

## High Performance Growth (HPG™) Strategy Since Kickoff

# 1-YEAR RESULTS

**BANK**  
CASE STUDY

**7 OFFICE**

**\$642M ASSETS**

### Checking Performance

85% lift in retail checking openings has driven a  
12% growth rate in the portfolio

**+1,234**

ADDITIONAL NET  
ACCOUNTS

**11,660**  
ACCOUNTS

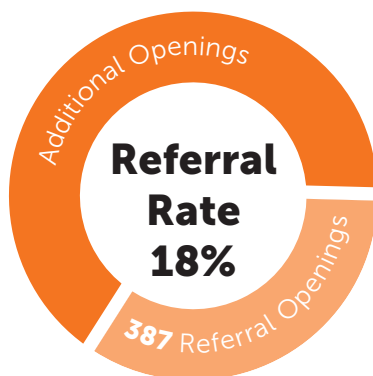
**10,426**  
pre-HPG™

### Retail Checking Deposit Growth

**\$6.3M+**

DEPOSITS  
IN FIRST YEAR

### Referral Openings



### Marketing Touches

**190,098**  
DIRECT MAIL

**17,909**  
SEARCH AD  
IMPRESSIONS

**47,214**  
INFORMED  
DELIVERY

**851,132**  
DISPLAY AD  
IMPRESSIONS

**1,106,353**

TOTAL TOUCHPOINTS ACROSS 8 CAMPAIGNS

**YOUR BANK CAN ACHIEVE THESE RESULTS.  
WE CAN SHOW YOU HOW.**

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