

CASE STUDY

Driving more profit out of sales and marketing spend

We helped a bank optimize its sales and marketing strategy

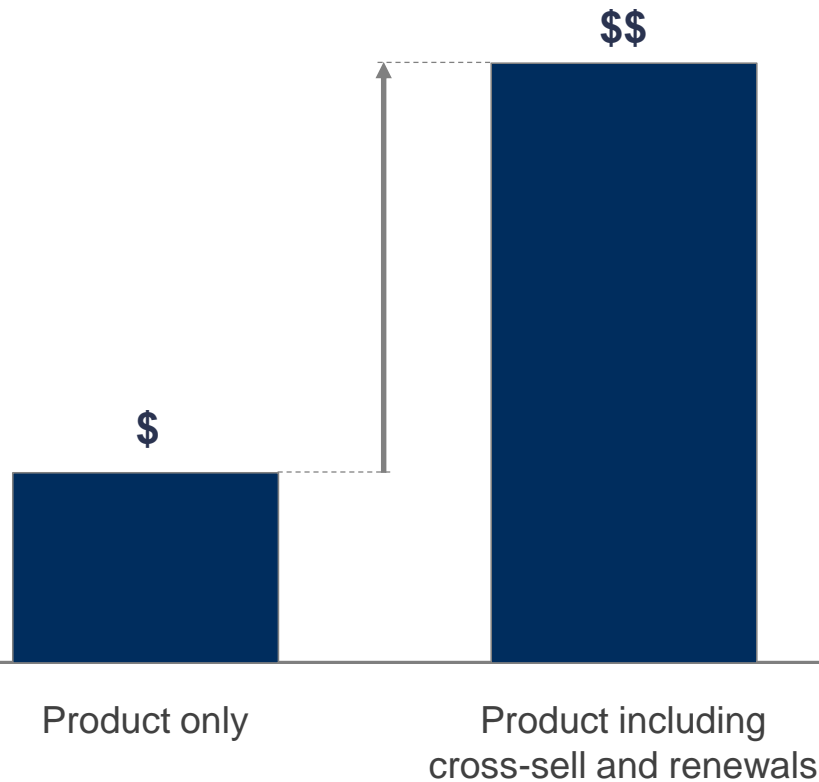


Does this sound interesting? Email us to get more details.

Mortgages were far more profitable than previously thought

Net present value of an average mortgage

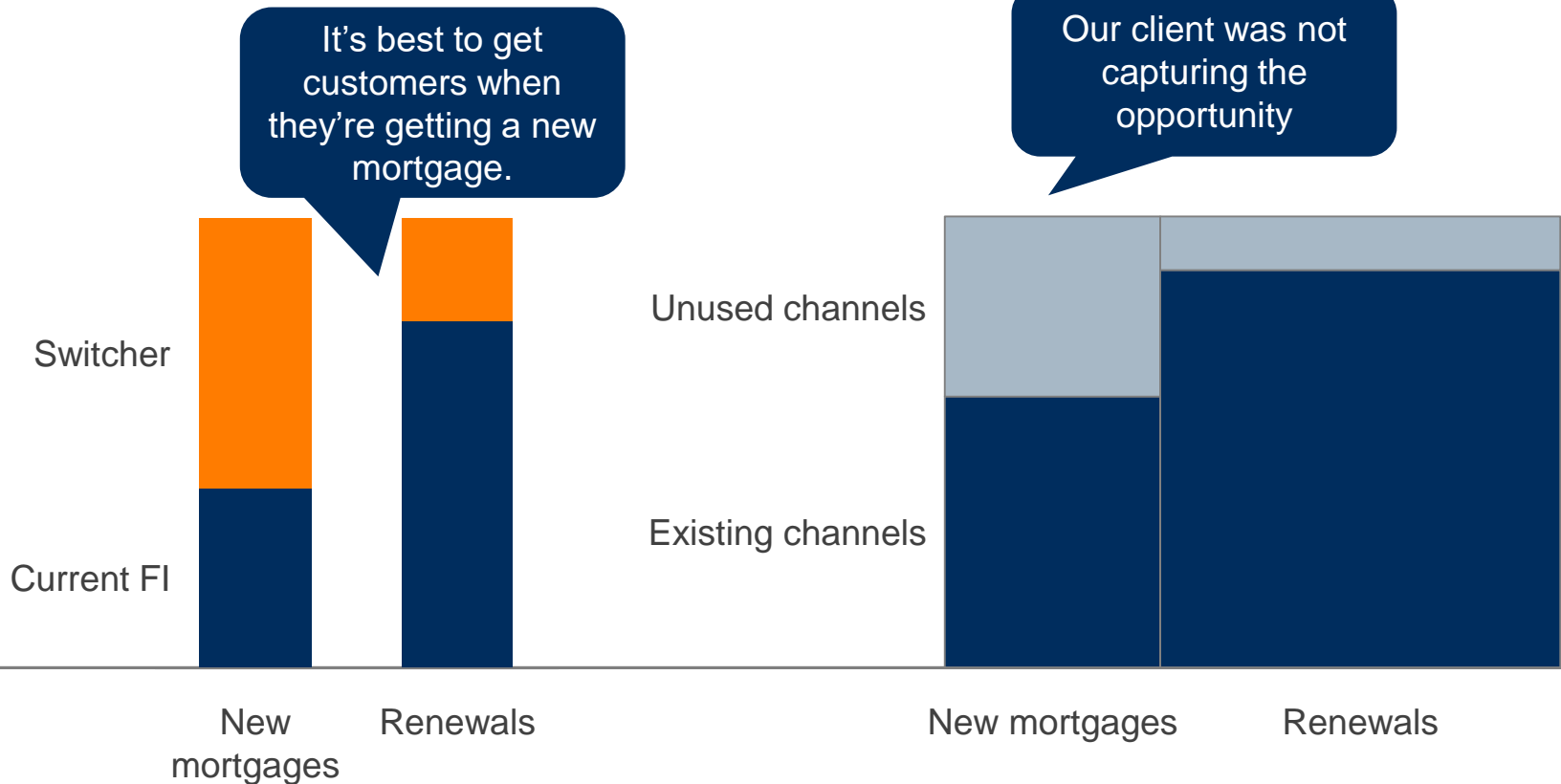
Previous method for quantifying value



Expanding channels was key to winning new customers

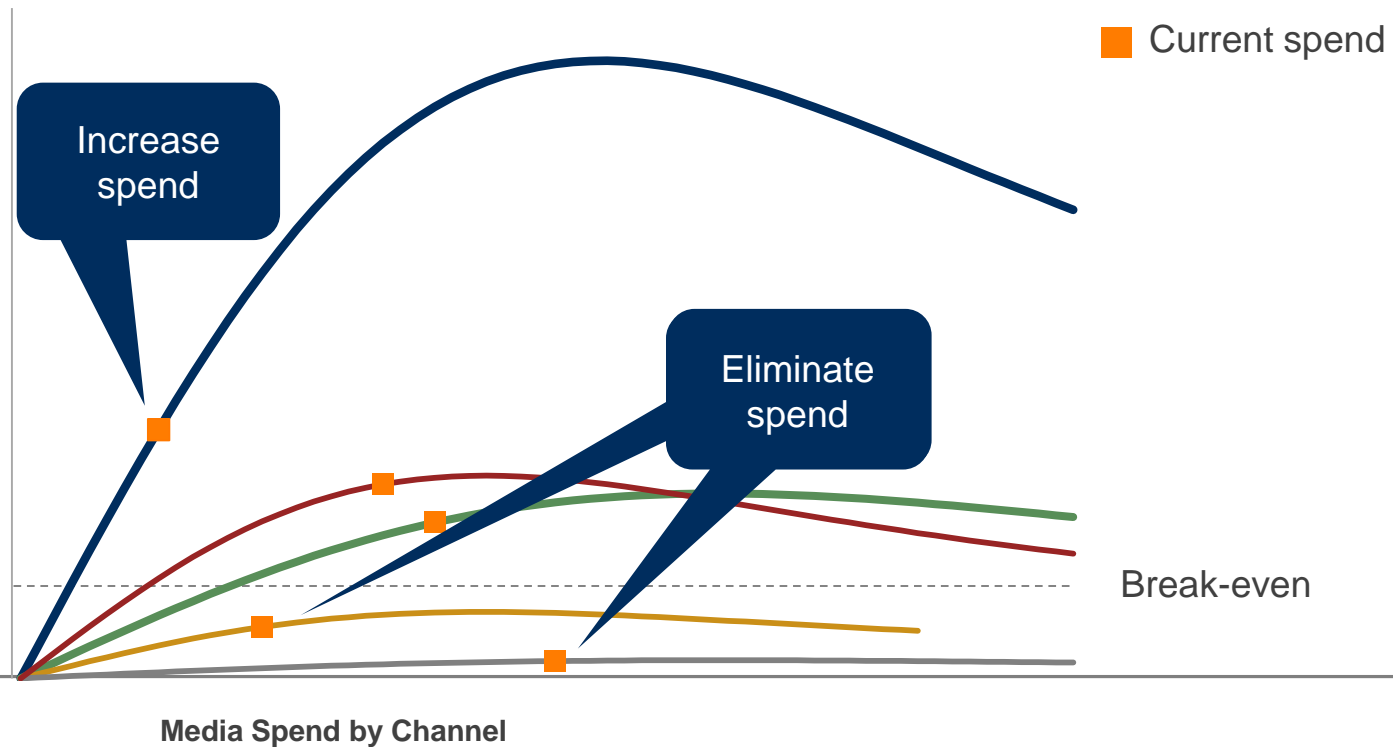
Switching behavior by occasion

Profit by channel and occasion



We found opportunity to shift media to **more effective channels**

Return on marketing
by media
\$ ROI FOR EVERY \$1 SPEND ON
MARKETING



We provided comprehensive methods to **drive more profit** from marketing dollars

Recommendations

Shift media spend

Smooth marketing spend across a larger percentage of the year

Increase spend in smaller markets

Include rate in messaging

50%
Improvement in return on marketing