



Omnichannel Marketing

Grow deposits and loans systemically while keeping your costs low, expanding margins and engaging more account holders. Using Baker Hill NextGen® Omnichannel Marketing helps you get the highest ROI from your relationships.

Baker Hill NextGen® Omnichannel Marketing includes solutions for:

- ▶ Direct Mail
- ▶ Email Marketing
- ▶ Digital Marketing
- ▶ Social Media Marketing
- ▶ Branch/Call Center
- ▶ Contact Lists

Proven Track Record: We are known for organic growth of loans and deposits.

Measurable Marketing: Track your successes and pay for what works.

Low-Risk Engagement: Try our 90-Day Sprint, no long-term commitment.

www.bakerhill.com/omnichannel-marketing

How It Works

- 1. Set Goals:** We'll use your data to run an Opportunity Assessment and together select a deposit and loan growth goal. Our peer-to-peer normative database delivers benchmarked metrics.
- 2. Determine Targets:** Predictive analytics identifies those members with the capacity and propensity to deposit or borrow more money with you.
- 3. Execute Campaigns:** Predictive analytics identifies those members with the capacity and propensity to deposit or borrow more money with you.
- 4. Track Results:** Your marketing team reviews and approves campaigns and monitors the results, which are meticulously tracked and reported.
- 5. Performance-Based Pricing:** You are charged for new deposits and loans established during goal-setting, not for halo accounts (non-targeted products).

The key to data-driven marketing is execution. We execute like a machine. We track every campaign. You hold us accountable.



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.