

# Advanced Analytics Is Necessary for Effective Acquisition



## Deposit & Household Acquisition

Obtaining low-cost core deposits and high-yield customers are critical in the today's competitive marketplace.

Harland Clarke's Deposit & Household Acquisition solution has everything your financial institution needs to quickly obtain deposits to fund loans and acquire valuable account holders.

### **"In the neighborhood" isn't good enough.**

While competitors target neighborhoods, our solution guides you to individual prospects at economical postage rates. Why? Because deposit balances and product usages vary significantly among households in a neighborhood.

### **Highest quality analytics. Unmatched audience selection capability.**

Deposit & Household Acquisition layers consumer, demographic, behavioral, purchase potential, and other data - merging 235 attributes and data points - for a unique view of prospective customers. Combine this insight with your own customer profiles to identify top prospects who are just like them.

### **Right products. Right incentives. Right time.**

Harland Clarke's approach is highly targeted. The messaging is personalized. Offer the right product, at the right time, with the right incentive and, suddenly, you could be well ahead in landing the account.

**Highly personalized. Highly effective.  
Highly affordable.**

The creative is customized, targeted direct mail to individuals in specific audiences. You'll also receive a full response analysis, including demographics. Segments include:

- Look-a-like Consumers
- Small Business Owners
- Seniors, Millennials, etc.
- Existing Customers for Cross-sell
- New Movers



**Choose a turnkey solution with continuous results.**

- ✓ Data-Driven Analysis
- ✓ High-Value Cash Incentives
- ✓ Award-Winning Creative
- ✓ Comprehensive Metrics and Reporting

## How It Works



Learn more about how Harland Clarke can help your financial institution acquire, activate, and engage valuable new customers.

Call 1.800.351.3843  
 Email [contacthc@harlandclarke.com](mailto:contacthc@harlandclarke.com)  
 Visit [harlandclarke.com/AcquisitionCX](http://harlandclarke.com/AcquisitionCX)