



CROSS-SELLING

MARQUIS CASE STUDY

Objective:

Increase product penetration among single service households.

Analysis:

With an attrition rate of 17%, the \$240 million financial institution needed to build loyalty and add depth to their client relationships.

Action:

The single service households were identified and a cross sales matrix campaign was initiated, with monthly communications spanning eight product lines.

Results:

More than **\$15 million in new accounts** were generated, with a response rate of 5.3% and an **ROI of 705%**. The attrition rate was diminished by 26%, and the average loan balance among single product households grew by 47%.

SOLUTIONS USED

| MARQUIS MCIF Services | MARQUIS Creative |

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