

# Our Results

Below is a small sample of past projects we've crafted for a variety of clients and their needs.



**CLIENT:** \$234 M

## FOCUS

Create a new customer acquisition program and toolkit.

## MOMENTUM

MarketMatch created a complete program for customer checking acquisition. MarketMatch developed, managed and measured the complete customer acquisition program which included a sweepstakes drawing, Switch Kit, POS toolkit and media promotion. Media outlets included: online, TV, radio, print, in-lobby and direct mail.

## RESULTS

Delivered in diverse markets, the program was a groundbreaking achievement for the bank in targeted marketing:

- 215% ROI
- \$1.1 million in new deposits
- 30% increase in word of mouth awareness



**CLIENT:** \$454 M

## FOCUS

Support a bank acquisition and increase customer retention.

## MOMENTUM

A custom "Welcome Kit" was created to proactively introduce the customer to the bank. The kit included a personalized welcome letter, information about account conversions, new services, expanded capabilities and branch locations.

## RESULTS

5,100 kits were mailed and became the talk of the town. The personal letter from the CEO solidified the bank as friendly, supportive and community focused.

- Increased retention beyond initial expectations
- Sense of pride created with staff for the acquired bank
- Cross selling created for Checking, Money Markets, Loans, and Investments

Our Results

## "IDEA HOUSE" CAMPAIGN



**CLIENT:** \$491 M

### FOCUS

Make a splash in a new market with local builders and realtors with a special reception.

### MOMENTUM

We crafted a unique, upscale, interactive invitation for key customers and centers of influence that were invited to an event at the Southern Living House. The invitation showcased the exclusivity of the event and captured the bank's appreciation for the recipient's role in their success. Event communication also included a timely follow-up thank you card for event attendees with a corresponding design.

### RESULTS

Anecdotal comments included a prospective customer saying, "this invitation is going in my scrapbook" and Southern Living said, "your invitation and entire program is the best we have seen.":

- 95% acceptance rate
- 130 attendees
- 4 significant new relationships created

## WEB SITE REDESIGN



**CLIENT:** \$1.2 B

### FOCUS

Create a user-friendly, marketing website that benefits all business units.

### MOMENTUM

MarketMatch created a website based, not on the banks products, but on the customers needs: Save Money, Borrow Money, Grow My Business, Manage My Wealth.

### RESULTS

As a billion dollar bank with a full-range of financial offerings, it was important to create a website that told the right story to the right customer. The restructured site provided:

- 109% increase in overall page views
- 30% more visits to products, locations and contact information
- Time per visit and pages per visit decreased from easier navigation