

MAILER:

MapleMark Bank

OBJECTIVE:

MapleMark Bank faced the challenge of increasing enrollments of their platinum money market accounts.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign that reached high net worth individuals between the ages of 55 to 74 years old. eTargetMedia strategically selected the Premier Platinum Club Members file and selected individuals with a net worth of over \$2 Million. This target group was selected because these savvy investors are very likely to be interested in MapleMark Bank's high-interest money market accounts which offer 8 times the national interest average. The campaign was geo-targeted to the Dallas/Fort Worth area because of its close proximity to the bank. The creative was designed to promote MapleMark Bank's money market accounts and featured the high interest rates that are available at their bank. A strong call to action was included in the creative which helped drive leads.

OUTCOME:

The MapleMark Bank campaign was a very successful email marketing campaign. The campaign delivered a high open rate and a high click through rate that exceeded industry averages. The campaign also helped to drive inquiries and enrollments in the money market accounts.



Finally... banking in
your best interest.

8X THE NATIONAL AVERAGE³

PLATINUM MONEY MARKET RATES STARTING AT

1.40% APY¹
Minimum \$50,000²

1.75% APY¹
Minimum \$250,000²

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with MapleMark Bank Today!**

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www.maplemarkbank.com

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