

OMNI-CHANNEL MARKETING

DATA DRIVEN DEPOSIT GROWTH SOLUTIONS

Grow deposits systemically while keeping your costs low, expanding margins and engaging more account holders. Our goal is to help you get the highest ROI from your relationships using Baker Hill NextGen® Omni-Channel Marketing to evaluate relationships, target key markets and boost sales and retention.

PROVEN TRACK RECORD

We're known for growing deposits organically.

LOW-RISK ENGAGEMENT

Test drive our 90-Day Sprint with no long-term commitment.

MAXIMIZED ROI

We'll save your budget from costly resources like the FHLB.

HOW IT WORKS

- 1. SET GOALS** — We'll use your data to run an opportunity assessment and together select a deposit growth goal.
Our peer-to-peer normative database delivers benchmarked metrics and drives marketing product offer and pricing mix.
- 2. DETERMINE TARGETS** — Predictive analytics identifies those members with the capacity and propensity to deposit more money with you.
- 3. EXECUTE CAMPAIGN** — Working with your financial institution we develop and execute an Omni-Channel program.
The costs of campaign creation, printing, postage, and digital ad placement are included in your Baker Hill NextGen campaign.
- 4. TRACK RESULTS** — Your marketing team reviews and approves campaigns and monitors the results which are meticulously tracked and reported.
- 5. PERFORMANCE-BASED PRICING** — Your institution is only charged for new deposits established during the goal-setting process. No charge for halo accounts (non-targeted products).

Omni-Channel Solutions

- direct mail
- email
- digital
- social media
- branch/call center contact lists

THE KEY TO DATA DRIVEN MARKETING IS EXECUTION. WE EXECUTE LIKE A MACHINE. WE TRACK EVERY CAMPAIGN. YOU HOLD US ACCOUNTABLE.

 800.821.8664
www.bakerhill.com

90-DAY SPRINTS CASE STUDIES

These two case studies show what two very different financial institutions were able to achieve in just 90 days with the Omni-Channel Campaign.

SOUTHERN FI

6 branches

OMNI-CHANNEL CAMPAIGN FOR
CHECKING, MONEY MARKET & CD

4.6 MILLION
actual deposit growth

169
new accounts

\$9,200
program cost

\$54.44
cost per new account

\$44,160
less than borrowing from the FHLB*

EASTERN FI

48 branches

OMNI-CHANNEL CAMPAIGN FOR
CHECKING, MONEY MARKET & CD

23.4 MILLION
actual deposit growth

907
new accounts

\$35,100
program cost

\$38.70
cost per new account

\$263,340
less than borrowing from the FHLB*

*FHLB Boston December 2018 3-Year Advance Rate

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.

