



The BIG banks are trying to steal your customers

We have been seeing a wave of aggressive offers from the BIG banks to steal customers from community focused institutions. They are using analytics to determine which of your customers are the most vulnerable. Some of these campaigns are offering over \$300 to switch banking institutions.

Bank of America

We're taking "thank you" to the next level.

Get a
\$300
bonus¹

Open an eligible checking account to get started.

[Learn more](#)

Being thanked is nice. A \$300 bonus¹ offer is even nicer. Here's how to get yours:

At **Empower Your Analytics** we believe it's time to fight back. We have designed a customer database that includes your core data, with appended demographics. It is specifically designed for community institutions to meet the BIG bank marketing challenge.

Empower Your Analytics is an easy to use tool that helps your marketing team to:

- Identify customers who are good prospects for cross-sell
- Determine the best product to sell them
- Maximize revenue per customer
- Retain your existing customers

Empower Your Analytics is up and running in 45 days. We do all the work, once you download your customer information to us.

We will also conduct an introductory workshop with the delivery of your database. The objective is to get your team started quickly by helping you better understand your customer data.

Empower Your Analytics is a value-based, common sense approach to introducing data analytics into your marketing efforts.

You can tailor our program to fit your individual resource, budget and experience requirements.