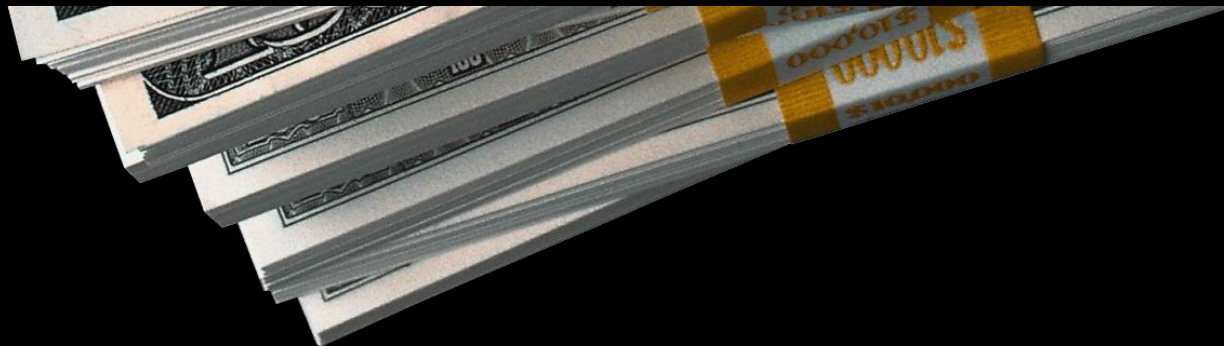




Maximizing Term Deposit Subscription Rates

By: Ashton Dunn





Term Deposit

[ˈtɜrm di-ˈpɑːzət]

Locking money up for a specific period of time to secure higher interest payments.

Capital One example

5.10%_{APY}

Special 10-month CDs

5.10% Annual Percentage Yield (APY)

4.90%_{APY}

1-year online CDs

4.90% Annual Percentage Yield (APY)

4.20%_{APY}

2-year online CDs

4.20% Annual Percentage Yield (APY)

Banks need to make \$


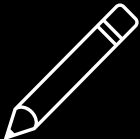

- Investing
 - Expecting higher returns
- Loaning
 - Charging higher interest rates



The background of the image consists of a collage of US dollar bills, including \$100 and \$10 bills, with various denominations and serial numbers visible. The bills are slightly blurred and overlap each other, creating a textured, financial-themed background.

**Average
Subscription
Rate 11.3%**

Focusing on...

- People previously called 2 or more times 
- Administrators, Housemaids, Managers, Retirees, Students, Technicians,
Unemployed 
- Basic 4 year education, Professional Course, University Degree 

...is 5.3 times more effective.

The background of the image consists of a collage of US dollar bills. On the left, a portion of a bill is visible with the words 'STAT', 'GAL', 'LIC', and 'ited'. On the right, a bill with the number '0' and the word 'RE' is partially shown. At the bottom, a bill with the number '10,000' is visible. The central focus is a black rectangular area containing white text.

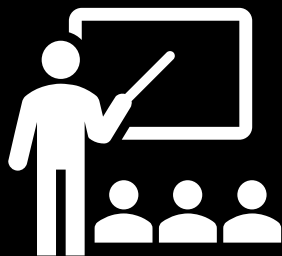
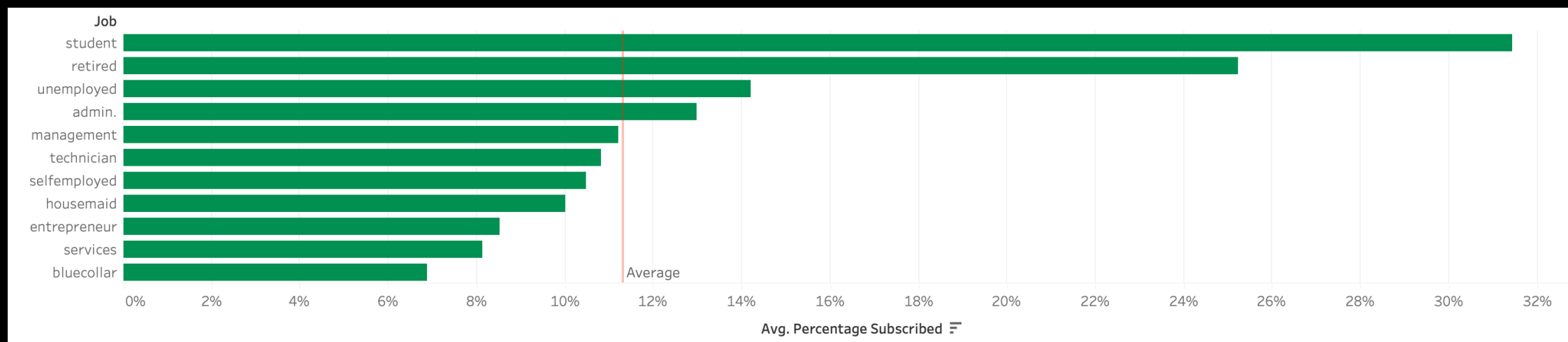
41,188
instances

The data

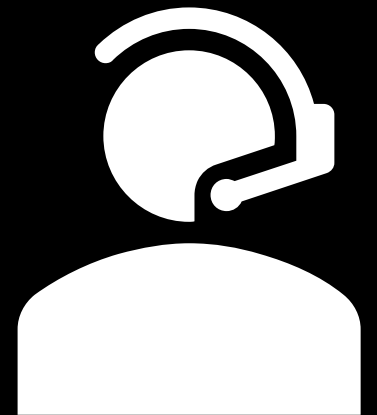
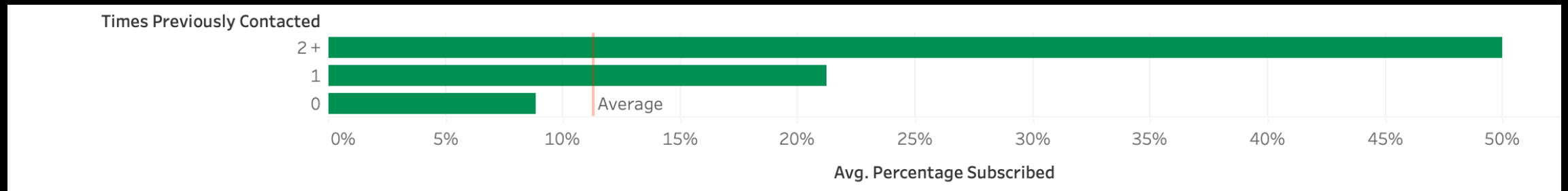
- Portuguese Banking Institution
- Marketing campaign data
- Economic Data
- Client Data



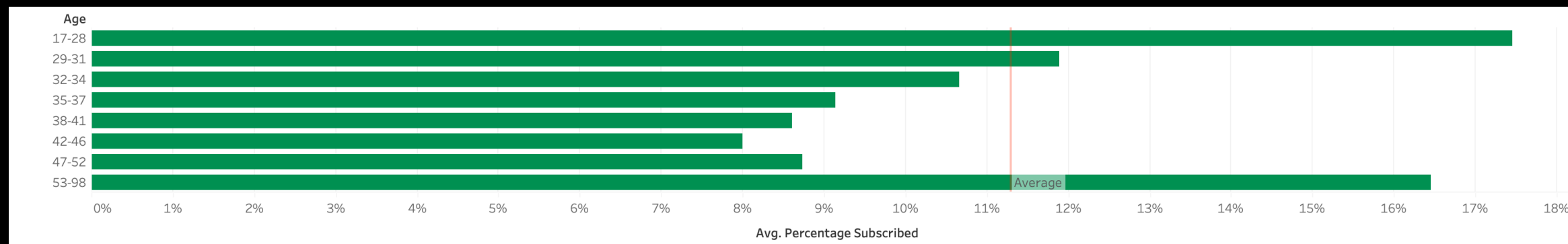
Students and retirees are about 2-3 times more likely to subscribe

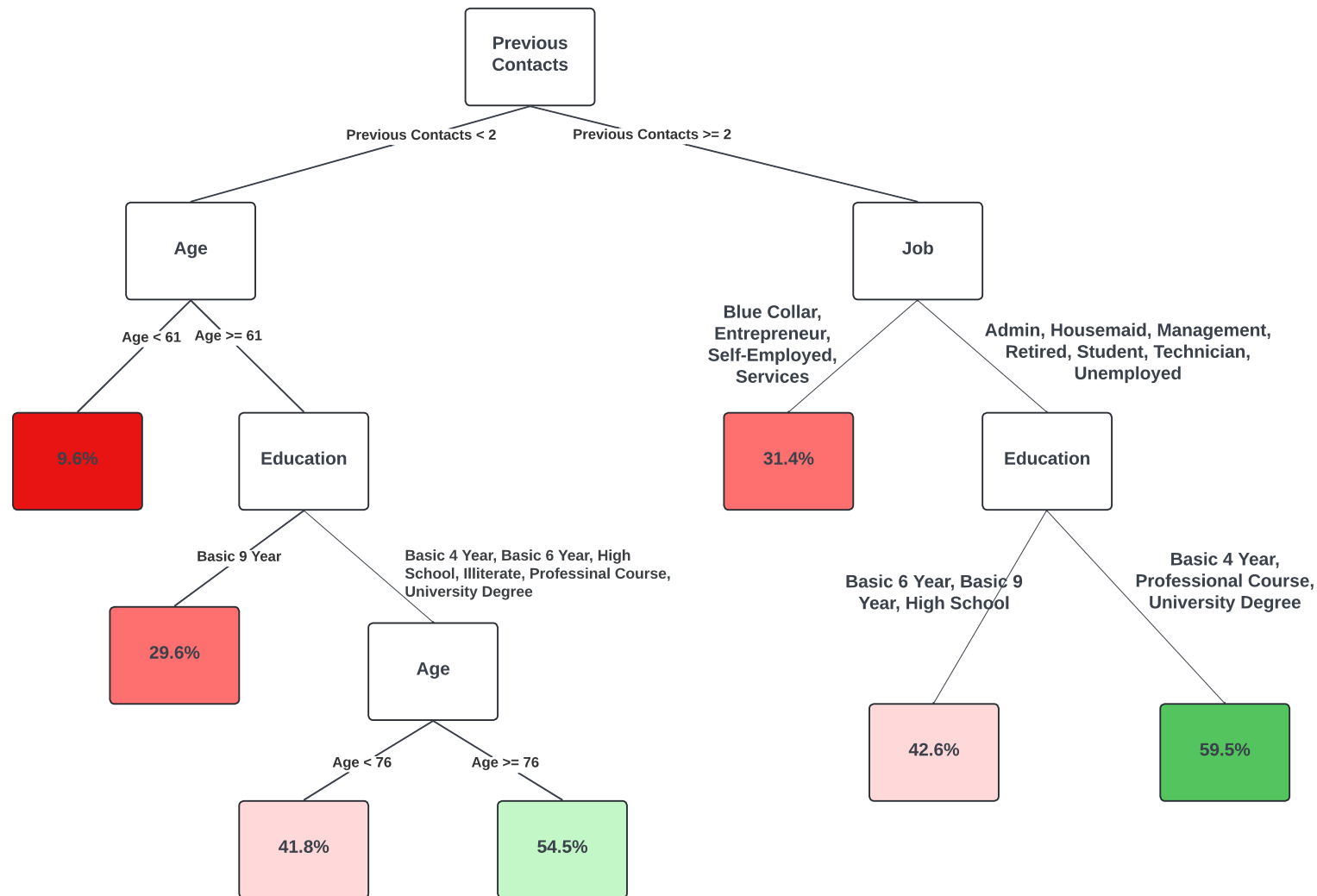


Each additional contact doubles the chance of subscription



Avoid middle-aged customers





Areas for expansion

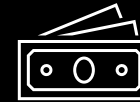
Economic conditions



Alternative marketing



Income information



Gender Information



Hometown Information



Sources

Capital One. "Certificates of Deposit (CDs)." Capital One, www.capitalone.com/bank/cds/online-cds/?gclid=CjwKCAjwh4-wBhB3EiwAeJsppPSLV3NR-LuCvflwmuJM75F7FTqJoiFdCU55bK4lBIDAJ8KNhqs6xoCs7EQAvD_BwE.

Investopedia. "Term Deposit Definition." Investopedia, 10 Dec. 2021, www.investopedia.com/terms/t/termdeposit.asp.