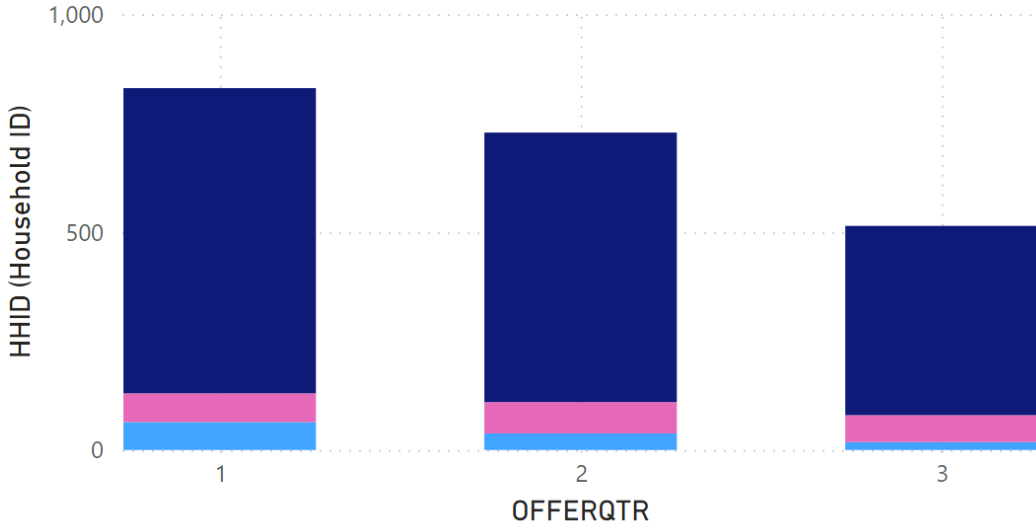




**Capital City
Bank Group**

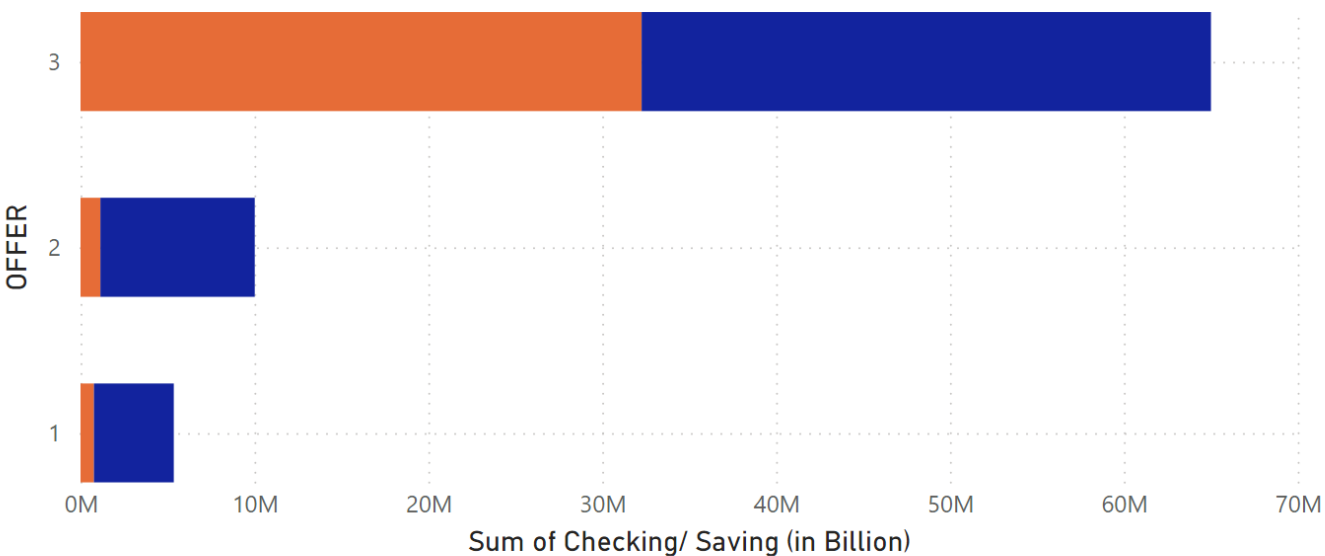
Total Conversions by Offer Type and Quarter

OFFER 1 2 3



Account Balance Analysis

Sum of CHECKING Sum of SAVINGS



Total No.Of Savings A/c

1666

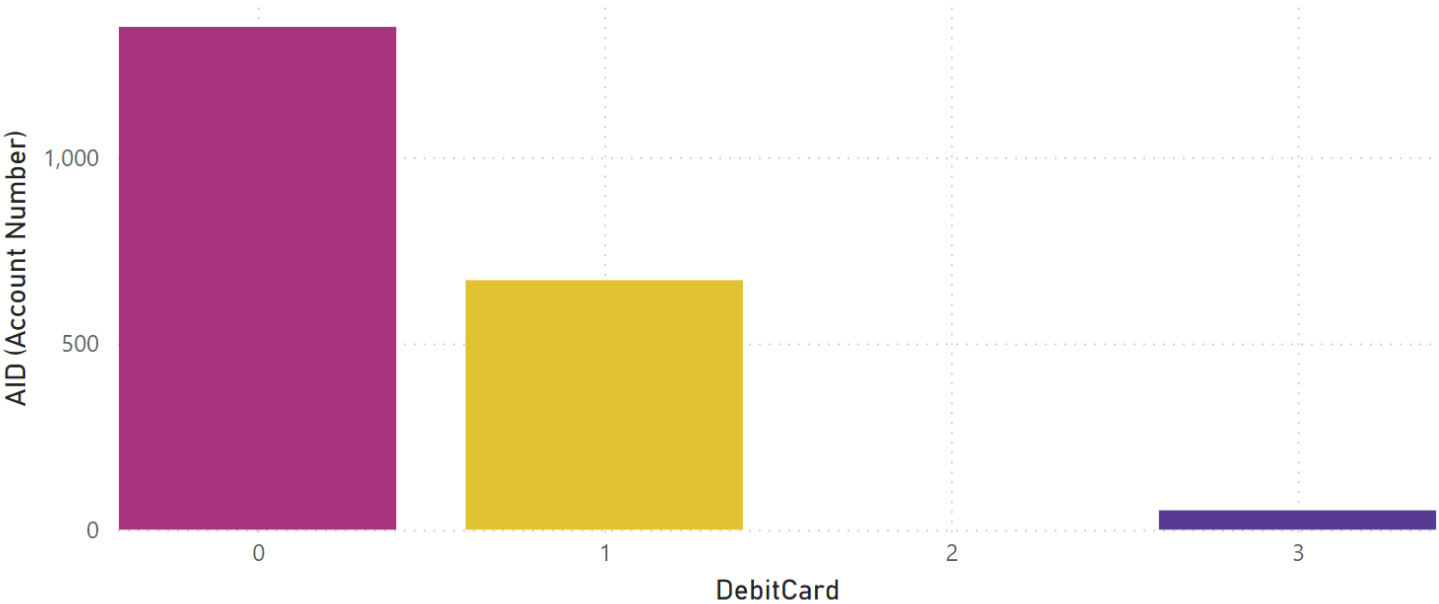
Sum of SAVNUM

Total No.Of Checking A/c

3574

Sum of CHKNUM

Debit Card Adoption



Conversion Rate

Quarter	Offer Number	Campaign Cost	HHID Count	Household Reach	Conversion Rate	Cost Per Conversion
Q1	Offer 1	\$1,673	64	202	31.68	\$26.14
Q2	Offer 1	\$1,730	38	169	22.49	\$45.53
Q3	Offer 1	\$1,527	18	110	16.36	\$84.83
					70.53	
Q1	Offer 2	\$1,673	66	328	20.12	\$25.35
Q2	Offer 2	\$1,730	72	340	21.18	\$24.03
Q3	Offer 2	\$1,527	62	325	19.08	\$24.63
					60.38	
Q1	Offer 3	\$1,673	700	2740	25.55	\$2.39
Q2	Offer 3	\$1,730	618	2692	22.96	\$2.80
Q3	Offer 3	\$1,527	434	2514	17.26	\$3.52
					65.77	

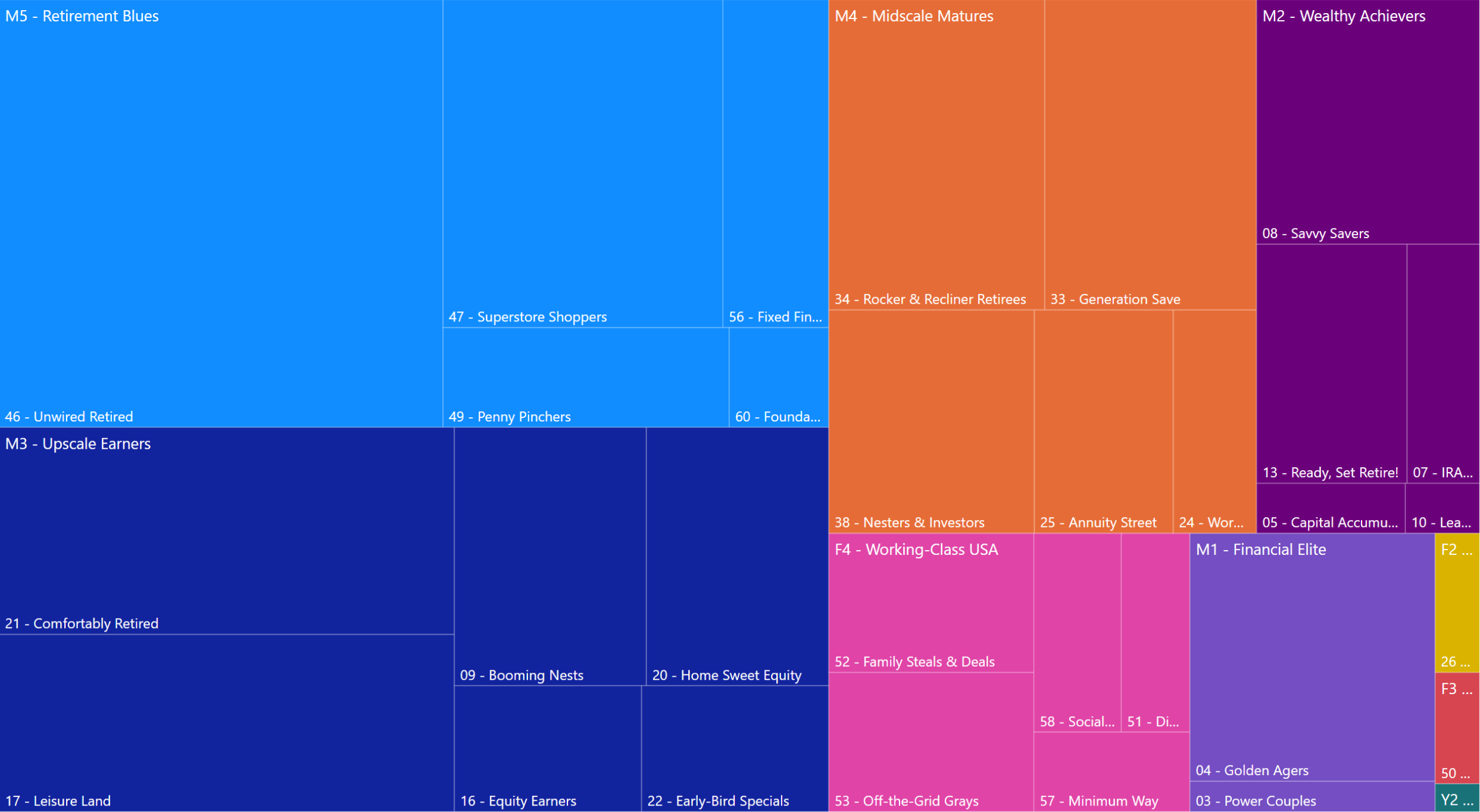
Age Group	Number of People
18-24	638
25-34	578
35-44	508
45-54	142
55-64	94
65-74	48
75-84	26
85-94	16
95-104	10
105-114	6
115-124	4
125-134	2

PROGRP.PRODDESC Business... Comme... Comme... Consum... Credit C... HELOC Investm...

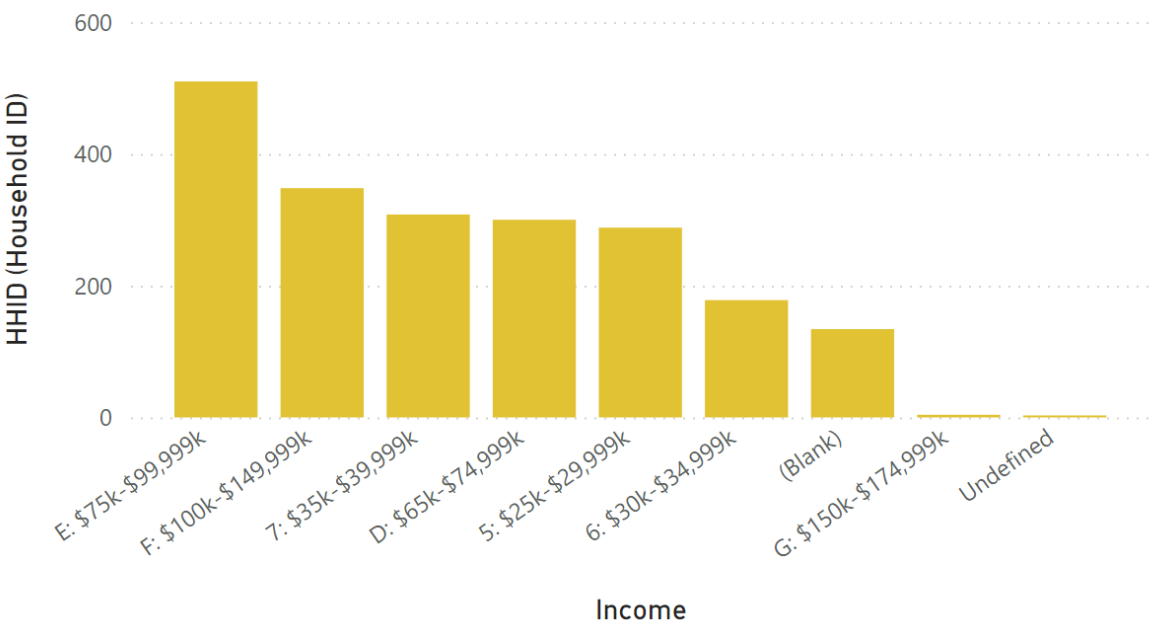
AID (Account Number)

OPENMONTH

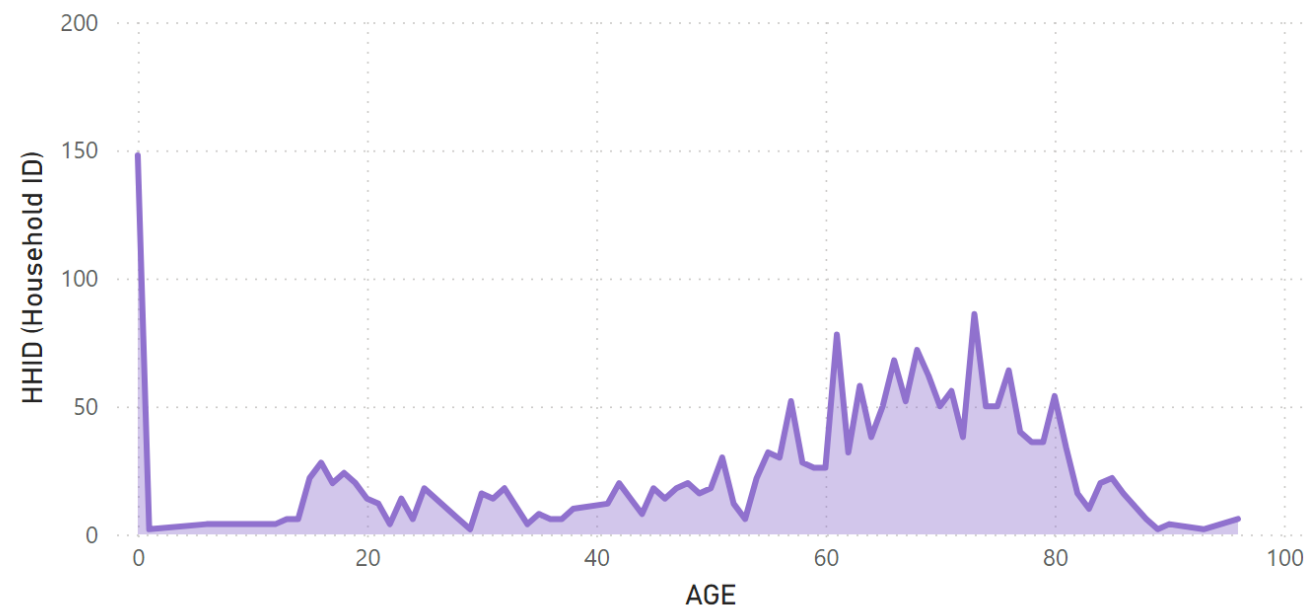
Lifestage Group and Segment Conversion Analysis



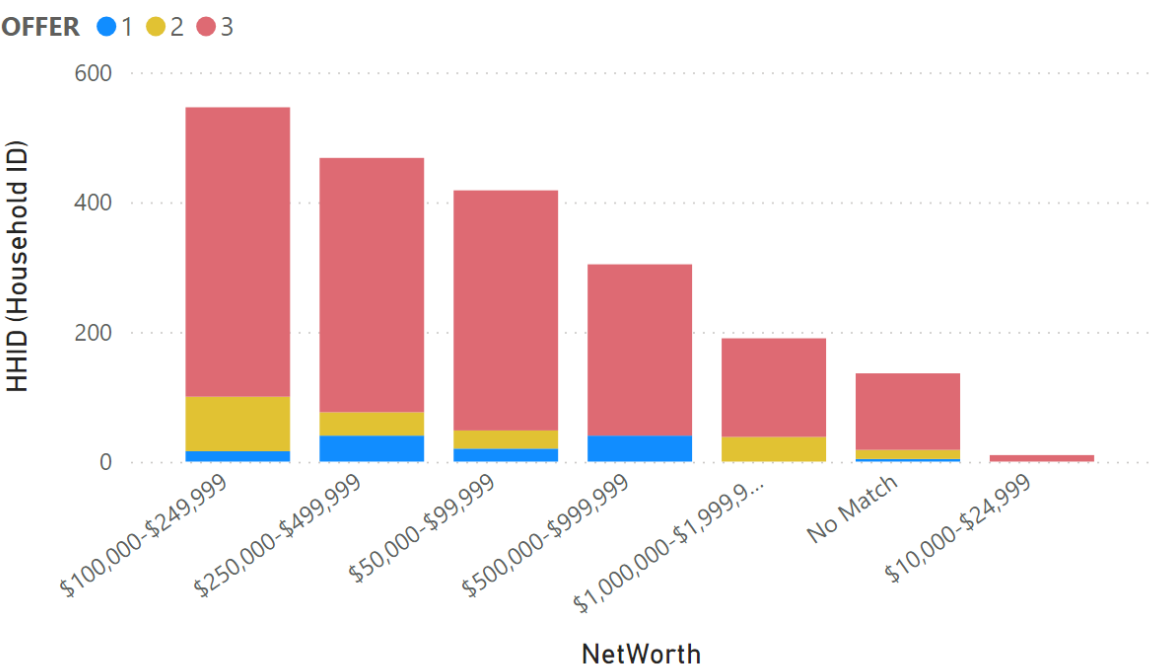
Conversion by Income



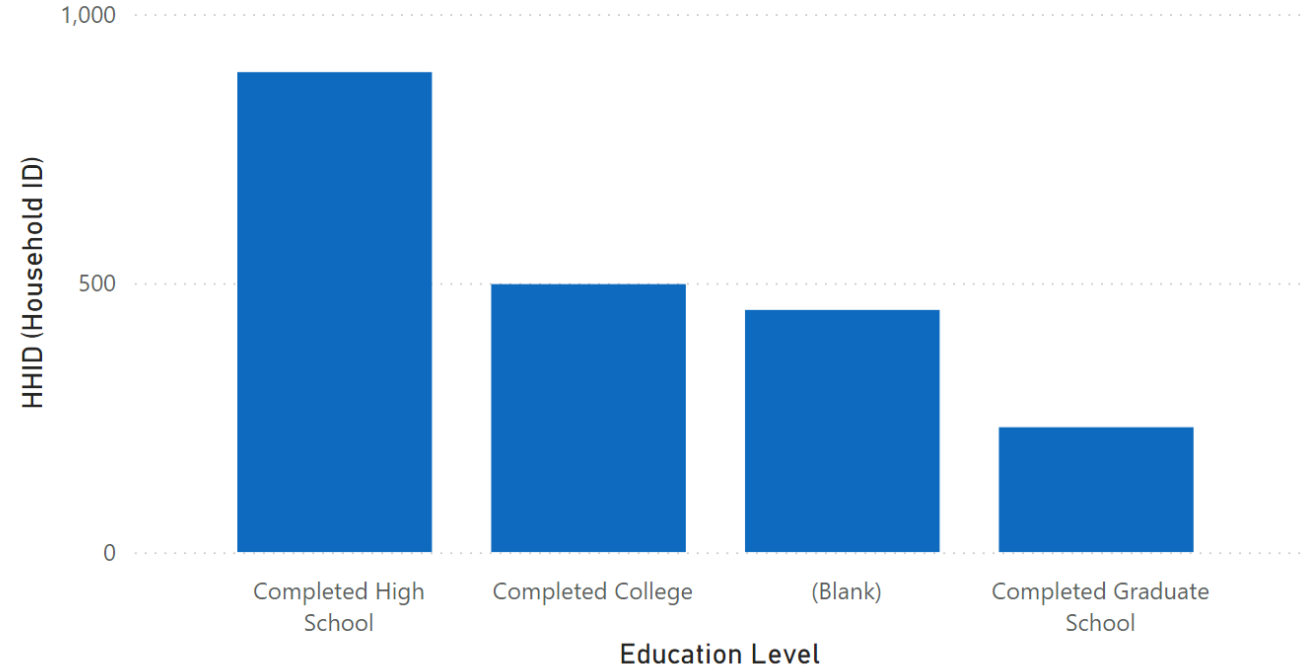
Age Distribution of Conversions



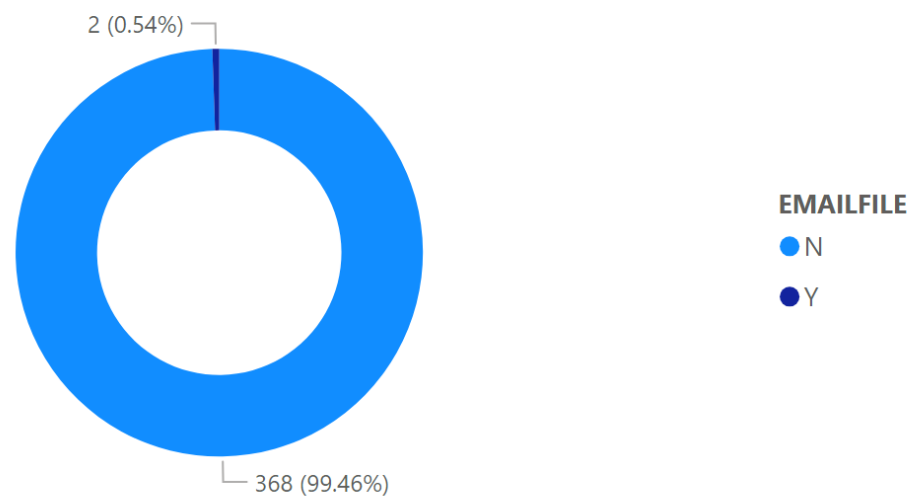
Net Worth Range



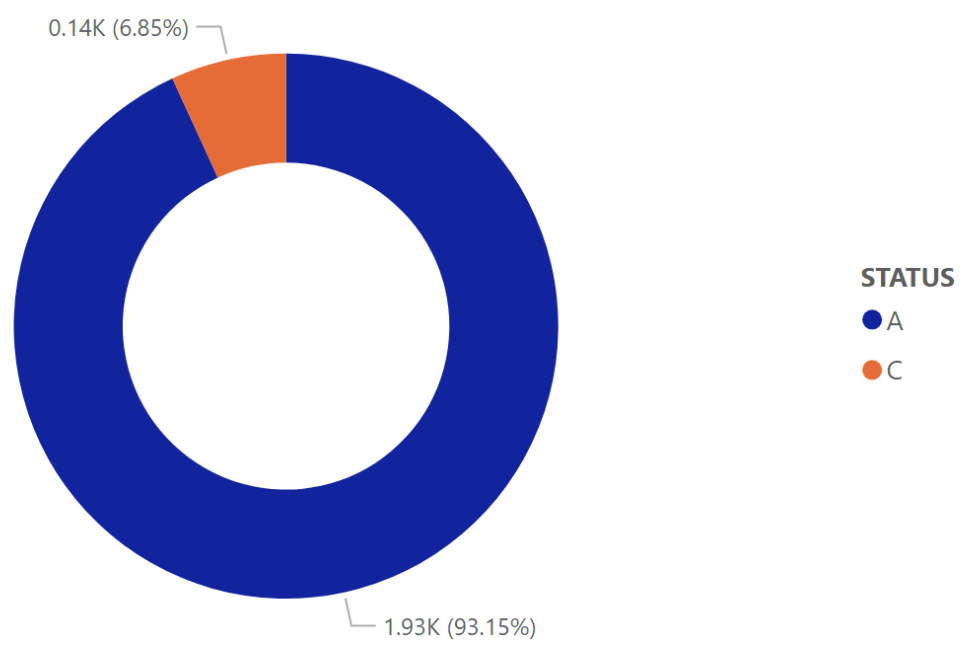
Conversions by Education Level



Email on File



Account Status of Converted Accounts



Forecasting
Q4

Quarter	Drop Date	Offer 1	Offer 2	Offer 3	Cost
Q1	3/19/24	202	328	2,740	\$1,673
Q2	6/3/24	169	340	2,692	\$1,730
Q3	9/3/24	110	325	2,514	\$1,527
Q4	11/1/24	80	325	2,514	\$1,450



OFFER 4

Target Audience:

- **Segment:** Client already having checking and savings account but not credit card
- **Demographic Focus:** High net worth, More specifically, \$75,000 - \$99,999 income range; 40 to 50 and 60-70 age groups

Incentive:

Incentive: Referral bonuses for existing clients who bring in new clients Up to \$100 in Bonuses.

- ✓ **Requirement 1:** To earn \$100 apply and get approved for a premium credit card.
- ✓ **Requirement 2:** Spend at least \$1000 within the first three months, and earn an additional \$50.

Thank You

