

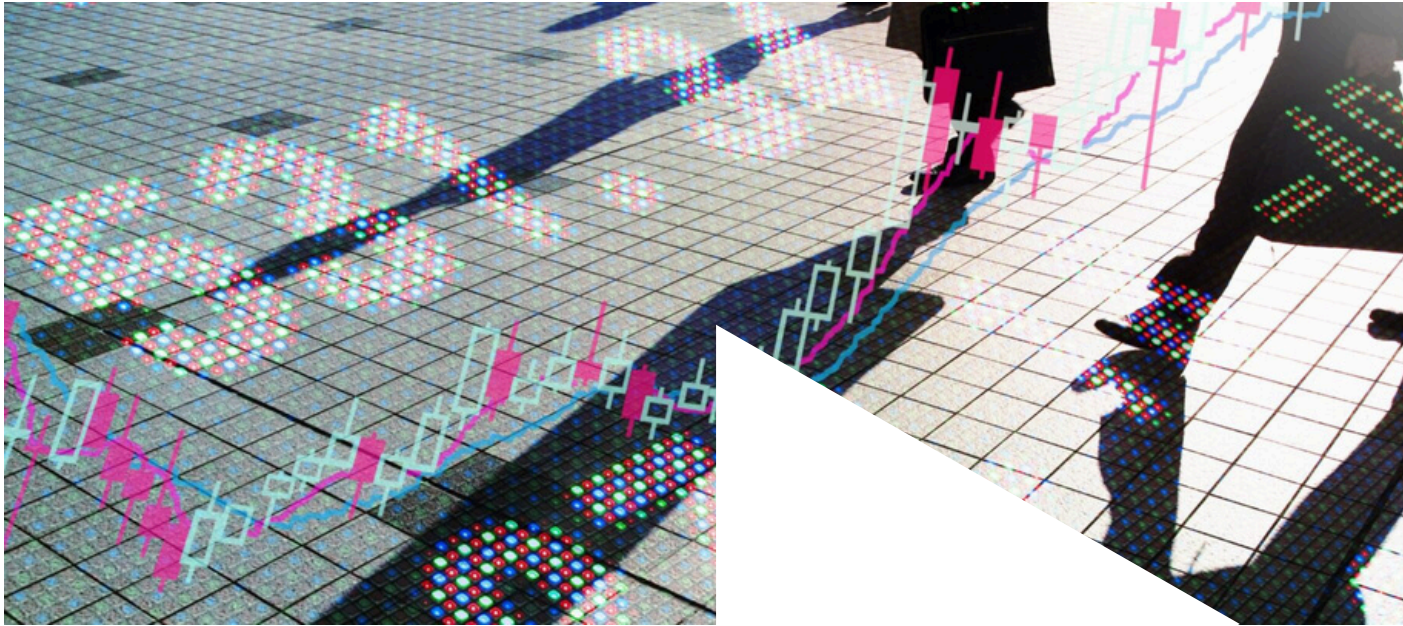


2024 Report

Combat Rising CPAs

A Roadmap for Financial Marketers

amsive



Overview

As marketers are increasingly challenged to do more with constrained budgets, the financial landscape is battling bloated CPAs. The cost per acquisition (CPA) for regional banking institutions has [continued to inflate](#) to an average of \$868.

While it may be tempting to pull back on marketing spend in favor of easing these costs, it's important to maintain consistent marketing investment to stay ahead of budget-shy competitors. Pulling back on marketing investment not only means limiting your perception in the public consciousness, but it will lead to double the work and cost when boosting your promotional efforts again and trying to regain market share.

Consistent marketing can help build and maintain brand recognition, which is top-of-mind for an industry that hinges on trust and reliability. Refining your investment strategy with audience modeling and audience insights allows you to improve service for current customers while attracting new ones.

Banking institutions that consistently invest in marketing build and maintain a strategic advantage over competitors that pull back on investment.

We'll explore how to understand your current marketing contributions, improve your audience acquisition, and the tactics that you can use to make sure your messaging is reaching your next best customers.

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Reevaluate your marketing channel breakdown.

If you want to acutely understand and target the channels where you have room to grow, you first must understand what your current marketing allocations are netting you.

With growing data and messaging fragmentation across channels, a meticulous approach to tracking your marketing expenditure can significantly impact your bank's marketing performance.

Reassess which channels, campaigns, and strategies are generating the best returns. Understanding the distribution of marketing spend helps your financial institution avoid overspending in areas and channels negatively impacting your acquisition cost.

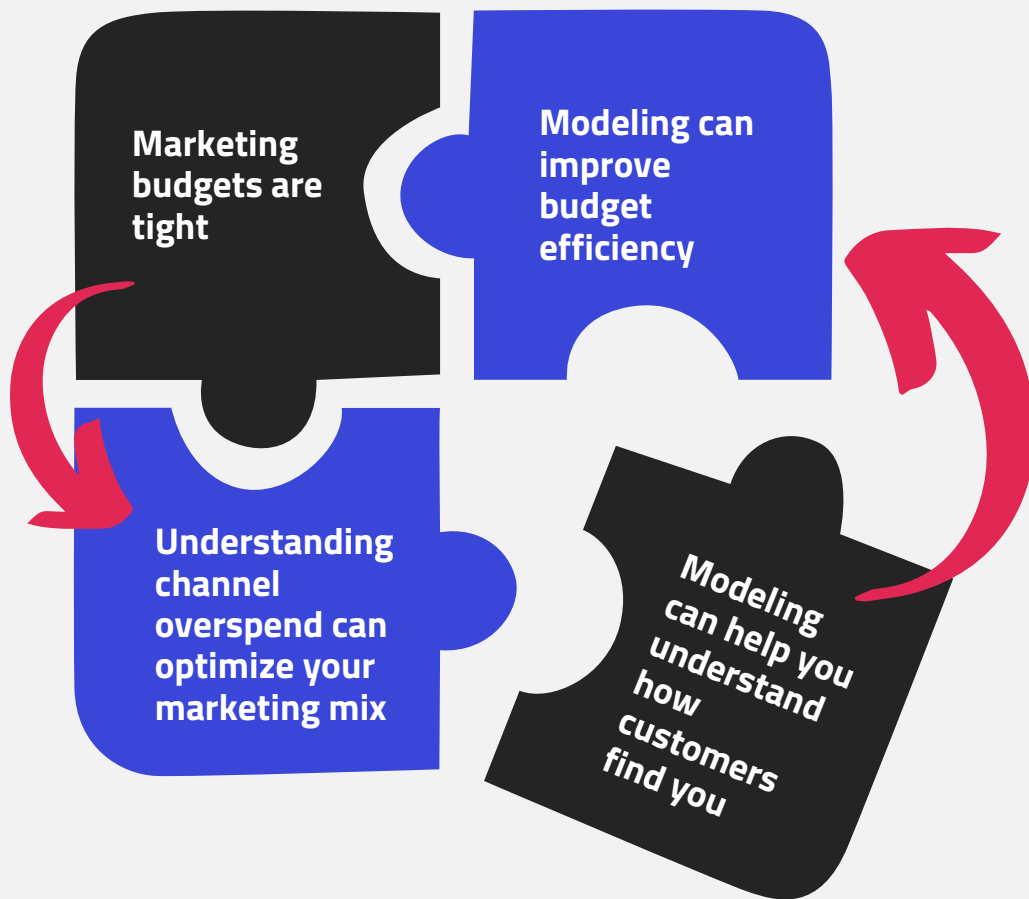
77%

of marketers **strongly agree** they don't have the quality audience data they need to make the most of their media budgets.

27%

of marketers report that their marketing data is **fully integrated** with their systems and tools.

Tapping into predictive modeling can help you identify your best channels and ideal customer segments. Investing in marketing mix modeling can help you gain accurate insight into channel contribution and efficiently allocate your budget. Forecasting your future marketing mix can help you make data-driven decisions and develop a sustainable growth strategy.



Dig into your customer acquisition costs.

Understanding and managing acquisition costs is crucial to optimize marketing investments and ensure sustainable growth. Using marketing mix modeling to understand how each channel contributes and enables effective marketing budget allocation and maximizes your ROI while keeping your CPA in check.

Using these tactics, many Amsive regional banking clients have seen CPAs lower than **\$350**, 60% below the average regional bank CPA of \$868. Understanding your acquisition costs will allow for more precise targeting and segmentation. You can assess which customer segments will provide the highest customer lifetime value and improve your marketing mix and targeting. This can also help you balance short-term wins and long-term profitability.



Reallocate your marketing spend

Once you've identified areas of inefficient ROMIs, bloated acquisition costs, or overspending, the urge to pull back on investment may rear its ugly head again. Rather than shifting the budget out of marketing entirely, [reallocate that investment](#) into channels that have more efficient CPA.

For example, if your data shows a higher CPA and lower overall acquisition through the traditional channels of print, TV, or OOH, consider rebucketing the funds in social media or CTV. This adjustment can help you capitalize on your visibility and success while freeing up space for innovation in analytics and targeting.

Invest in testing and audience modeling

It's essential to set aside a portion of your marketing budget for testing and investing in the future. Models are a great investment in your future, and feature a variety of testing opportunities.

Marketing mix modeling



Lifetime value modeling



Audience segmentation

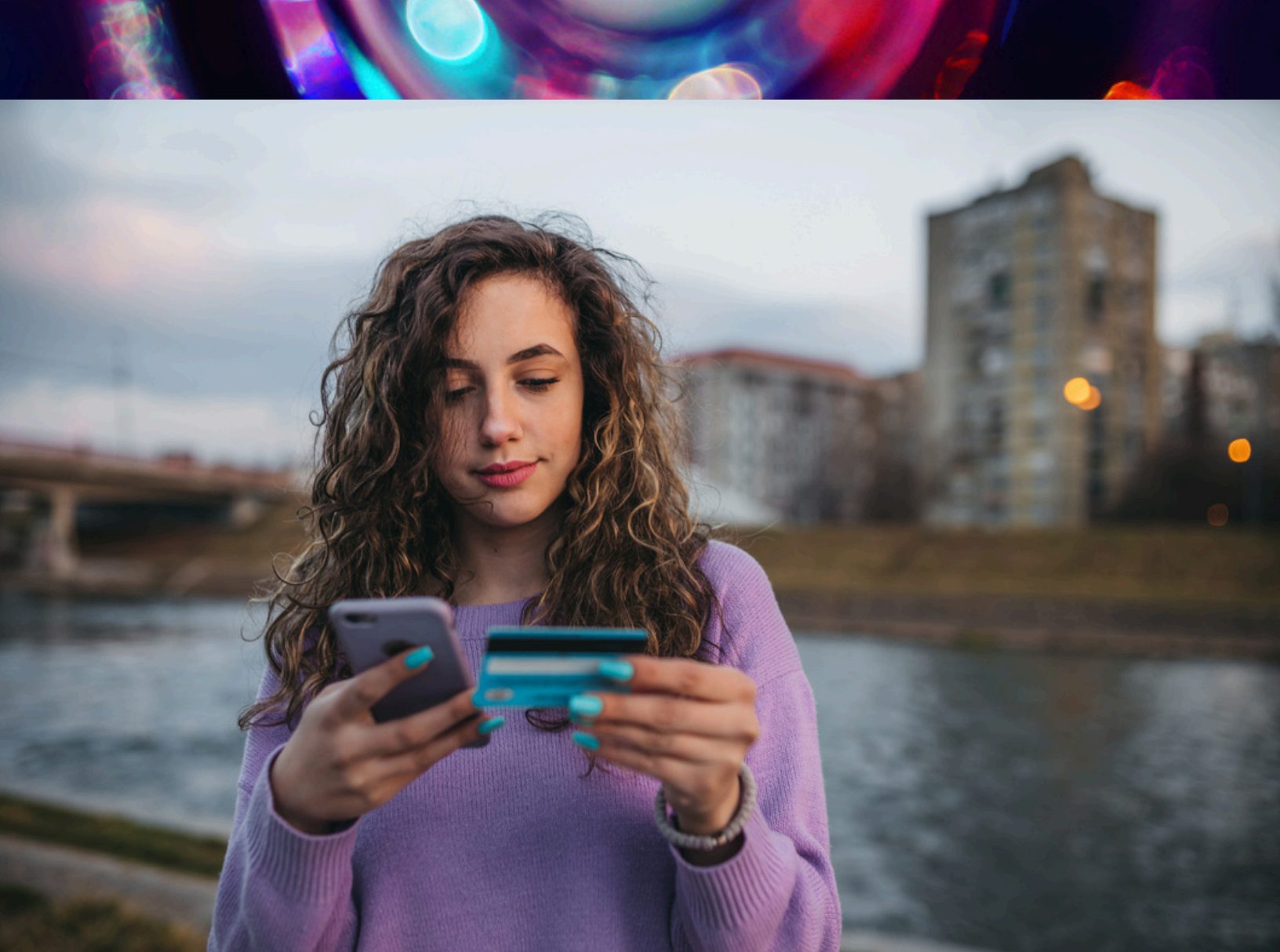




Marketing mix modeling

Marketing mix modeling (MMM) can serve as a compass for marketers, guiding them in optimizing their strategies for maximum ROI. Drawing on a wealth of varied data and honing in on an objective that's key to your business, MMM can create cohesive strategies that maximize reach, engagement, and conversions.

At its core, MMM answers fundamental questions about the effectiveness of various marketing elements, including advertising, promotions, pricing strategies, and distribution channels. We forecast your future marketing mix for ultimate competitive performance to help you make data-driven decisions and strategy updates.



Lifetime value modeling

Lifetime value modeling can give you more insight into who could become more profitable over time and helps create an additional lens by which to view CPAs. For example, perhaps your CPAs for a particular customer are high, but the lifetime value is even higher.

Beyond just improving acquisition and retention strategies, our lifetime value modeling helps inform your pricing strategy, product development, customer service, and more — all to build better customer relationships for sustainable growth focused on the long term.



Audience segmentation

Using AI and machine learning, Amsive goes beyond surface-level demographics to uncover your customers' core needs and values. Our proprietary segmentation model divides the market into distinct groups based on psychographics, behaviors, attitudes, and purchasing drivers. This enables us to understand what truly motivates your customers to buy.

Armed with these deep insights, we can help you craft targeted messaging that resonates with each segment. Speak directly to their wants and needs with relevant offers, content, and experiences. Strengthen engagement and drive conversions with campaigns tailored specifically for each group.



Audience Analysis Matrix

Consider the following questions as you weigh the right audience solutions to improve your marketing performance. Your answers to these questions can help develop your audience strategy.

What are our key marketing objectives and KPIs? Different solutions excel at different goals like acquisition, retention, engagement etc.

What level of identity resolution do we need? Do we need to track users across devices and contexts?

How much access to third-party data do we require? Or can we rely more on first-party data?

What are our technical capabilities? Can we implement and integrate complex solutions?

What marketing channels will we need to target audiences across? Some solutions have broader reach.

How important is consumer privacy and consent? Some options raise more concerns.

What is our budget? Certain solutions require significant investment.

How quickly do we need to implement and see ROI? Some require lengthy setup.

Does our current marketing partner support the solution? Adoption can impact success.

How will we measure performance and optimize? Solutions vary in measurement capabilities.

How will we measure performance and optimize? Solutions vary in measurement capabilities.

How sensitive is our customer data? Some solutions like clean rooms are more secure for regulated data.

Tap into under-explored audiences

FinTech has capitalized on speaking to audiences that traditional banking institutions typically ignore, while traditional banking giants are now actively targeting the affluent minority of customers.



That leaves almost **60%** of the population out in the cold and countless outreach and upsell opportunities left on the table. The [average Gen Zer](#), a large part of this audience segment, is increasing their buying power and is often overlooked by large and regional banking institutions alike.

Regional banks can focus on underserved markets, focusing on consumers who are often overlooked by larger banks. They represent a significant portion of the population, forming a substantial audience segment. By targeting these customers, regional banks can build a robust and stable customer base, creating long-term profitability and consumer loyalty.



Traditional banking has a visibility problem.

No one is more qualified to highlight what is unique and special about your bank and its offerings than you. Using the information gleaned from your audience testing to combine your offers and known audiences with marketing channels, like CTV and audio ads, will allow for greater storytelling.

In a recent conversion lift study, a regional bank partnered with Amsive and saw an over **150%** lift in checking account completes when exposed to CTV first. Building a picture for your audience demonstrates who they could be when they bank with your institution and the support and attention they would receive from you.

“Why would you want to waste your marketing dollars on someone who doesn’t want to see your messaging in the first place?”



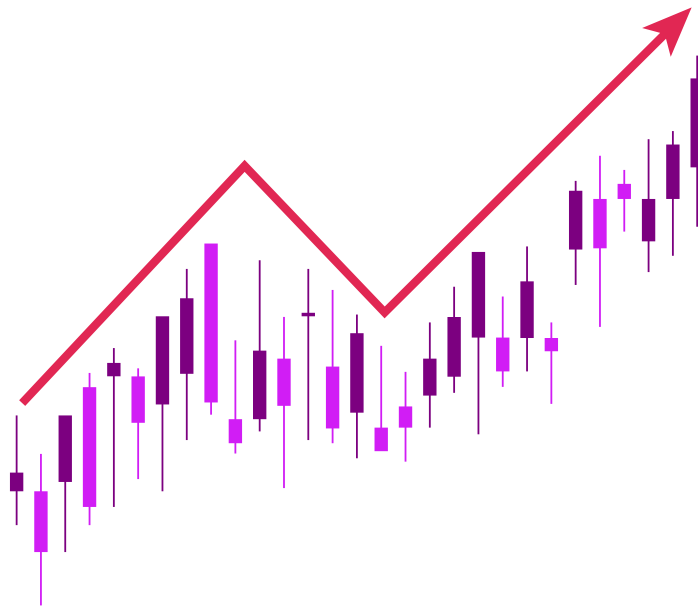
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Lead (Financial Services)*

Create marketing results that you can bank on.

As you adjust your strategy to lower CPA bloat, remember that maintaining investment in your marketing is vital. Shifting or pulling back your marketing efforts can not only lead to diminished brand visibility but also increase the effort required to regain lost ground later.

Consistent and strategic marketing investment helps your bank build regional brand recognition and trust — key elements in an industry that relies on maintaining your consumer's attention and confidence.

By reallocating resources to highlight high-visibility and high-return channels, you can maintain a strategic advantage over your competitors, and achieve sustainable growth and control your overall CPA.



Stop your CPAs from skyrocketing. Power results with Audience Science™.

**Reevaluate your
marketing mix**

Invest in testing and audience modeling to understand your next best customer.

**Dig into your
acquisition costs**

Rebucket channel investments to amplify your more powerful multichannel mix.

**Invest in brand
building and visibility**

Marketing to audiences that are historically ignored by traditional financial institutions can increase your credibility with under-served segments.



A case study in supercharged deposit growth.

The right combination of audience solutions, marketing strategy, and channel tactics led to amplified ROI. Using Audience Science™ and targeted creative strategies, we helped a regional bank exceed deposit goals, achieving unparalleled campaign performance and efficient conversions.

Sustained return on marketing investment growth from high-value audiences on their personalized financial journeys.

Our audience strategy and multichannel execution included CTV, direct mail, search, social, and more. This holistic approach allowed us to continually optimize in real time, monitor and act on insights from performance data, and deliver exceptional ROMI.

Amsive's unique approach led to unprecedented growth, surpassing all performance goals.

Our integrated efforts across online and offline channels drove real results for the bank's return on marketing investment, achieving success amid a challenging, changing marketplace.

32%

improvement in marketing-driven checking accounts YoY

4X

exceeded deposit growth beyond initial proposed goal

24%

increase in overall brand lift from March to June 2024



Ready to meet your best customers?

Amsive is a data-led performance marketing agency that enhances marketing ROI.

As a leading performance marketing agency, we drive results for banks and credit unions with deep expertise and extensive solutions covering the full spectrum of each consumer journey. As consumer behavior changes, our audience-led strategy adapts ahead of the curve. By focusing on people, not trends, we dig into the real data that will move the needle.

At the core of Amsive's success is Audience Science™, a unique approach to audience building and analysis, channel activation, testing, and measurement, which navigates today's marketing complexity to develop optimal audiences and surpass performance objectives, always focusing on the next best customer.

Learn more about Amsive.



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