

Vericast Spotlights Hyperlocal Solution as Financial Institutions Seek Smarter Growth Strategies

SAN ANTONIO, TX – October 6, 2026 – Vericast, the FI performance partner, today highlighted how [Hyperlocal](#) helps banks and credit unions turn market demand signals at the branch level into more relevant, measurable marketing campaigns.

Financial institutions are under increasing pressure to grow deposits, accounts, and customer relationships. At the same time, [71% of surveyed consumers](#) say they would be more interested in banking with an FI whose marketing reflects their local community. Many traditional campaigns still market broadly across entire regions, even though consumer needs and product demand can vary significantly from one area to the next. Hyperlocal gives marketers a clearer picture of what's happening in each market, helping them make better campaign decisions and understand what's driving results.

“Financial institutions need sharper acquisition strategies because consumer demand is unevenly distributed across branch footprints,” said Jeff Dishon, Senior Vice President of Sales at Vericast. “Hyperlocal helps our customers make more informed decisions about where to invest, deliver relevant creative, and better understand which campaigns are helping drive funded account growth. A great example is [Carter Bank](#), which, according to their CMCO, anticipates [performance to improve by 76%](#), based on Vericast benchmarks, since implementing the solution. It's helping financial institutions take a more precise, measurable approach to growth.”

Key features of Hyperlocal include:

- Branch-level audience prioritization using local demand and application signals
- Product-specific opportunity analysis across markets
- Dynamic creative that can adapt messaging by branch, product, offer, and disclosure needs
- Coordinated activation across paid social and direct mail
- Matchback attribution that connects marketing activity to funded accounts and campaign performance
- Campaign insights that help financial institutions refine and adjust strategies

To learn more about Hyperlocal, please visit:
<https://www.vericast.com/solutions/hyperlocal/>.

Learn more about Carter Bank's success with Hyperlocal by exploring the case study:
<https://www.vericast.com/insights/case-study/how-carter-bank-scaled-hyperlocal-across-its-branch-footprint/>.

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About Vericast

[Vericast](#) is the FI performance partner. We help banks and credit unions drive growth, improve efficiency, increase engagement and navigate change through the power of data, technology and people. Our advanced analytics, data-driven insights and integrated solution set enable better execution with agility, precision and scale. That's why thousands of financial institutions look to Vericast and our 150 years of financial services expertise to help them achieve more.

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