

\$9.2m

Deposit
Growth

0.5%

Response
Rate




\$260

Cost Per
Account

NEW HOUSEHOLD ACQUISITION



Over a span of two years, Baker Hill *Powered by Infusion* successfully executed seven strategic, data-driven marketing campaigns identifying potential new members for a credit union. This was part of a comprehensive omnichannel marketing strategy that engaged over 250,000 non-member households through diverse digital channels, delivering compelling outcomes:

-  Acquired over 1,200 new members, showcasing considerable growth in member base and deposit balances.
-  Recorded a substantial increase in deposit balances, amounting to \$9.2 million.
-  Attained an affordable average cost per account (CPA) of \$260, underlining the efficiency and cost-effectiveness of the campaigns.