

MAILER:

Provident Bank

OBJECTIVE:

Provident Bank faced the challenge of increasing new banking customers specifically in regards to the “SMART Checking” product of focus for the promotion.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of new banking prospects. eTargetMedia strategically implemented the Active Personal Finance and Investment Enthusiasts file while integrating financial preferences for those seeking new banking products. The campaign was designed to invite new prospective customers to schedule a call and learn how easy it is to open an account, as well as to present the key benefits of the new “SMART Checking” account offering 1.51% APY focusing on the benefits of no minimum balance or monthly fees to position the bank as an ideal choice for personal finance.

OUTCOME:

The email marketing campaign resulted in excellent open and click-through rates that exceeded industry averages as well as an increase in leads and overall sales for Provident Bank during the promotional period.



Open a **free** *PROVIDENT SMART* Checking[™] account and earn

1.51 % APY¹

- > No minimum balance
- > No monthly fees
- > ATM Fee Refunds nationwide¹
- > Free mobile banking with check deposit²

LEARN MORE

PROVIDENT BANK
Commitment you can count on[™]

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