

# Bank Case Study



## The Challenge

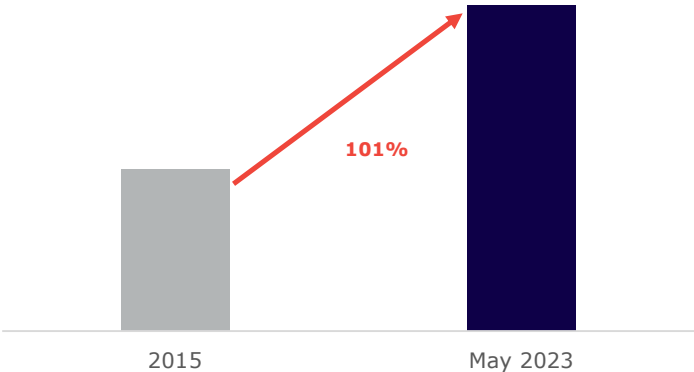
A large, regional bank wanted to increase **non-interest income** and **reach more customers** with AD&D product offers. Additionally, they saw the need for **increased customer loyalty** and sought to achieve it while building revenue.

## The Strategy

- Created data models to determine customers on lists who were most likely to purchase
- Delivered creatives based on over 50 years of industry experience
- Featured their brand to build loyalty
- Deployed marketing calendar that stays top-of-mind without overwhelming customers

## The Results

### AD&D Total Coverages



**Total Coverage in Force  
May 2023**

**\$1,677,558,000**

### AD&D Billable Annual Premium

