

Optimal Targeting & Lead Conversion Strategy For World Plus



ANALYTICMINDS



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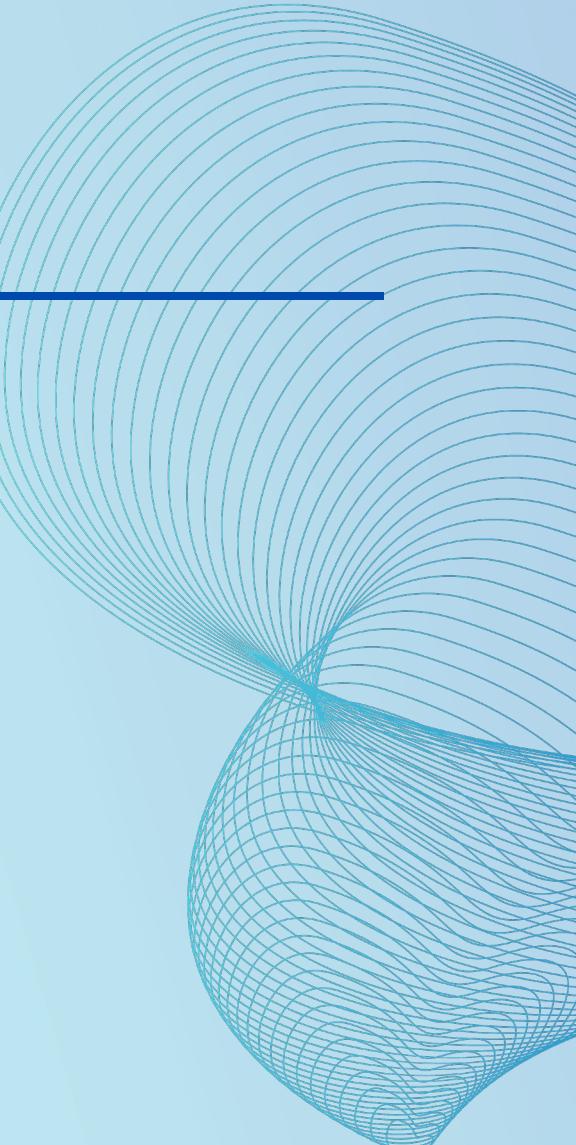
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Market Overview

- The recent sharp increases in inflation and high interest rates have significantly impacted the banking industry.



Customers

Experiencing pressure from rising living costs and interest rates

Rising loan delinquency

Hesitant about taking out new loans or refinancing



Competitors

Rising competition with technological advancements

Growth of fintech sector & trial to adapt generative AI

Providing bank account switching bonus

World+

Company

Traditional mid-size bank in the UK

Broad banking service coverage including online banking

Effective targeting & marketing are crucial

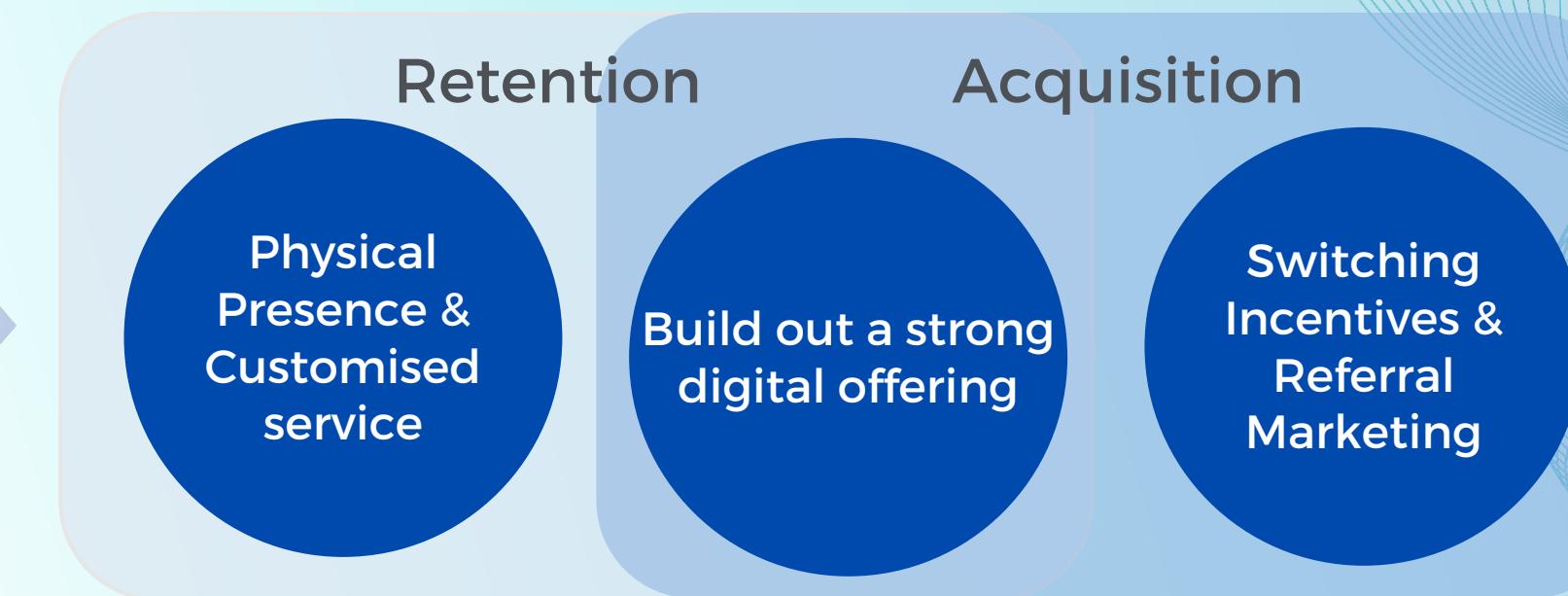
Competitor Analysis

- Competitors aim to secure loyalty, and expand online presence to attract and retain customers



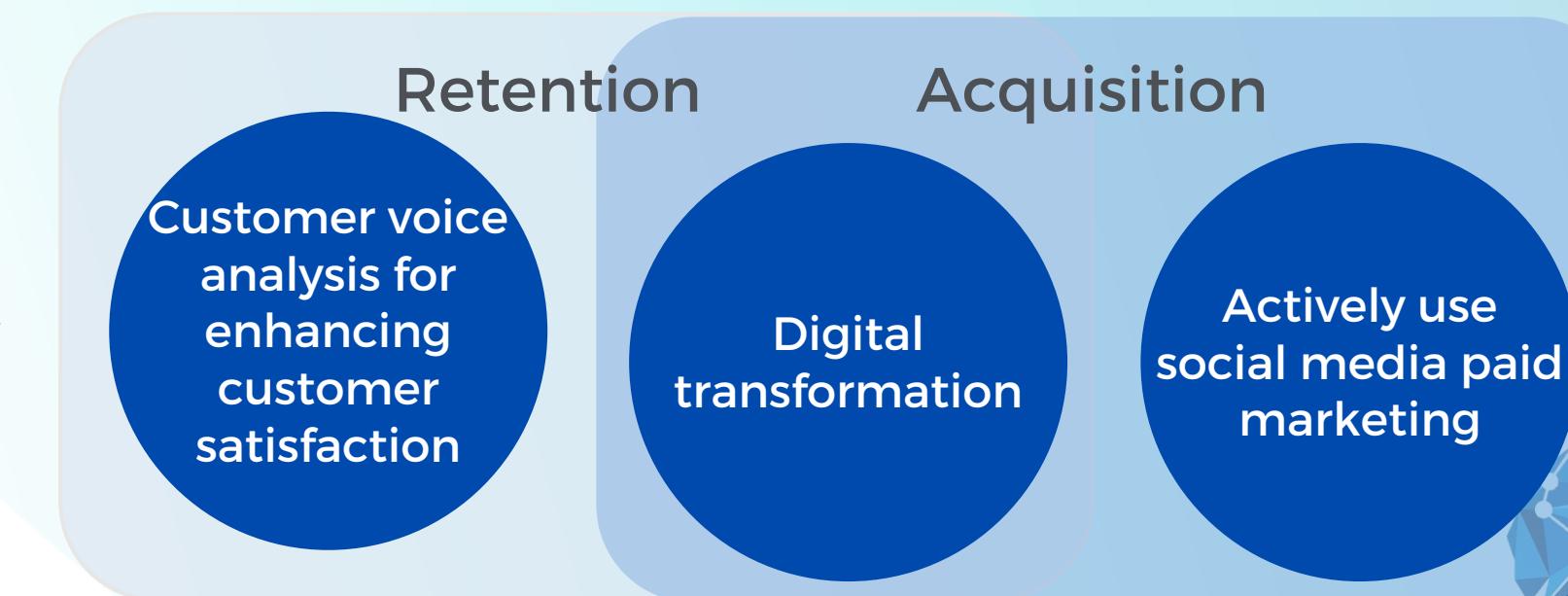
Focus on creating FANS

£5,000,000*



Digital Bank with branches

£4,820,000*



Objectives

- We strive to understand and fulfill our clients' requirements by delivering the most accurate models.

WHAT WE CAN PROVIDE

Accurate machine learning targeting models

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Actionable insight and recommendation

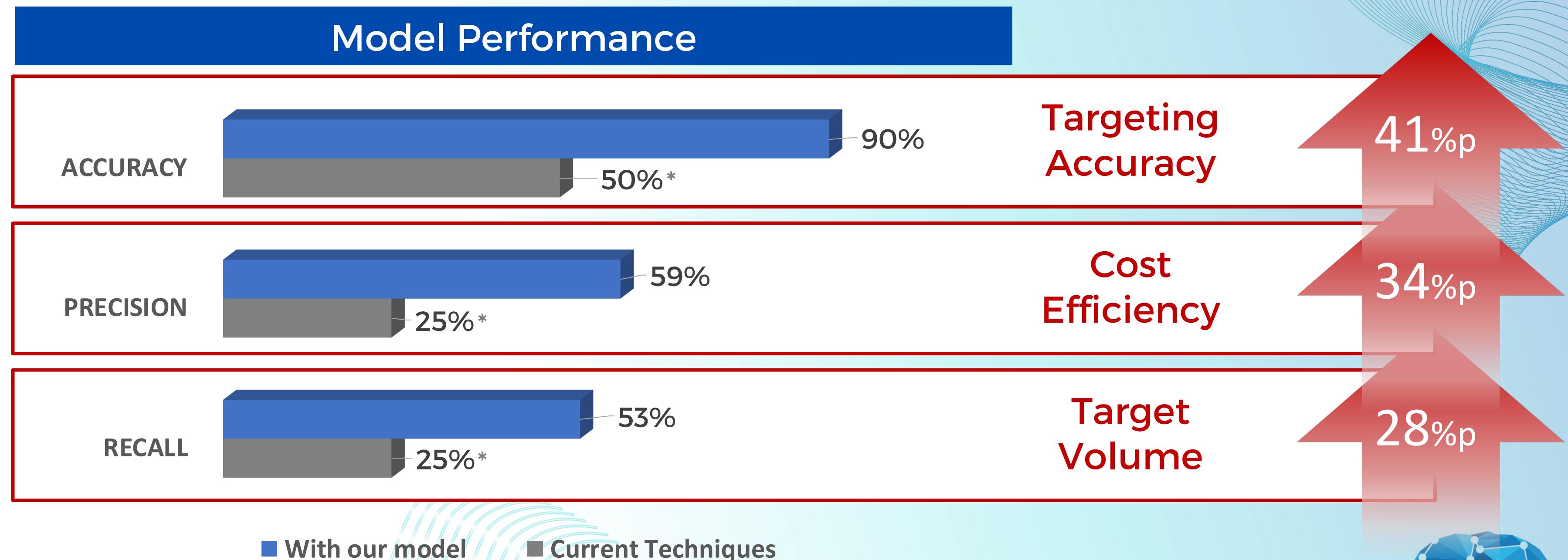
Up-to-date models and maintenance

Continuous monitoring system



Our Model (SVM) Performance

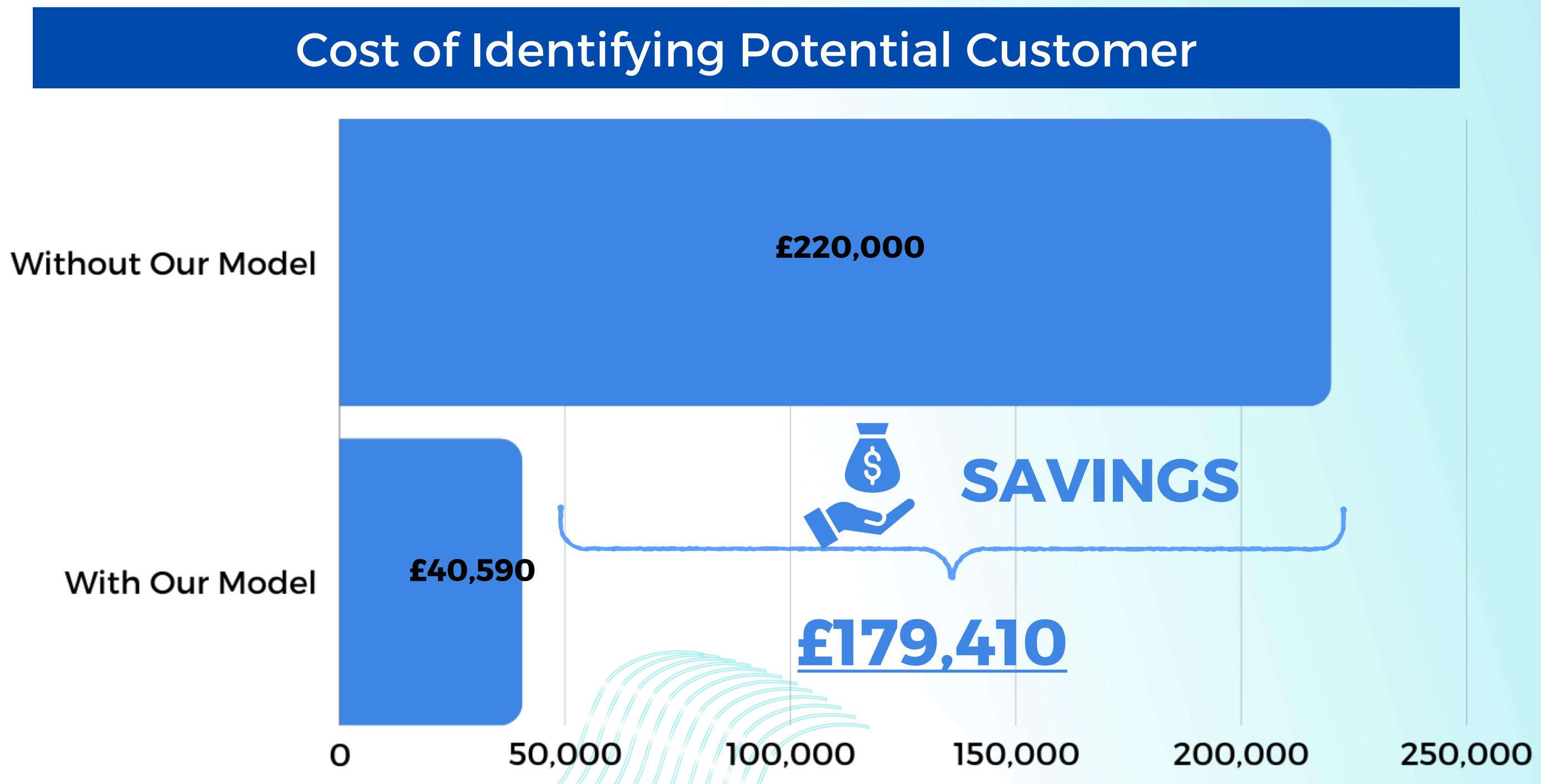
- We will accurately target valid customers while optimising cost efficiency.



* Random chance of finding targets without predictive model

So, how much can we save?

- Significant savings are anticipated, even if we strive to achieve an equivalent lead conversion from last year.



* Assuming £1 per targeting one customer



Who is our potential target customer?

- The customer profile derived from World Plus historical data

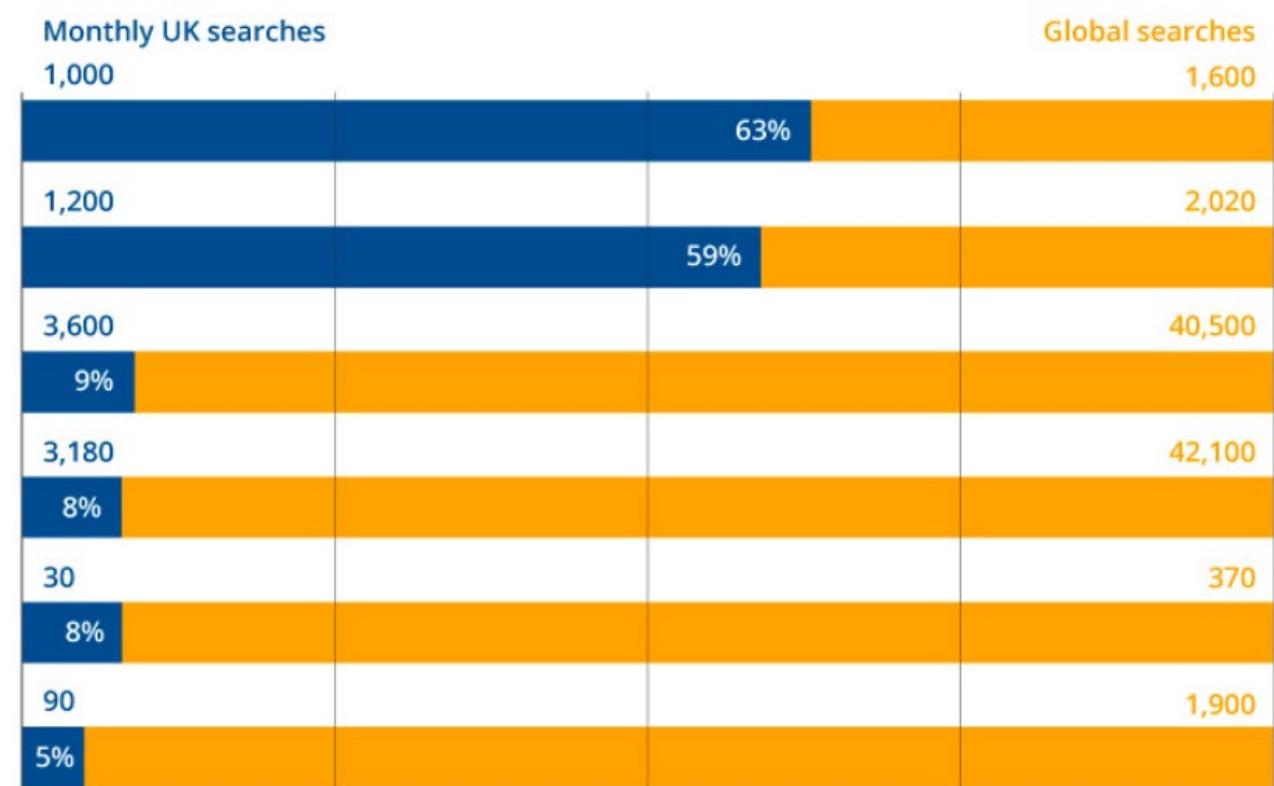


How we approach our target

- We suggest a marketing strategy based on the market trends and our client's data

Key Claims

The most popular reasons the Brits choose their banks



- How do Brits choose their banks?, raisin, 07.04.2022

Marketing Methods

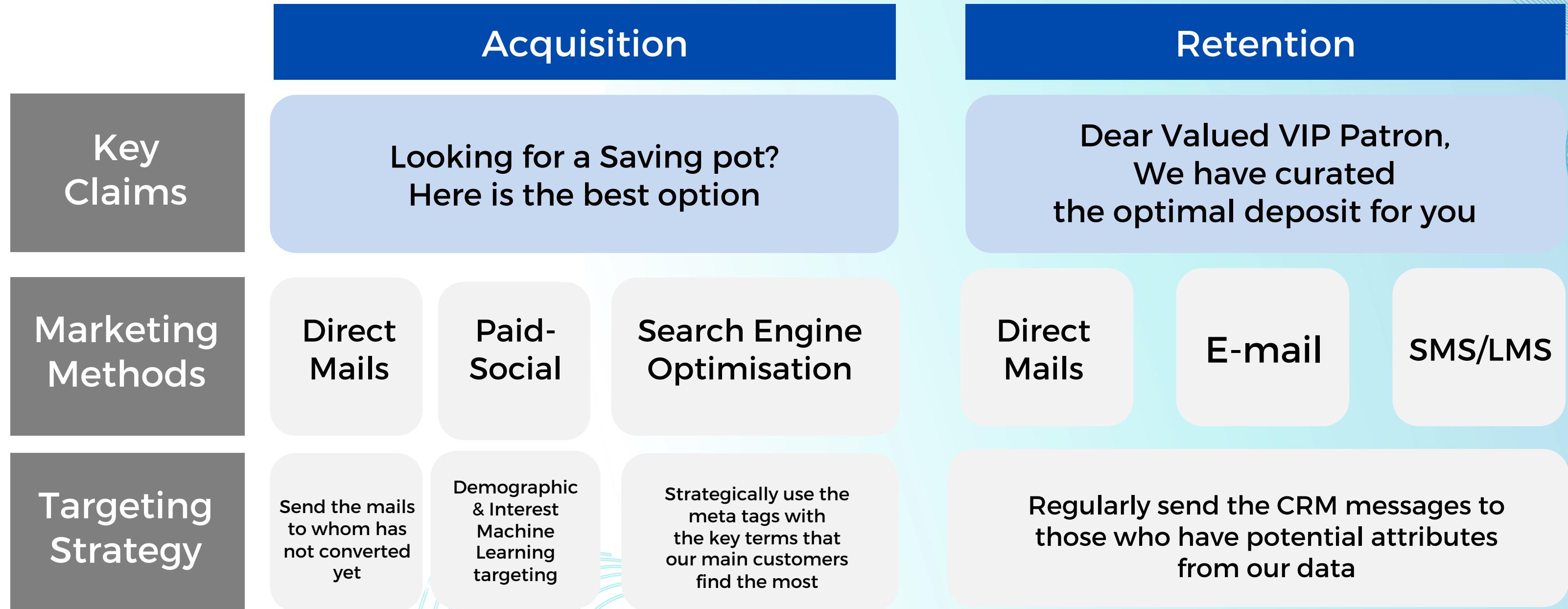
Customers' action in response to Bank Marketing

- Researched a product or service online - 29%
- Clicked on a social media ad - 20%
- Responded to an email product offer - 18%
- Responded to a mail product offer - 16%
- Followed a company on social media - 16%

- 2024 Marketing Roadmap: More Customer Focus, More Streamlining & Fresh Takes on Life's Milestones, The Financial Brand, 25.11.23

How we approach our target

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Why Us?

- Our utmost goal is to ensure the success of our clients' businesses.

Customising
ML model for
Precise targeting

Data-Driven
Business
Strategies

Continuous
Monitoring &
Maintaining
Recency

THE BEST PARTNER FOR
World+



Thank you



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