



The power of financial data

Discover how Experian's data-driven deposits solutions can help you—and your customers.

Deposits are the lifeblood of financial institutions. Increasing deposits has become the top marketing priority for community banking professionals in 2019, surpassing new member acquisition, loan growth, and cross-sell opportunities.



With Experian's Deposits offering, you'll benefit from the financial expertise in our DNA. We can help you:

- Perform a profile analysis on your top members, identify which variables show a common theme, and which variables over or under-index.
- Find your future prospect audience by looking to your current best customers and compare them against [ConsumerView®](#)'s rich data to find your most efficient new depositors.
- Effectively communicate with members across multiple channels.

From matters of compliance, to segmentation with true predictive power, our team was created to partner with financial institutions to create successful marketing campaigns.

To learn more about Experian Marketing Services and our approach to deposits, contact your Experian Marketing Services representative, or email us at experianmarketingsolutions@experian.com.

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www.experian.com/marketingservices

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