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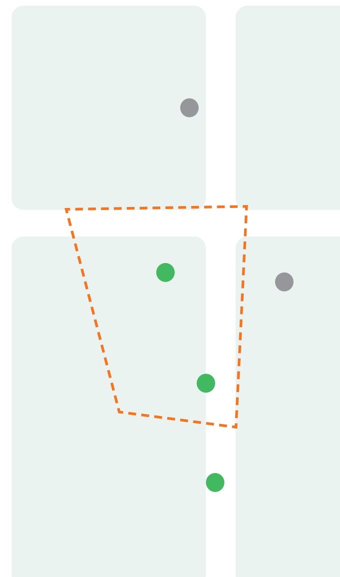
INDUSTRY CASE STUDY

Geofencing: Part of a Core Relationship Growth Strategy

In this instance, a client that had launched High Performance Growth (HPG™) as their core relationship growth strategy had the unique opportunity to take advantage of a market disruption. One of our client's competitors closed several locations, so we added geofencing marketing—a digital tactic that creates virtual boundaries around a designated area, allowing us to target prospects when their device enters or leaves that area.



This new Haberfeld client first identified all closing Fifth Third locations in their market and increased their marketing budget to cover all households in those zip codes. Specific messaging on mailers and digital ads targeted these markets.

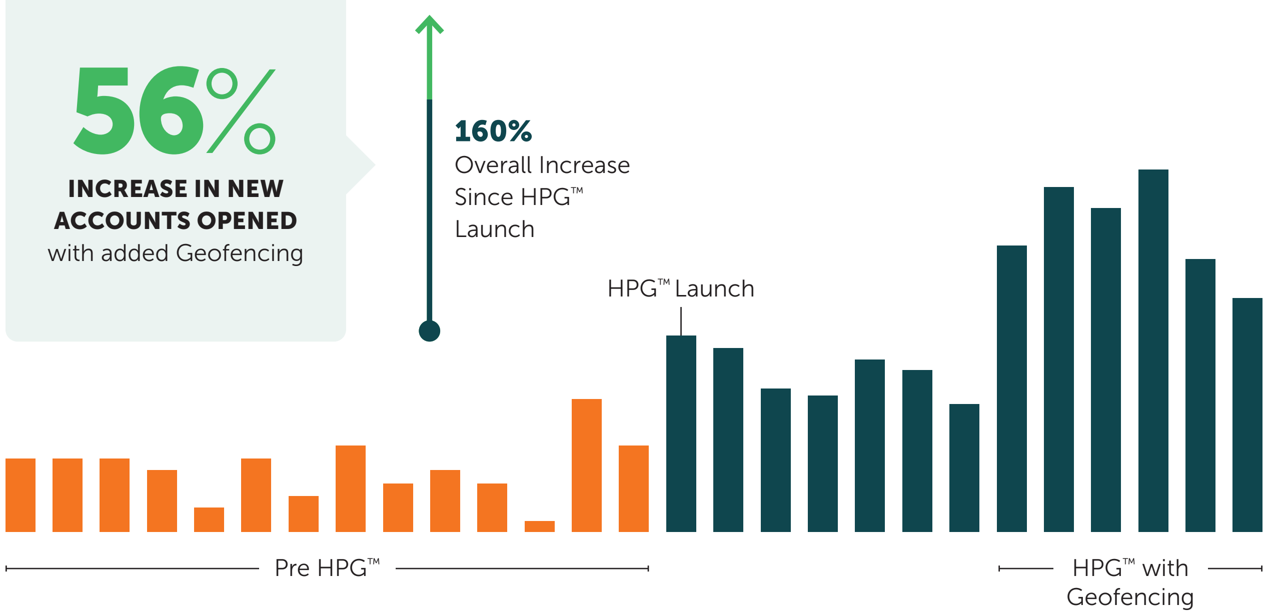
The client's level of account openings increased *twice*. The first lift resulted from the start of their HPG™ strategy, increasing account openings by 160%. The second lift was due to geofencing in addition to targeting, resulting in an additional 56% increase in account openings.

With HPG™, you will experience dramatic growth from your current baseline. And, with Haberfeld's analytics and expertise, you'll also be better positioned to capitalize on changes in your market to drive further growth.

56%

INCREASE IN NEW ACCOUNTS OPENED

with added Geofencing



Target core relationships with us!

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