

## Analytics & Marketing

**DISCOVER HOW ANALYTICS CAN HELP YOU MARKET MORE EFFECTIVELY BY ADDING POWER, FLEXIBILITY, AND ACCOUNTABILITY TO YOUR ONGOING COMMUNICATIONS**

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

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
- Generate actionable campaign lists monthly based on profitability and account information
- Access expert consulting and view timely, accurate data with ease
- Create 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.

"We selected Baker Hill NextGen Analytics & Marketing for the depth and breadth of the solution, as it allows us to evaluate profitability at the region, branch, account, all the way down to the relationship level, which helped us identify new market opportunities. This has proven valuable from a marketing standpoint because now we can segment and target members with the most relevant offers to increase wallet share and measure the effectiveness of our promotions, which helps us further maximize our growth potential."

Bryan Thomas | Vice President of Lending | On Tap Credit Union

**CONNECT** Discover how you can understand and maximize your institution's profitability with Baker Hill NextGen® Analytics & Marketing. To learn more, visit [bakerhill.com/analytics-marketing](http://bakerhill.com/analytics-marketing).

## Uncover Profitability Insights

With Baker Hill NextGen® Analytics & Marketing, board members and C-level executives can view reports of all of the data necessary to design growth strategies.

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. Using the insights of our platform, CFOs and those with P&L responsibilities 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 and maintain a competitive advantage by building methodical, data-mining-based marketing efforts directed at your existing customers by targeting 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.



*Baker Hill NextGen® Analytics & Marketing dashboards make it easy to track—and spot—trends.*

## 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 empowers financial institutions to work smarter, reduce risk, and drive more profitable relationships. The company delivers a single unified platform with modern solutions to solve CECL calculations and streamline loan origination and portfolio risk management for commercial, small business, and consumer lending. The Baker Hill NextGen® platform also delivers sophisticated analytics and marketing solutions that support sound business decisions to mitigate risk, generate growth, and maximize profitability. Baker Hill is the expert solution for loan origination, portfolio risk and relationship management, CECL compliance, and analytics for financial institutions in the United States. For more information, visit [www.bakerhill.com](http://www.bakerhill.com).

