

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 - WINTER	
Total Mailed: 7,541	Branch Traffic: 1,830 (24.2%)
New Accounts: 763 (10.1%)	Total Deposits: \$3,033,283

Similar Package:

