

TD

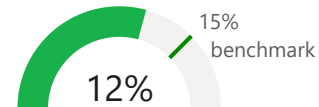
Term Deposits Campaign | Overview



Customers Targeted

45,211

Overall Success %



New Term Deposits

5,289

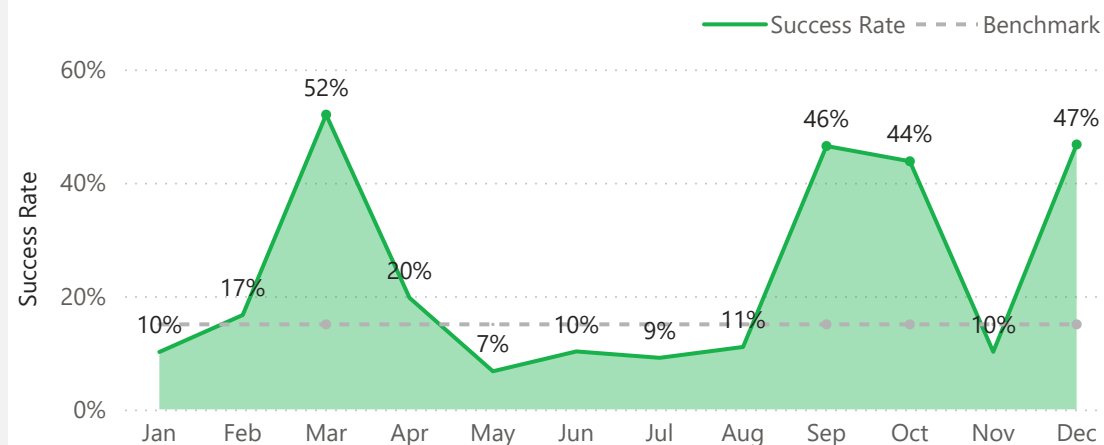
Avg. Call Duration (mins)

4.3[?]

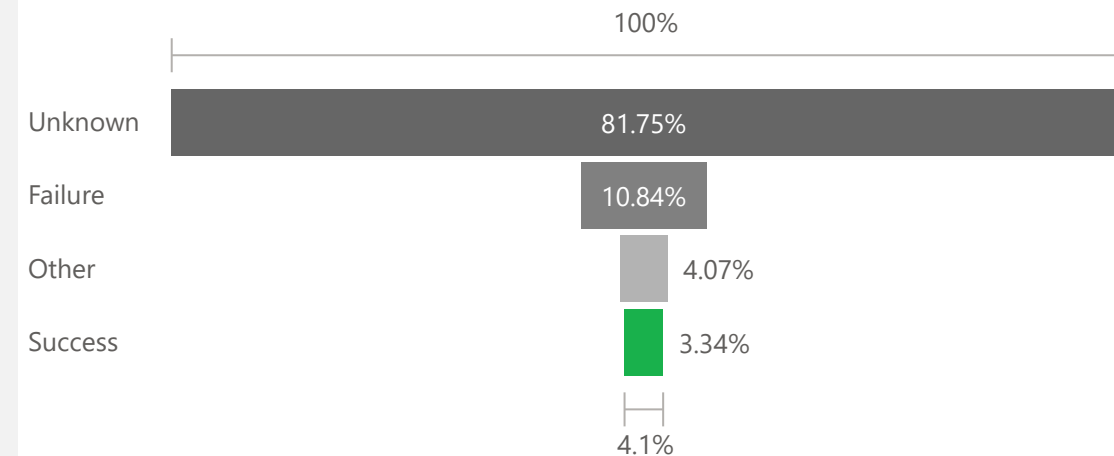
Calls per Acquisition

8.5

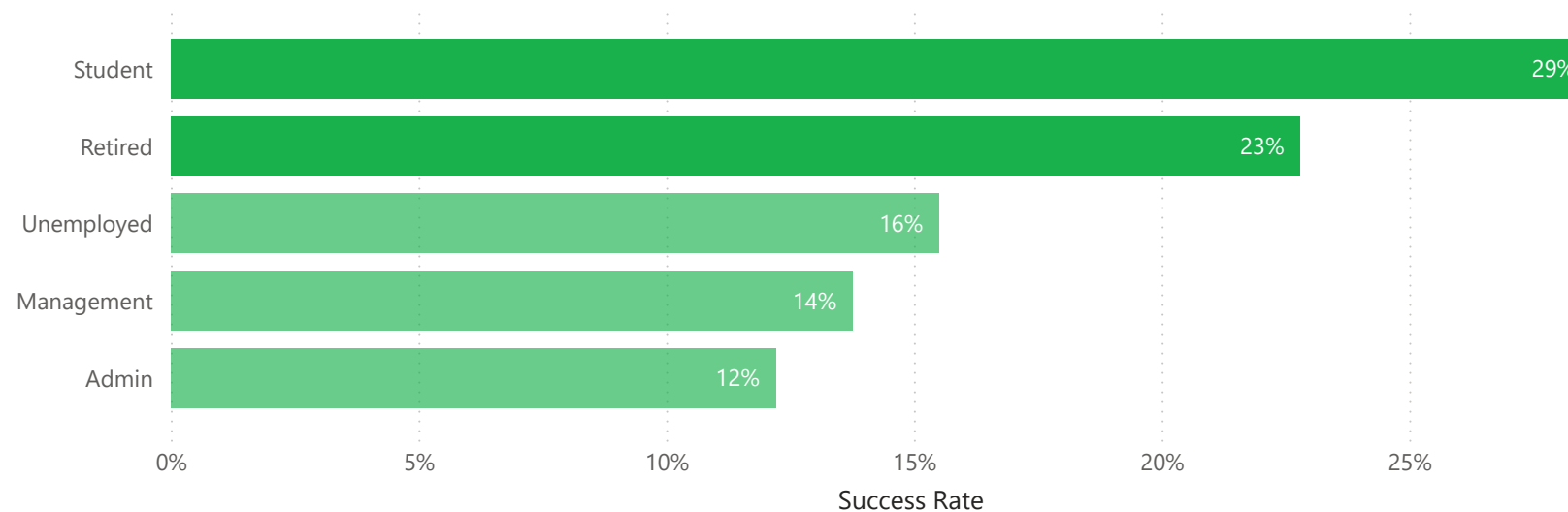
Performance by Month



Previous Campaign Lead Quality



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%.



Term Deposits Campaign | Details

