

High Performance Growth (HPG™)
Strategy Since Kickoff

7-MONTH RESULTS

BANK
CASE STUDY

7 OFFICE

\$460M ASSETS

19% Annual Retail Checking Portfolio Growth

+960

ADDITIONAL NET
ACCOUNTS

2.0X LIFT
IN RETAIL CHECKING
OPENINGS

6,246
ACCOUNTS

5,279
pre-HPG™

8% Annual Business Checking Portfolio Growth

+180

ADDITIONAL NET
ACCOUNTS

1,964
ACCOUNTS

1,781
pre-HPG™

Retail Deposit Growth

\$3.7M

INCREASE IN DEPOSITS

\$2.5M

FROM LOANS AFTER
CHECKING ACCOUNT
WAS OPENED

Marketing Touches

151,782
DIRECT MAIL

13,851
SEARCH AD
IMPRESSIONS

29,808
INFORMED
DELIVERY

482,178
DISPLAY AD
IMPRESSIONS

677,619

TOTAL TOUCHPOINTS ACROSS 4 CAMPAIGNS

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

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