



Analytics & Marketing

Today's financial services environment demands that your institution make smart business decisions to maintain a competitive advantage. Dramatically optimize your approach by using client data to deepen relationships and deliver the right offer at the right time to the right lead—with confidence.

Discover how analytics can help you market more effectively by adding power, flexibility, and accountability to your ongoing communications.

Based upon your specific strategic objectives and best practices defined over the past 25 years, Baker Hill NextGen® Analytics & Marketing works the way you do. We created our data-driven, stand-alone solution to provide a single access point from which you can:

- ▶ Eliminate human bias in target selection and leverage peer-to-peer normative analysis to identify the profitable cross-selling opportunities
- ▶ Create actionable campaign lists monthly based on profitability and account information
- ▶ Access expert consulting and view timely, accurate data with ease
- ▶ Generate campaign collateral and assets—from direct mail, email workflows, and IP targeting to social media posts, SMS, and call lists—without additional resources
- ▶ Execute, manage, and monitor campaigns
- ▶ Get complete ROI reporting and tracking

Growth Based on Data, Not Guesswork

Knowing the profitability of an account, officer, channel, product or branch is critical. When you leverage the right solution, your data can be transformed into strategy, giving voice and insight to financial decisions.

Baker Hill NextGen® Analytics & Marketing highlights the products and services that will boost and sustain profitability and enable your financial organization to maximize market opportunities and minimize risk.

Execute Your Entire Marketing Plan

With its single access point to gain deep insights into your products, branches, staff, and account holders, Baker Hill NextGen® Analytics & Marketing integrates all of your data, eliminating silos and incomplete information to give you a complete picture of marketing campaign performance and profitability.

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Discover how you can understand and maximize your institution's profitability with Baker Hill NextGen® Analytics & Marketing. To learn more, visit:

www.bakerhill.com/analytics-marketing

Uncover Profitability Insights

Based on the information our solutions provide, leadership teams can be confident they are making the best decisions to boost and sustain profitability, maximize market opportunities, and minimize risk. With insights from Baker Hill NextGen® Analytics & Marketing, board members and C-level executives can:

- ▶ Pinpoint profitability at the account, branch, region, and enterprise level
- ▶ Identify exposures to minimize risk in the portfolio
- ▶ View historical trends
- ▶ Create customized reporting packages

Meet Your Marketing Objectives

Make smart business decisions by building methodical, data mining-based marketing efforts directed at your existing customers—target relationships based on attrition risk or next best product models. Baker Hill NextGen® Analytics & Marketing uses your customer demographics, geographics, product usage, and profitability data to help you target key customers throughout the year with specific offers and keep your institution top of mind.

Get Optimal Results, Month After Month

Baker Hill NextGen® Analytics & Marketing is designed to run virtually and autonomously. Campaign collateral is kept simple to pique interest at the moment your customers are ready to purchase a targeted product or service. Each month we produce ROI data and target and halo account growth reports for each campaign. We also conduct a full program review every 12 to 18 months to ensure you are achieving the best possible results and each campaign is operating at peak efficiency, generating the month-to-month results you need to meet your strategic and growth objectives. Baker Hill NextGen® Analytics & Marketing helps you determine which accounts are profitable and which need nurturing so you can effectively identify and communicate to key target markets.



Baker Hill is in the business of evolving loan origination by combining expertise in technology with expertise in banking. Built on decades of walking alongside banks and credit unions as they provide vital resources to their communities, Baker Hill NextGen® is a configurable, single platform SaaS solution for commercial, small business, consumer loan origination, and risk management that grows along with you as your business needs change. Baker Hill is lending evolved. For more information, visit www.bakerhill.com.