postcards 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 – WINTER (WAVE 2)	
Total Mailed: 593,426	**Checking Deposits:** $7,402,768
Checking Accounts (from mailed routes): 5,850 (.99%)	

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