

# ACQUISITION IQ

Maximize Your Marketing Spend

Marketing is a critical lever for growth, but marketers still struggle to answer basic questions about the value of their spend.

## How do you navigate the challenges of setting and optimizing marketing budgets?

Novantas' Acquisition IQ (AIQ) provides access to a proprietary cross-bank dataset comprised of more than \$1 Billion of marketing spend, exposing actual marketing spend of peers and competitors, and enabling you to maximize the value of your marketing investments.

AIQ aims to answer several fundamental questions that any CMO wants to understand regarding their marketing: Are you spending marketing dollars sufficiently? Efficiently? And, what levers can be pulled to improve your cost per acquisition?

## What You Can Measure

**SPEND LEVELS** by channel, product, part of marketing funnel, and line of business to understand spend sufficiency.

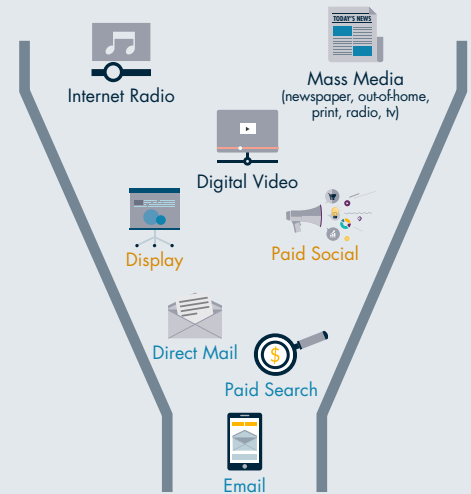
**PROGRAM PERFORMANCE** across cost per acquisition, total acquisition, attrition, as well as direct mail and email, to understand spend efficiency.

**AWARENESS, CONSIDERATION, AND PURCHASE** across each of the bank's markets, informed by Novantas' U.S. Omni-channel Shopper Research.

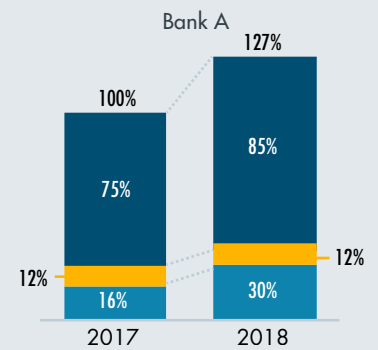
**PLUS**, additional views such as creative tracking and brand power over time available with an upgrade to the premier offering of Acquisition IQ.

## Acquisition IQ Insights:

### Marketing Funnel



### Brand + Consumer Checking Spend By Funnel Part



### Benchmark Participant Group

