

Digital Onboarding - New Customer Engagement & Growth

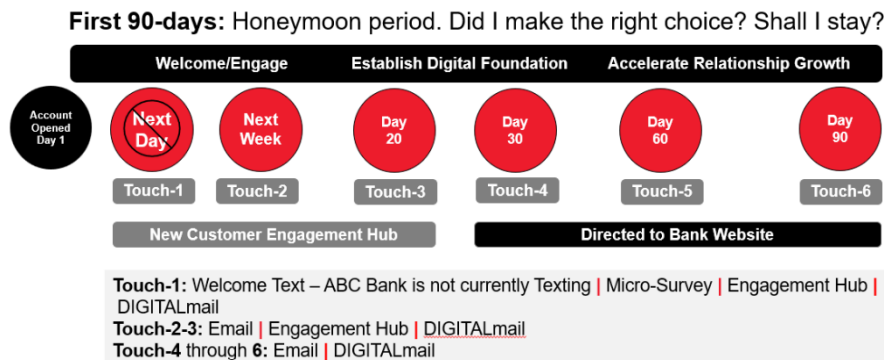
Prepared for: 27-branch midwestern financial institution

The Digital Onboarding program is designed to:

- Engage, Anchor & Accelerate Relationship Growth
- Bolster Experience & Satisfaction
- Reduce Attrition

The Onboarding Journey

The ABC Bank Onboarding Journey consists of the following communications during the first 90 days of the relationship.



Financial Performance

Digital Onboarding is extremely cost efficient and profitable:

- Cost to Onboard a new account: **\$10.**
- Cost per cross sold product: **\$4.**
- Return per dollar invested in the program: **\$207.**

Review Period: October 2021 - June 2023				
Financial Overview	Consumer & Business		Segment	
	Business	Consumer	Business	
Program Cost	\$63,987	\$51,190	\$12,797	
Households Onboarded	6,526	5,461	1,065	
Cost Per Households Onboarded	\$10	\$9	\$12	
Cost Per Products/Services Sold	\$4	\$4	\$4	
Net Return Per Dollar Spent (*)	\$207	\$88	\$685	

* 3% spread on balances. See balances in the cross sell tables below.

Cross Sell Performance

Cross sell activity for customers in the Onboarding program for both all-time and 2023 year to date are shown below. Note that cross sell measures all products purchased AFTER the initial checking account.

Consumer

Small Business

Cross Sell Data - All Time - Consumer Bank Data: 10/1/21 - 6/30/23				Cross Sell - 2023 YTD Bank Data: 6/30/23		Cross Sell Data - All Time - Business Bank Data: 10/1/21 - 6/30/23				Cross Sell - 2023 YTD Bank Data: 6/30/23	
Code	Product	Accts.	Balances	Accts.	Balances	Code	Product	Accts.	Balances	Accts.	Balances
SAV	Savings	1004	\$10,794,895	390	\$3,199,644	SAV	Savings	86	\$1,002,593	42	\$114,128
CHK	Checking	1270	\$54,223,918	499	\$11,630,650	CHK	Checking	316	\$62,200,992	112	\$16,511,317
MMA	Money Market	132	\$15,232,136	65	\$6,118,961	MMA	Money Market	64	\$14,141,415	28	\$4,567,724
BCK	Business Checking	288	\$11,575,306	138	\$8,004,981	BCK	Business Checking	667	\$111,286,873	260	\$63,380,227
MLN	Mortgage Loan	107	\$20,265,731	37	\$9,216,178	MLN	Mortgage Loan	16	\$1,774,481	7	\$693,897
PLN	Personal Loan	8	\$132,984	3	\$72,759	PLN	Personal Loan	0	\$0	0	\$0
BLN	Business Loan	6	\$635,842	4	\$459,146	BLN	Business Loan	19	\$2,656,864	8	\$994,263
CDD	Certificate of Deposit	92	\$7,819,247	37	\$2,566,913	CDD	Certificate of Deposit	9	\$2,744,291	4	\$2,735,140
IRA	IRA Account	191	\$28,380,984	96	\$7,266,367	IRA	IRA Account	217	\$79,126,260	100	\$14,013,272
CRD	Credit Card	0	\$0	0	\$0	CRD	Credit Card	0	\$0	0	\$0
SDB	Safe Deposit Box	0	\$0	0	\$0	SDB	Safe Deposit Box	0	\$0	0	\$0
BSV	Business Savings	16	\$2,701,299	6	\$2,217,768	BSV	Business Savings	55	\$10,094,692	20	\$1,679,080
INV	Investment	0	\$0	0	\$0	INV	Investment	0	\$0	0	\$0
HSA	Health Savings	32	\$74,498	14	\$6,832	HSA	Health Savings	5	\$18,822	4	\$471
OTH	Other	0	\$0	0	\$0	OTH	Other	8	\$7,100,142	8	\$7,100,142
		3146	\$151,836,840	1289	\$50,760,199			1462	\$292,147,425	593	\$111,789,661

In total (All Time), Onboarded households have opened **4,608** additional accounts and brought in balances of over **\$443 million** since the program launched in October of 2021.

What's more, Digital Onboarding contributed to the organizations **deposit growth goals in a significant way**. Consider this - the average DDA balance of a new to bank customer grew from **\$4,853** at account opening to nearly **\$24,000** within 90 days.