



Term Deposits Campaign | Overview



Customers Targeted

45,211

Overall Success %



New Term Deposits

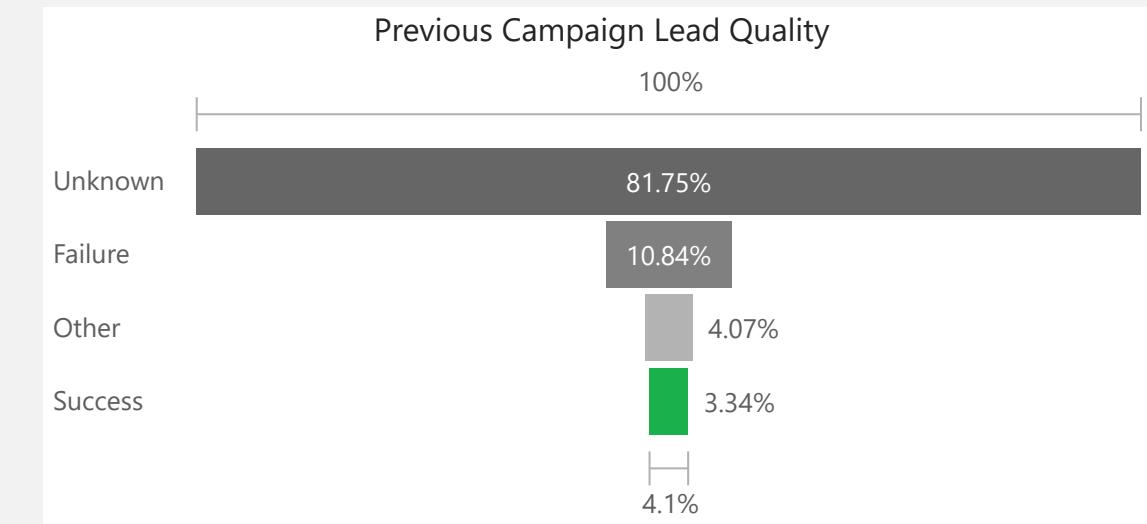
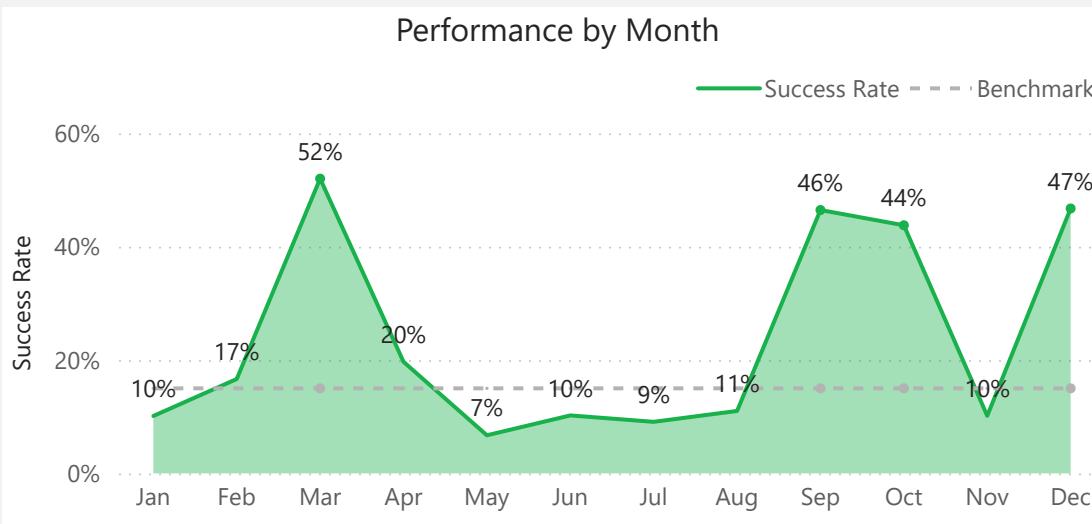
5,289

Avg. Call Duration (mins)

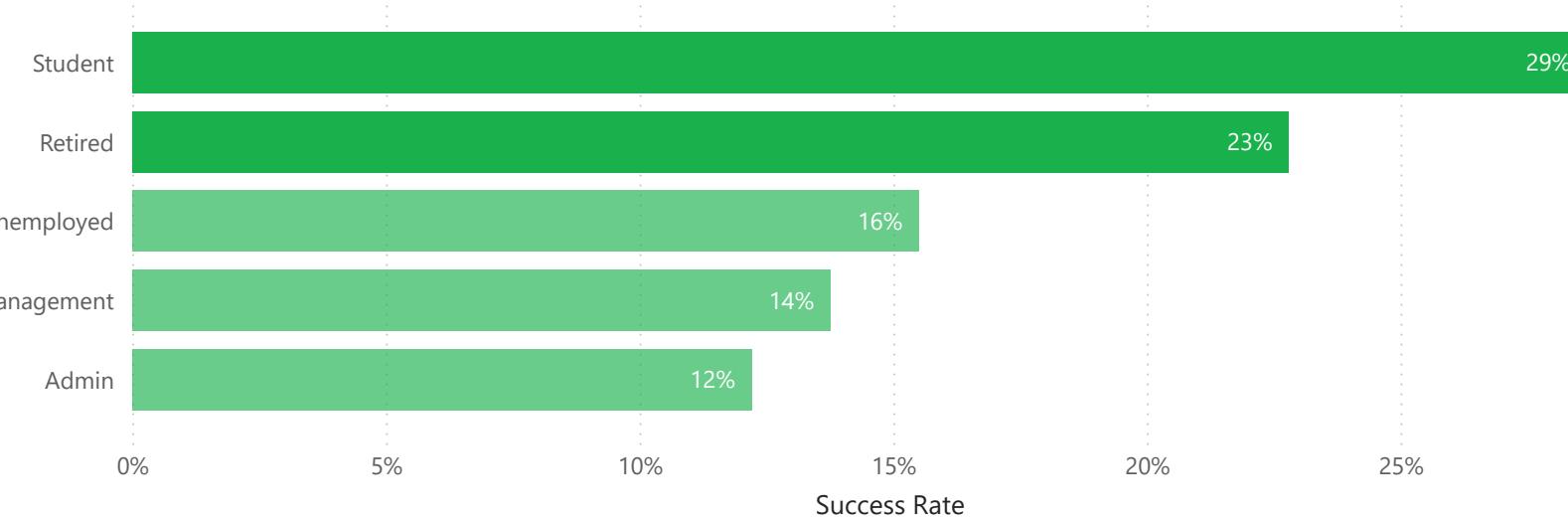
4.3[?]

Calls per Acquisition

8.5



Top 5 Conversion Segments



Analyst Insights

Students and retirees convert at 2.1x the campaign overall success rate of 12%, and at 1.6x the benchmark rate of 15%.

