

Grow Customer Deposits with AI Insights



A financial institution in the Northwest Boosts CD Deposits with BlastPoint's AI-Powered Campaigns

17% Increase in Just 2 Months!

Objectives



Identify customers who have a high propensity to engage with a new CD product.

Gain a deeper, holistic understanding of customers at the household and business level for planning and targeting purposes.



Optimize marketing and operational resources by personalizing customer experiences and cross-selling CDs to existing customers

Identify and target customers who are most likely to enroll in CDs for acquisition.



Over
\$40M

new CD deposits in less than 60 days!

With BlastPoint's Portable Model Service, our Partner harnessed predictive analytics to identify customers with the highest propensity to enroll in CD programs. By delivering the right messages through the right channels at the right times, they saw a remarkable **17% boost** in CD deposits through precise, data-driven outreach strategies.

Elevate your bank's marketing success with
BlastPoint's AI Precision Targeting!