

\$34m

Deposit
Growth

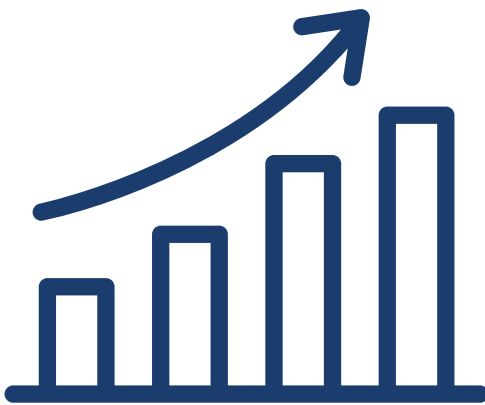
90%

New Money
Deposits




460

New CDs
Opened

DEPOSIT GROWTH



Baker Hill *Powered by Infusion* strategically developed an innovative omnichannel campaign to engage CD investors for a financial institution. They used social media and direct mail to reach potential investors over the course of 3 months, driving growth in deposits. The campaign attracted 460 new CD investors, totaling over \$34 million in balances. The results were impressive:

-  A remarkable 3.2% response rate, showcasing the campaign's resonance.
-  Responders experienced an average increase of \$63.4k in household balances, underscoring the campaign's financial impact.
-  An impressive 90% of the capital influx was identified as "New Money," indicating the campaign's success in attracting fresh investments and expanding the customer base.