

YOUR CUSTOMERS WANT TO HEAR FROM YOU

67% Want **OFFERS**
FROM THEIR FINANCIAL INSTITUTION



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% EMAIL
31% TEXT MESSAGE
26% SOCIAL MEDIA / DIRECT MAIL



MILLENNIALS SAY

48% EMAIL
37% DIRECT MAIL
34% TEXT MESSAGE

GEN X SAYS

55% EMAIL
46% DIRECT MAIL
29% TEXT MESSAGE



BABY BOOMERS SAY

60% EMAIL
59% DIRECT MAIL
14% 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.



AFFLUENT HOUSEHOLDS SAY

47% EMAIL
39% 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!

Deposit Incentives for **Saving Accounts**

43%

BABY BOOMERS

Debit/Credit Card Purchase Incentives

42%

GEN X

Credit Card Offers

42% **39%**

MILLENNIALS **AFFLUENT HOUSEHOLDS**

Deposit Incentives for **Checking Accounts**

30%

GEN Z



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.