

## Competition is on the Rise

As competition for **core deposits** increase, financial institutions need a comprehensive approach to grow market share. Our Deposit Direct<sup>sm</sup> program is an effective long-term retail strategy focused on generating new accounts, new households, core deposits, and enhanced revenue streams.

Our strategy is to fuse traditional direct mail marketing with digital marketing and enhanced data analytics to accelerate the growth of **core deposits** and retail market share. The result? New account opening increases of 50% to 150%.

## Smart Targeting of Big Bank Competitors

The first step is to determine vulnerable competitors and develop a compelling message and offer. Utilizing your competitive advantages, the messaging focuses on how your institution is the better banking choice in comparison to other institutions (typically large regional or national banks). Next, we run a trend and competitor analysis that will determine areas with the most opportunity to maximize account openings in your market.

## A Winning Combination for Marketing Success

Stellar Strategic Group will find the right mix of direct mail, digital advertising, and social media marketing to reach a larger audience. Our combined strategy will increase results and ROI for your marketing dollar. As a turn-key direct marketing program, Deposit Direct<sup>sm</sup> incorporates the following into a program designed around your budget:

- Digital Advertising and Social Media Marketing
- Consumer and Competitor Targeting Analysis
- New Household Tracking
- Attrition Monitoring
- Compelling Offer Development
- Targeting Strategies for Millennials and Women
- Customized Front and Back-End Mapping - NEW
- Effective Direct Mail Production
- Branch Collateral Production
- Front-Line Sales Training
- Mystery Shopping
- Campaign Results Reporting
- Comprehensive On-Going Analytics



STELLARSTRATEGIC						ACCOUNT AND HOUSEHOLD TREND ANALYSIS							
Route ID	City	Nearest Branch	Households with Checking	Market Penetration %	Change in Market Pen%	Total Households in Route	Distance to Nearest Branch	Drive Time	Households with Checking	NEW CHECKING	CHECKING TREND	NEW HOUSEHOLDS	HOUSEHOLD TREND
4653R072	New Paris	New Paris	347	71.08%	5.52%	453	0.04	4	347	39	9.20%	9	2.12%
4653R071	New Paris	New Paris	407	69.71%	4.56%	548	1.51	8	407	45	7.98%	16	2.84%
4657R072	Wakarusa	Wakarusa	428	69.98%	3.43%	583	1.15	5	428	42	6.77%	12	1.94%
4652R006	Goshen	Millersburg	350	68.85%	2.87%	488	3.26	7	350	37	6.70%	5	0.91%
4652R005	Goshen	Wakarusa	339	64.81%	2.78%	503							0.91%
4652R041	Goshen	Main Office	185	71.54%	-0.38%	260							0.97%
4654R072	Millersburg	Millersburg	226	68.80%	-2.92%	343							0.50%
4652R009	Goshen	New Paris	355	64.77%	2.46%	528							1.6%
4652R012	Goshen	College Green	374	65.99%	2.76%	544							1.6%
46767C002	Ligonier	Ligonier	116	12.25%	16.75%	400							2.6%

STELLARSTRATEGIC				
YEAR ONE ATTRITION RATES				
PRODUCT/SERVICE	# OF ACCOUNTS OPENED	# OF ACCOUNTS CLOSED	AVERAGE DAYS	ATTRITION RATE
<b>CHECKING</b>	<b>1863</b>	<b>263</b>	<b>181.6</b>	<b>14.12%</b>
\$3000 - FREE Checking	949	141	187.7	14.88%
\$3100 - Reward Checking	598	78	189.8	13.04%
\$3120 - Intunes Checking	51	5	214.6	9.80%
\$3300 - Club Share Draft	15	1	221.0	6.67%
\$3500 - Opportunity Checking	38	20	157.1	52.64%
<b>AUTO LOAN</b>	<b>1314</b>	<b>325</b>	<b>201.6</b>	<b>24.73%</b>
10024 - Automobile - New	17	0		0.00%
10025 - Automobile - Used	968	275	198.2	28.41%
10026 - Indirect Automobile	329	50	221.6	15.20%
<b>CD</b>	<b>753</b>	<b>291</b>	<b>107.6</b>	<b>38.65%</b>
\$5100 - 3 Month	22	22	50.5	100.00%
\$5150 - 6 Month	21	21	80.9	100.00%
\$5200 - 12 Month	109	108	170.9	99.08%

## Analytics and Mapping

With our ongoing analysis and mapping capabilities, the Deposit Direct<sup>sm</sup> program becomes more efficient and effective over time. For each campaign, we will report data on an account and household level detailing response rates, average balances, control response, and lift over control. Campaign results will also be broken out by branch and region. Cumulative Results, Attrition Rates and Year-Over-Year Growth reports will be generated as data is available.

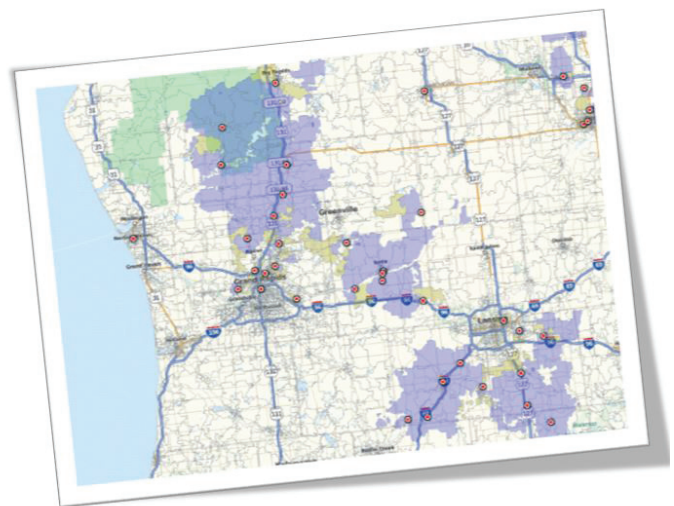
## Our Team is on Your Side

The Stellar Strategic Group team will ensure the implementation and on-going management process is easy for your financial institution. Consider us an extension of your marketing department. Our goal is to provide stellar service and proactive direction to ensure your financial institution achieves maximum results with the Deposit Direct<sup>sm</sup> program.

*Acquire a larger share of core deposits in your market.*

If the data exists, Stellar Strategic Group can map it. Our wide range of map and graphic displays will help you visualize how the program is working in your footprint. Examples include:

- Recommended Mail Routes
- Competitor Branch Overlap
- Account Growth/Loss by Route
- Response Rates or Lift Percentage
- Mailed Routes by Campaign
- New Households Acquired



Maximize your core deposit growth by contacting Stellar Strategic Group

Call 866-347-5632 • Email [info@stellarstrategic.com](mailto:info@stellarstrategic.com)

[www.stellarstrategic.com](http://www.stellarstrategic.com)