

# GROW PROFITABILITY

Many institutions have difficulty pinpointing their most profitable relationships and products. Gain granular insights about your profitability and make data driven decisions to grow your balance sheet the right way with Baker Hill NextGen® Analytics and Marketing.

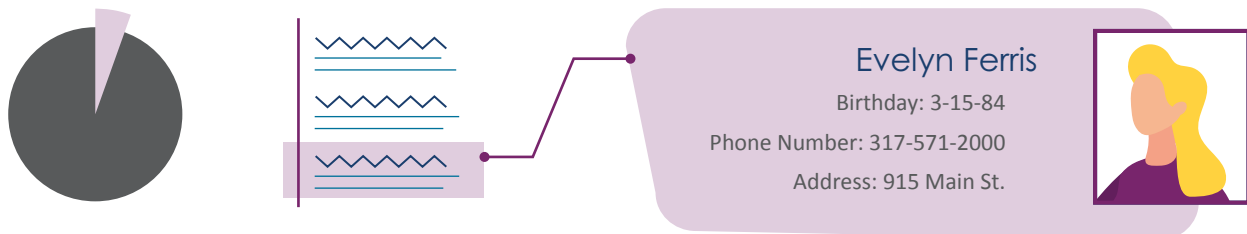
## PAY CLOSE ATTENTION TO THE DETAILS

When it comes to understanding your financial institution's profitability, details are important. Two households with the exact same product often provide very different profits.



## BE STRATEGIC WITH YOUR RELATIONSHIPS

The top 10% of an institution's relationships often represent well over 100% of its total profits. Identify your most profitable relationships to deliver an elevated level of service across all lines of business to deepen relationships with the customers that matter most to your organization.



## TARGET CROSS-SELL OPPORTUNITIES

The value of one additional product can often mean the difference between a profitable client and an unprofitable one. Identify and target cross-sell opportunities to systematically grow your profitability.

