

MAILER:

Centennial BANK

OBJECTIVE:

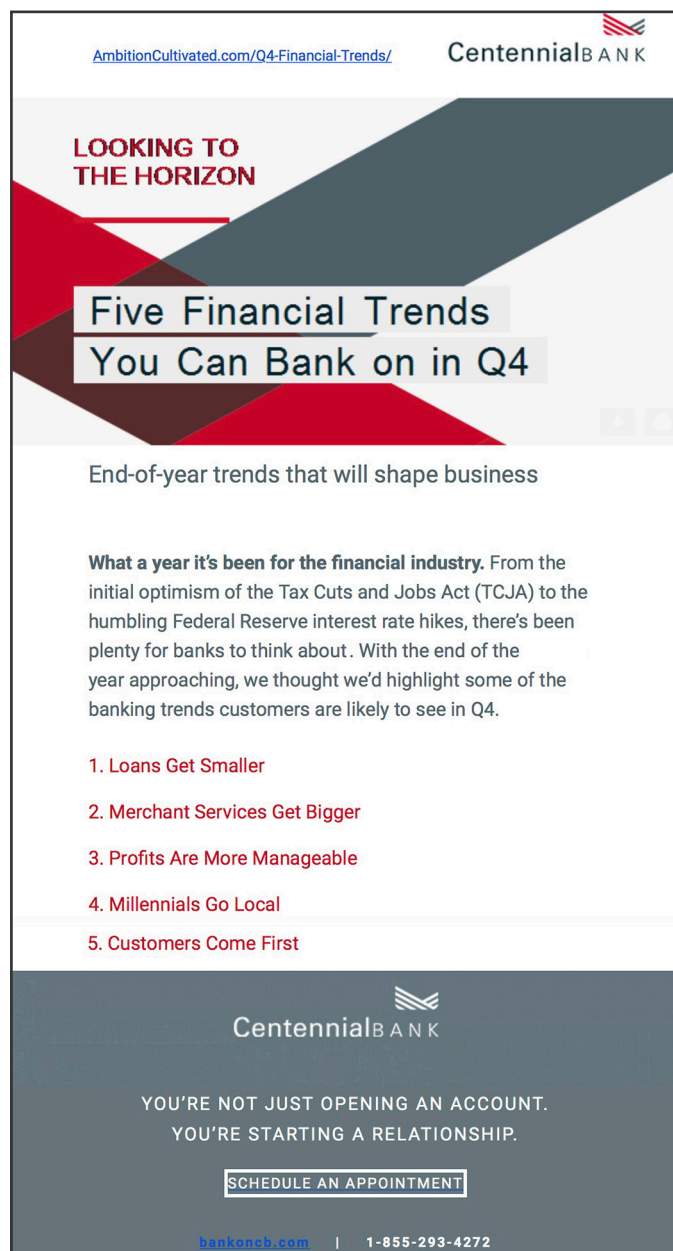
Centennial BANK faced the challenge of increasing new business banking account members.

SOLUTION:

eTargetMedia executed a targeted email marketing campaign that reached business professionals in geo-targeted locations around the Centennial BANK locations. eTargetMedia strategically selected the B2B Executives file and targeted C-level executives in the Medical, Commercial, Real Estate and Small to Medium Business industries. The campaign was geo-targeted to Texas cities that are in close proximity to Centennial Bank, including Slaton, Tulia, Plainview, Fredericksburg, Kerrville, Boerne, Lubbock, Post, and New Braunfels. The creative featured five financial banking trends which will shape businesses in the new year. The creative invited the C-level executives to schedule an appointment to learn more about the trends and all of Centennial BANK's services.

OUTCOME:

The Centennial BANK campaign had a very high open rate and traffic to the financial trends landing page spiked during the email campaign. The campaign also helped to increase client acquisition rates.



The email campaign creative features a header with the URL AmbitionCultivated.com/Q4-Financial-Trends/ and the Centennial BANK logo. The main headline reads "LOOKING TO THE HORIZON" in red, followed by "Five Financial Trends You Can Bank on in Q4" in a white box. Below this is a sub-headline "End-of-year trends that will shape business". The body text discusses the financial industry's challenges and opportunities, mentioning the Tax Cuts and Jobs Act (TCJA) and Federal Reserve interest rate hikes. It lists five trends: 1. Loans Get Smaller, 2. Merchant Services Get Bigger, 3. Profits Are More Manageable, 4. Millennials Go Local, and 5. Customers Come First. The footer includes the Centennial BANK logo, the text "YOU'RE NOT JUST OPENING AN ACCOUNT. YOU'RE STARTING A RELATIONSHIP.", a "SCHEDULE AN APPOINTMENT" button, and contact information: bankoncb.com | 1-855-293-4272.

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