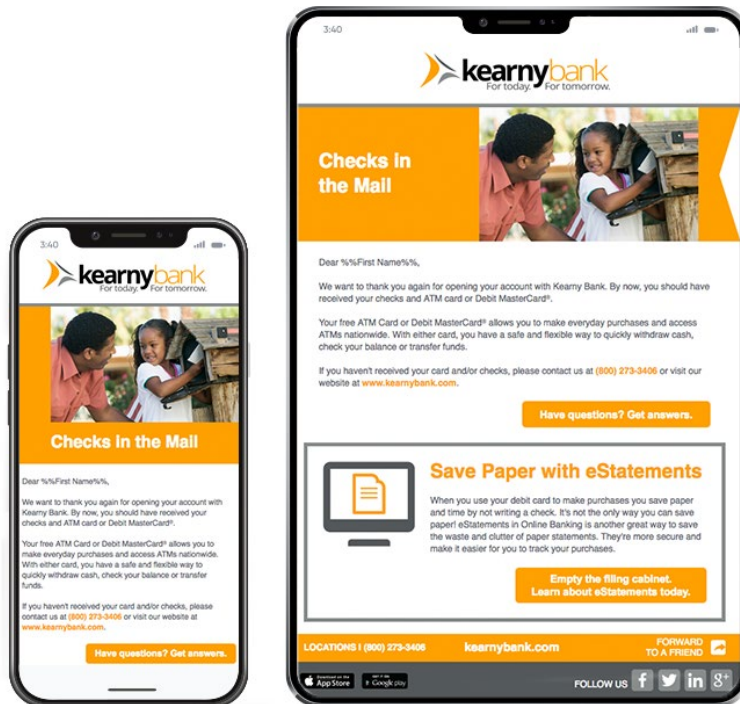


# The power of onboarding, to the tune of \$1.5M in new deposits.



## Opportunity

Kearny Bank did not have a onboarding program in place for new customers, so they turned to Bluespire to find a way to improve new customer retention, increase the number of products owned per customer and drive incremental deposits.

## Engagement

Bluespire's financial services strategists went to work and created a robust engagement strategy which included customer journey architecture and a competitive analysis of their market.

Salesforce Marketing Cloud was then implemented with nine onboarding and cross selling journey campaigns coming directly from the architecture put in place via the strategists.

Bluespire's campaign operations team then created monthly reporting, analytics, insights and optimization recommendations to keep engagement high and optimize the programs.

## Impact

To date, over 3,500 emails have been sent with an average open rate of 43 percent (industry average 22.1 percent). The average click through rate of 8 percent is 5 percent higher than the industry average. 10 percent of customers receiving the emails have opened additional accounts for an additional 1.5 million dollars in deposits.

**3,500**  
Emails sent

**43%**  
Open rate

**\$1.5M**  
Additional  
deposits