

Grow Member Products

INCREASE IN NEW CD DEPOSITS

Capture more value from members as their assets grow by delivering consistent, personalized experiences. See ROI in less than 60 days.

**17%****30%**

INCREASE IN MARKETING CAMPAIGN CONVERSIONS FOR DIGITAL PRODUCTS

Make common service inquiries easier and faster while decreasing overall call volume.

BOOST TO ADOPTION OF REVENUE-GENERATING PRODUCTS

Calculate product saturation and potential product uplift and target members most likely to adopt, see results after a single campaign.

**38%****66%**

MORE QUALIFIED LEADS FOR MEMBER ACQUISITION

Data Profiles alongside BlastPoint's Mapping Tool help optimize sales outreach efforts.

INCREASE IN PRODUCT ADOPTION

Identifying and engage eligible members who are the best fits for products with the right information at the right time.

**54%****3X**

BOOST TO ENGAGEMENT WITH HARD-TO-REACH SEGMENTS

Reach members through the right channels at the right time. Watch engagement rates soar.

