Banking on Data
Driving smarter decision with data for banks

FEBRUARY 2025

featuring data expert
Allison Sagraves

Understanding the Challenge:
Diverse Customer Needs in Retail Banking

The Problem
- Retail banks struggle to address diverse customer needs effectively.
- Without precise segmentation, marketing efforts become misaligned, reducing customer engagement and retention.
- Traditional one-size-fits-all approaches lead to inefficient customer outreach and lower ROI on marketing efforts

Who Benefits
- **Community Banks**
  - Looking to deepen relationships within local markets.
- **Regional Banks**
  - Aiming to expand their footprint and tailor services to varied demographics.
- **Credit Unions**
  - Seeking to enhance member engagement through personalized offerings

Outcomes
- **Enhanced Customer Engagement**
  - Delivering tailored products and services that resonate with specific customer segments.
- **Increased Retention Rates**
  - Building loyalty through personalized banking experiences.
- **Optimized Marketing Spend**
  - Allocating resources more efficiently by targeting segments with the highest potential ROI

The Data Recipe:
Turning Insights into Action

Step 1: Leverage Your Internal Data (1st-Party Data)

- You already have valuable customer data—now it's time to use it smarter.
  - Transaction history, account details, and spending patterns
  - Customer interactions (support tickets, complaints, feedback)
  - Engagement metrics—how often do they check balances, visit branches, or use digital banking?

→ The challenge: Internal data alone isn't enough to create a full picture of your customers.

The Data Recipe:
Turning Insights into Action

Step 2: Enrich with External Data (3rd-Party Data)

- What if you could layer in even more insights to better understand your customers?
  - Demographic data (age, income, household size, life stage)
  - Credit risk indicators and financial behavior trends
  - Market trends & competitor benchmarking

→ With external data, you can identify customer needs BEFORE they take action.

The Data Recipe:
Turning Insights into Action

Step 3: Build Targeted Customer Profiles

- Now that you have a full picture, you can segment customers into highly **actionable** groups.
  - High-value customers → Personalized retention strategies & loyalty programs
  - New customers → Targeted onboarding & engagement campaigns
  - At-risk customers → Proactive intervention & re-engagement offers

→ This is where your segmentation efforts start generating real revenue.

How You Can Take
Action Today

If you are ALREADY buying segmentation data:
- With Blue Street Data's PQC Engine, you can:
  - Reduce costs compared to traditional data providers
  - Access verified, high-quality datasets with transparency—no more guessing data accuracy
  - Benchmark across multiple providers in minutes to ensure you're getting the best data for your needs

If you are NOT currently buying segmentation data:
- Through the PQC Engine, you can:
  - Instantly discover segmentation datasets tailored for retail banking—without hours of manual searching.
  - Access thousands of commercial datasets to enhance customer targeting and retention.
  - Improve marketing ROI with better customer insights

What You Can Expect:
Turning Segmentation into Actionable Growth

The Impact of Smarter Customer Segmentation
- Higher Customer Retention & Engagement
  - Personalized product offerings based on real customer needs
  - Improved customer experience through targeted financial solutions
  - Increased Net Promoter Score (NPS) and customer satisfaction
- More Efficient Marketing & Sales Strategies
  - Improvement in conversion rates with data-driven targeting
  - Reduced customer acquisition costs by focusing on high-value segments
  - Higher ROI on digital marketing efforts
- Stronger Competitive Advantage
  - Identify emerging customer trends before competitors do
  - Use real-time segmentation insights to pivot strategies faster
  - Build better predictive models using integrated internal + external data