

Geofencing—A Part of a Core Relationship Growth Strategy

Case study subject: In this instance, a client that had launched High Performance Growth (HPG™) as their core customer growth strategy had the unique opportunity to take advantage of a market disruption. One of our client’s competitors closed several locations, so we added geofencing marketing—a digital tactic that creates virtual boundaries around a designated area, allowing us to target prospects when their device enters or leaves that area.

This new Haberfeld client first identified all closing Fifth Third locations in their market and increased their marketing budget to cover all households in those zip codes. We then created specific messaging on mailers and digital ads targeted toward these markets.

Results: The client’s level of account openings increased TWICE. The first lift resulted from the start of their HPG™ strategy, increasing account openings by 160%. The second lift was due to geofencing and targeting, resulting in an additional 56% increase in account openings.

With HPG™, you will experience dramatic growth from your current baseline. And, with Haberfeld’s analytics and expertise, you’ll also be better positioned to capitalize on changes in your market to drive further growth.

Target core relationships with us!

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NEW ACCOUNTS OPENED

