

CASE STUDY

Driving \$26M in New Business: A 4% Customer Growth Surge Powered by Data



A Midwest bank surpassed the industry's standard growth rate, achieving a **4% increase in customer accounts** and generating an estimated **\$16M in new deposits and \$10M in new loans** by leveraging BlastPoint's platform.

By uncovering hidden opportunities within their market and delivering targeted outreach, the bank transformed data-driven insights into substantial financial growth.

RESULTS

4%

Increase in customer account,
2x industry average

\$16M

In estimated
new deposits

\$10M

In estimated
new loans

OVERVIEW

The Midwest bank aimed to expand its customer base by better understanding and addressing the needs of its local communities. Recognizing the potential to outperform the industry's average 2% growth rate, the bank utilized the BlastPoint Platform to uncover new opportunities for engagement.

By identifying high-potential segments and tailoring their outreach efforts, the bank achieved an impressive **4% customer growth**, resulting in an estimated **\$16M in new deposits and \$10M in new loans**. This data-driven success not only strengthened their market position but also highlighted the power of strategic insights in driving measurable financial outcomes.

OBJECTIVES



Drive customer growth



Use data insights to identify untapped customer opportunities



Position the bank as a trusted financial partner



Boost the effectiveness of outreach campaigns by targeting the right audiences

SOLUTION



Used BlastPoint's AI insights to analyze customer demographics, geographic data, and financial behaviors, uncovering key characteristics of high-potential customers.



Identified gaps in outreach and untapped segments with significant growth potential by comparing customer trends with market data.



Developed targeted campaigns that customized messaging to appeal directly to the identified segments using these insights.



Resulted in a **4% customer growth rate**, an estimated **\$16M in new deposits**, and **\$10M in new loans**, reinforcing their reputation as a community-focused financial institution.