

Traffic & Sales Builder Case Study

Goal: To build awareness among prospective clients of the branch location and the products/services offered.

Strategy: Bring prospects into the branch with a non-threatening game and convert traffic into new business.

TRAFFIC & SALES BUILDER KEY PROMOTION - FALL

Total Mailed: 10,927

New Accounts: 168 (1.5%)

Total Deposits: \$2,777,574

Similar Package:

