

SEGMENTING SHOPPERS BASED ON PRODUCT KNOWLEDGE

Client: One of the oldest and most trusted names in consumer banking
Service: Online Channel EffectivenessSM



CASE
STUDY

Maximizing Prospect-to-Lead Performance Measures

One of the oldest and most trusted names in consumer banking was charged with growing a multi-billion loan portfolio by increasing home equity applications and leads submissions.

Identifying and Connecting with Key Segments

Compete's Online Channel EffectivenessSM services established best practices for content, tools, lead generation and application flow. By identifying new segments and understanding their unique behavioral patterns, shoppers were segmented into different cohorts and targeted more effectively. Survey responses were used to segment shoppers and optimize the Web site to better meet the needs of the most valued potential customers.

Generating an Additional \$50 million in Loan Income

So what happened? Compete identified this client as a "prospect leader, but applicant laggard" and focused on improvements to enhance the prospect engagement potential rate, anticipated to generate an additional \$50 million in loan income.

Compete contrasted the research needs and shopping activities among different home equity shopper segments to help a leading national bank prioritize and implement online unique content, navigation and tools that maximized the company's critical prospect-to-lead performance measures.



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