

## According to our **Awareness to Action Survey**, banking customers are receptive to marketing from their financial institutions. You have the offer, you have the data and you have the budget. **All you need now is the plan.**

## WHAT'S THE **BEST WAY TO PROMOTE** YOUR FINANCIAL INSTITUTION'S PRODUCTS AND SERVICES?



GEN Z SAYS

**36**<sup>%</sup> EMAIL

31% TEXT MESSAGE



MILLENNIALS SAY 48<sup>%</sup> EMAIL 77% DIRECT MA

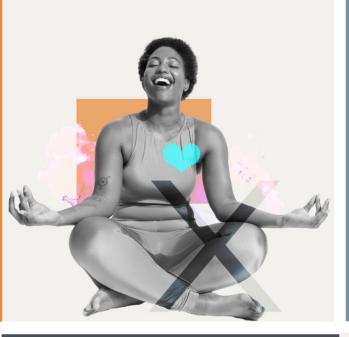
26<sup>%</sup> SOCIAL MEDIA / DIRECT MAIL



34<sup>%</sup> MESSAGE

## **GEN X SAYS**

55% EMAIL
46% DIRECT MAIL
29% TEXT MESSAGE



BABY BOOMERS SAY

60<sup>%</sup> EMAIL

59<sup>%</sup> DIRECT MAIL

14<sup>%</sup> TEXT MESSAGE



**22**%

In somewhat of a surprise, 22% of Millennials say they "always" bank in person at a branch, even more

than baby boomers.



39<sup>%</sup> DIRECT MAIL

30% TEXT Message



23%

TAKE NOTE! **Connected TV** (CTV) and **streaming TV** ranked highest for millennials at 23%. **Digital Display** came in a close second at **18%.** 

## WHAT KIND OF OFFERS DO PEOPLE WANT? IT DEPENDS!





Debit/Credit Card Purchase Incentives



Credit Card Offers



Deposit Incentives for **Checking Accounts** 







You can achieve acquisition success when you personalize offers, tailor your messaging and use an omnichannel marketing approach. It's all about what is relevant to your institution's individual customer sets.

 Download the complete
 ANATOMY OF A BANKING CUSTOMER REPORT for additional insights and tactics.

Vericast Awareness-to-Action Survey, November 2022, n=1,817



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