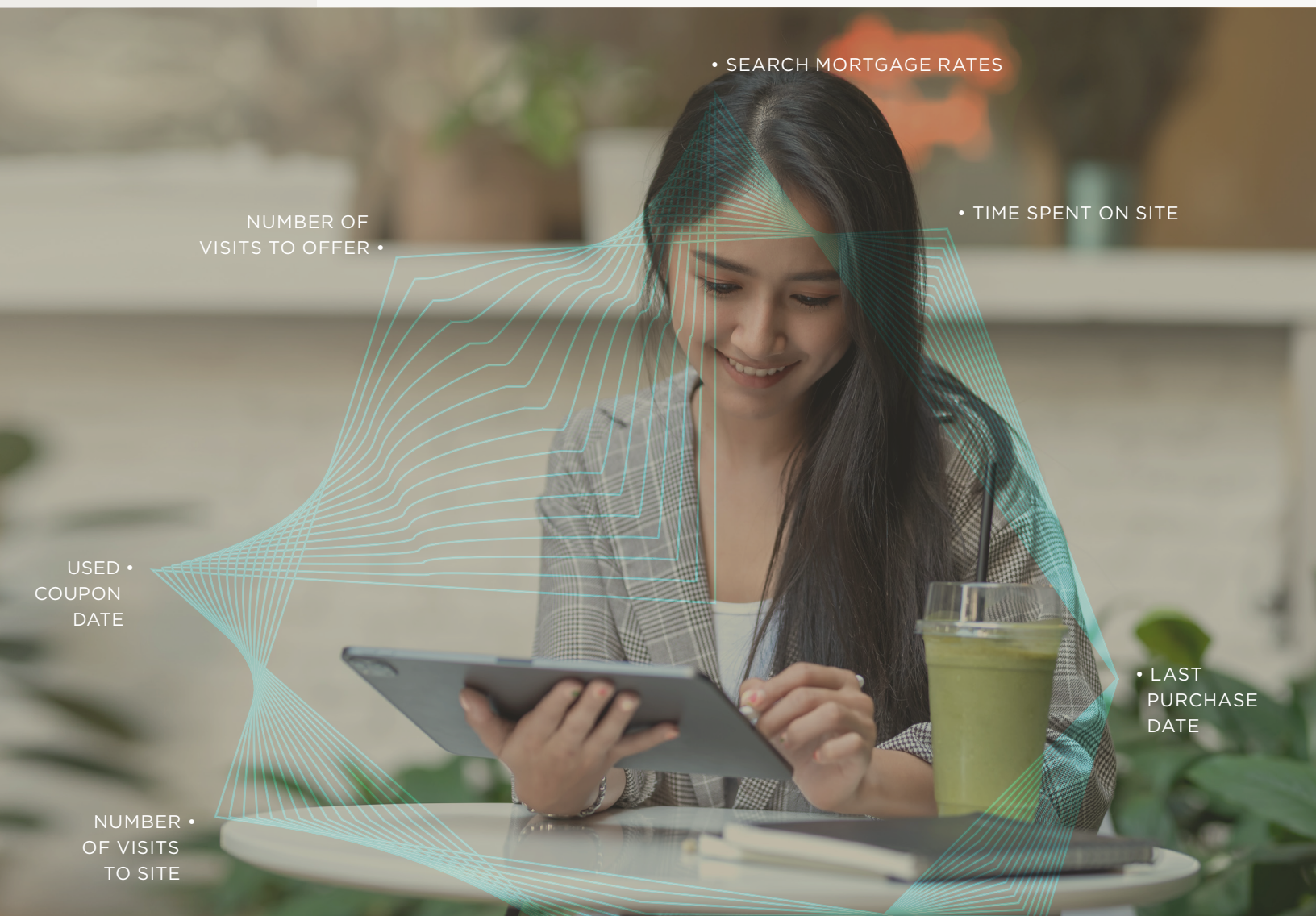


MAXIMIZING ACQUISITION  
STRATEGIES WITH SMARTER DATA:  
TAKE CONTROL  
AND **DRIVE**  
**GROWTH**  
THROUGH  
DATA-DRIVEN  
INSIGHTS

/ In today's data-driven economy, understanding and managing consumer data has become a critical aspect of successful marketing strategies.

With the elimination of third-party cookie tracking, financial services marketers should consider relying on their **first-party customer data** to gain insights into consumer behavior, preferences and needs, and to develop targeted campaigns that maximize acquisition and retention.



While first-party data provides a wealth of information about existing customers, it doesn't capture the broader view of the market or potential customers who have not yet interacted with an institution or brand.

The sheer volume and complexity of consumer data can be overwhelming, and effectively managing and utilizing it requires collaboration. By harnessing the power of first- and third-party consumer data and leveraging two-party collaborative approaches, marketers can achieve greater engagement and conversion rates, while also building stronger relationships with their customers.



1/3

OF BANK LEADERS CITE  
AN INABILITY TO USE DATA  
EFFECTIVELY AS **A TOP  
TECHNOLOGY CHALLENGE  
FACING THEIR INSTITUTION.\***

\*Bank Director, 2025 Technology Survey, September 2025

Let's explore how the importance of understanding, managing, and collaborating on consumer data, and the key strategies and best practices for optimizing marketing performance and driving business growth >

## 4 WAYS

# DATA-DRIVEN MARKETING AND ANALYTICS INFORM AND OPTIMIZE ACQUISITION MARKETING STRATEGIES

By using data and analytics to inform your acquisition marketing strategies, you can be more targeted and purposeful, more cost-effective, gain better customer insights, and generate more effective leads.

### 🎯 / 01

#### Targeted and Purposeful

By analyzing consumer data, you can identify the most effective channels and tactics for reaching your target audience and create campaigns that are tailored to their specific needs and interests.

### 🔍 / 02

#### Better Insights

Gain a deeper understanding of your customers' and prospects' needs and preferences. This can help you to create more targeted and personalized marketing messages that resonate with your audience, increasing the likelihood of converting them into customers.

### 📊 / 03

#### High-Quality Lead Generation

By analyzing customer data, you can identify potential customers who are most likely to be interested in your financial institution's products or services and create campaigns that are designed to appeal to them specifically.

### 💰 / 04

#### Cost-Effective

By targeting specific segments, you can reduce wastage and optimize your marketing spend. Additionally, by analyzing the performance of your campaigns in real-time, you can quickly identify and adjust any campaigns that are underperforming, allowing you to save money and maximize ROI.

## COLLABORATIVE MARKETING CREATES STRATEGIC PARTNERSHIPS WITH SHARED GOALS

This approach combines unique customer data points from your financial institution with third-party consumer data collected by a company specializing in gathering and aggregating data from various sources and touchpoints. This method creates a more complete profile of your target audience and increases campaign effectiveness.

Here's a graphic illustrating how a collaborative approach to combining first- and third-party data leads to **improved engagement, better insights, greater control, visibility and data security for marketers.**

“SAVVY MARKETERS  
SEEKING TO MAXIMIZE  
ACQUISITION AND  
RETENTION EFFORTS  
MUST QUICKLY LEARN  
HOW TO ACCESS AND  
ANALYZE THE VAST  
AMOUNTS OF DATA  
AVAILABLE TO THEM  
TO MAXIMUM  
BENEFIT.”

Lisa Nicholas  
VP, Client Strategy  
Financial Services



# 6 KINDS OF DATA

## TO MEET YOUR GOALS AND OBJECTIVES

To address a campaign's goals and objectives, it's important to collect the most relevant and valuable data. There are six kinds of data that can be useful for creating a targeted, personalized marketing campaign for financial services acquisition.

### 01 | CONSUMER BEHAVIORAL DATA

Actions, preferences, and decision-making processes provide insights needed to develop effective strategies and positive customer experiences.

### 02 | DIGITAL MARKETING INSIGHTS

Tools and techniques to understand how consumers interact with digital marketing channels, such as social, email and websites.

### 03 | LOAN AND DEPOSIT ACTIVITY

Critical for identifying opportunities, developing relevant messaging, and optimizing product offerings

### 04 | CREDIT DATA

Essential for identifying potential customers, assessing risk, and understanding individual customer needs

### 05 | LOAN APP DATA

Crucial component for understanding customer behavior, assessing needs and tailoring messaging accordingly

### 06 | COMPETITIVE DATA

Understand your position in the market, and obtain valuable insights into trends, positioning and marketing tactics.



# LEVERAGE RELEVANT DATA TO GET RESULTS THAT MATTER

The use of relevant data sources is critical for financial institutions looking to optimize acquisition campaigns and achieve desired results. In addition to detailed consumer behavioral data, **it's important to partner with a third-party provider** with the experience and knowledge to gather relevant industry-specific data, such as:

- ✓ AUDIENCE DEMOGRAPHICS
- ✓ BANK AND CREDIT UNION DATA
- ✓ FINANCIAL SERVICES MARKET DATA
- ✓ HOME MORTGAGE DISCLOSURE ACT (HMDA) DATA
- ✓ QUARTERLY BANK FINDINGS
- ✓ AND MORE

Our data-driven approach allows us to identify opportunities for cross-selling and upselling, create more targeted promotions and messaging, and ultimately, drive higher engagement and satisfaction.



# WHY INTELLIGENT MARKETING SPEND IS ESSENTIAL AND EXPECTED

Marketers are under increasing pressure to deliver measurable results in a highly competitive and changing environment. The enormous amounts of data produced every day by consumers' interactions with various channels and platforms enable marketers to make more informed decisions on how to allocate their marketing spend and improve the effectiveness of campaigns.

## THE COST IMPORTANCE OF CUSTOMER ACQUISITION FOR FINANCIAL INSTITUTIONS

|       |                                                                              |
|-------|------------------------------------------------------------------------------|
| 15%   | Average customer attrition rate among retail financial institutions per year |
| \$500 | Average acquisition cost of a new customer                                   |
| 25%   | Wallet share of an average customer with a single institution                |
| 65%   | Single-service customer                                                      |
| 500M  | Data elements per \$1 billion in assets                                      |

Source: "Statistics: Customer Attrition & Retention," FI Works, 2023



Here are **five key data areas** you should consider using to develop a highly optimized, high-performance acquisition marketing strategy:

1. FINANCIAL INSTITUTION BENCHMARK INTELLIGENCE
2. CLIENT DATA
3. PREDICTIVE INTELLIGENCE
4. GEOGRAPHIC INTELLIGENCE
5. COMPETITIVE INTELLIGENCE

# 6 KEY FACTORS

## TO PLANNING MARKETING BUDGET ALLOCATION

Determining a marketing allocation strategy requires careful consideration of several key points. Vericast recommends these six important factors to keep in mind:

### 01 | Targeting approach

Choose a level and approach designed to effectively reach and engage your audience

### 02 | Audience

Gain a better understanding of your audience to reach the right people and optimize ROI

### 03 | Channels

Choosing the right channels can have a significant impact on the success of a campaign in areas of reach, engagement and measurement

### 04 | Reach

Achieve maximum reach for building brand awareness, increasing market penetration and optimizing cost efficiency

### 05 | Frequency

Measuring how often your audience is exposed to your message plays an important role in determining message retention and achieving a higher ROI

### 06 | Price

Understanding how price impacts channels, strategies, innovation, and competitors affects the total cost of a campaign

OVER **70%** OF CUSTOMERS RATE TAILORED OFFERS AS HIGHLY IMPORTANT FOR BANKS AND OTHER FINANCIAL COMPANIES YET ONLY **14%** OF BANKS ARE PROVIDING CONTEXTUALLY RELEVANT EXPERIENCES.

Acquire and Retain: How To Nail Personalization In Banking and Build Customer Loyalty, InstinctTools, January 2023.



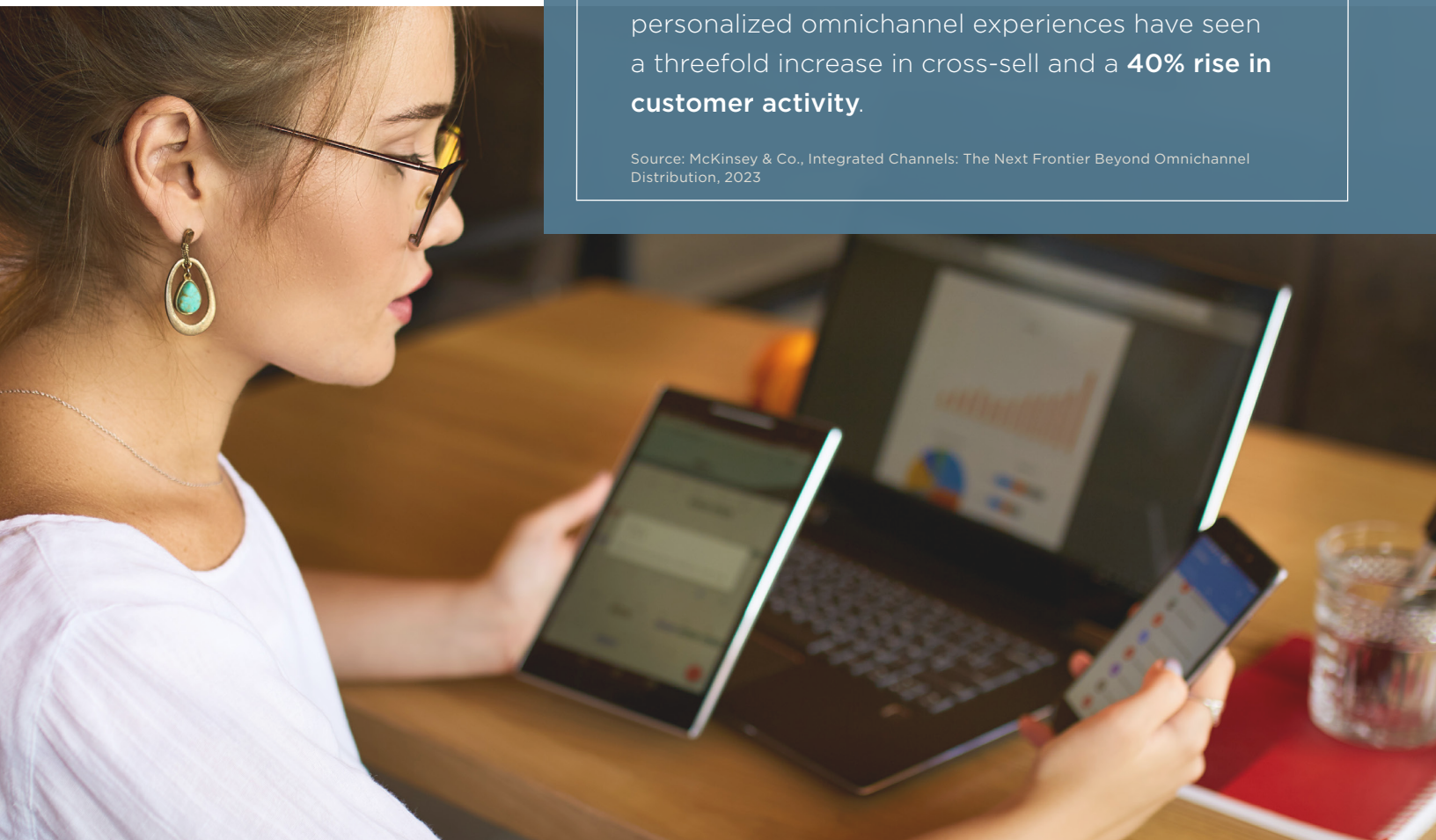
## HIGH-QUALITY FIRST- AND THIRD-PARTY DATA IS KEY FOR SUCCESSFUL OMNICHANNEL MARKETING

An omnichannel strategy relies on quality first- and third-party data to provide personalized, consistent, and optimized experiences for customers across multiple channels, such as **online, mobile, email, print and in-branch**. By leveraging both first- and third-party data that is gathered, vetted, and optimized in partnership with an experienced data vendor, financial institutions can gain a more complete and accurate picture of their customers and deliver the best possible experience.



Financial institutions experimenting with integrated, personalized omnichannel experiences have seen a threefold increase in cross-sell and a **40% rise in customer activity**.

Source: McKinsey & Co., Integrated Channels: The Next Frontier Beyond Omnichannel Distribution, 2023



## WHY VERICAST

Vericast provides next-level data collection, enhancement and analysis capabilities, AI-powered predictive insights, and reporting intelligence that will take your acquisition marketing strategy to new heights. With our industry-leading analytics and advanced data visualization tools, you'll have the power to make data-driven decisions with confidence.

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Contact us at [info@vericast.com](mailto:info@vericast.com) today to see how Vericast can help take your financial institution's acquisition and retention marketing to the next level.