

OMNICHANNEL MARKETING

DATA DRIVEN DEPOSIT AND LOAN GROWTH

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.

Proven Track Record

We're known for organic growth of deposits and loans.

Measurable Marketing

Track your successes and pay for what works.

Low-Risk Engagement

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

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**—Working with your financial institution we develop and execute an Omnichannel program.
- 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're charged for new deposits and loans established during goal-setting, not for halo accounts (non-targeted products).

Omnichannel Solutions

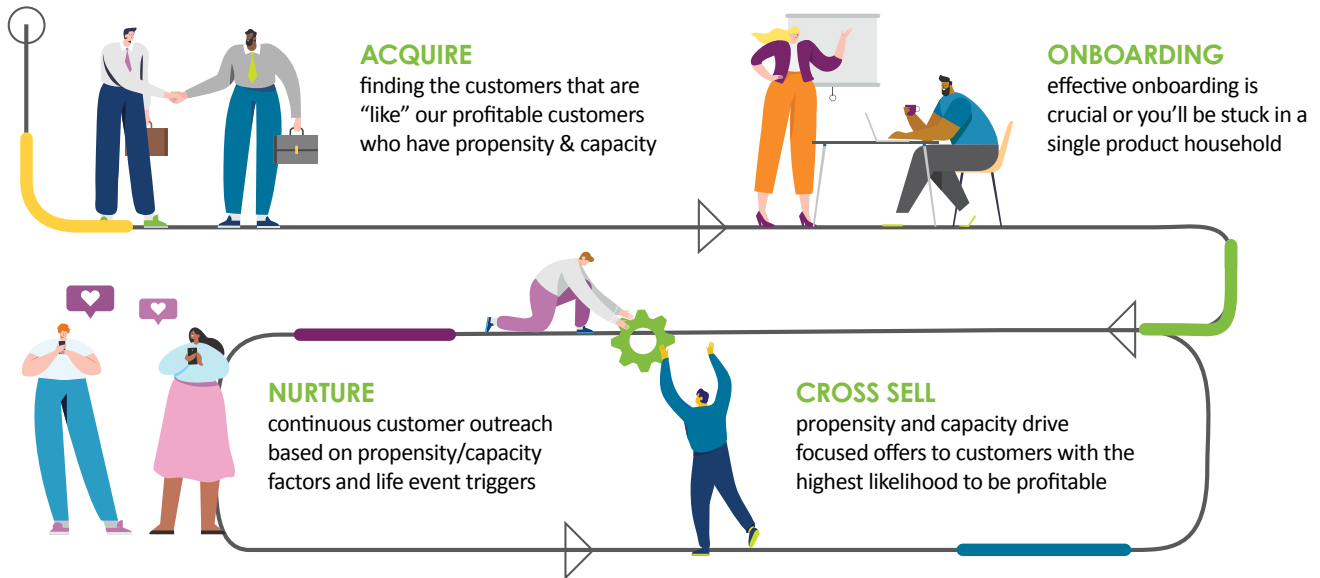
- Direct mail
- Email
- Digital
- Social media
- Branch/call center contact lists

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

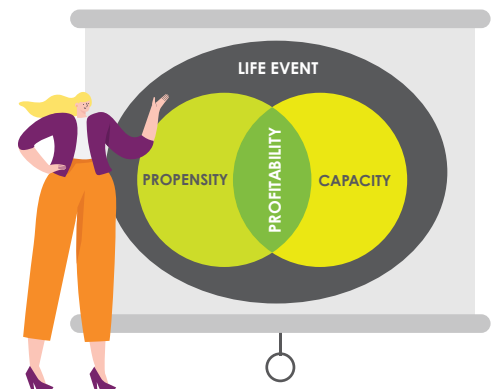
We benchmark your data against our proprietary Normative Data on community banks and credit unions to identify gaps and reveal actionable pockets of opportunity and risk.

CUSTOMER ADVOCACY STRATEGY



TWO ELEMENTS TO A CUSTOMER STRATEGY

- 1. DISCIPLINE & RIGOR**
consistent focus on propensity and capacity in your base with timely, frequent action
- 2. AGILITY**
nimble in your reaction to customer life events based on changes in banking behavior



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 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, and analytics for financial institutions in the United States. For more information, visit www.bakerhill.com.

