

ACQUISITION IQ

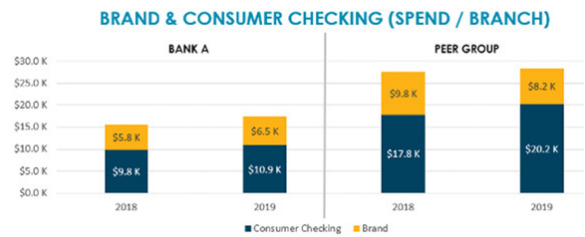
Demonstrate the Power of Bank Marketing

Novantas' Acquisition IQ (AIQ) is a marketing measurement and optimization solution developed specifically for bank marketers to help maximize investments, support efficient growth, and demonstrate the value of marketing.

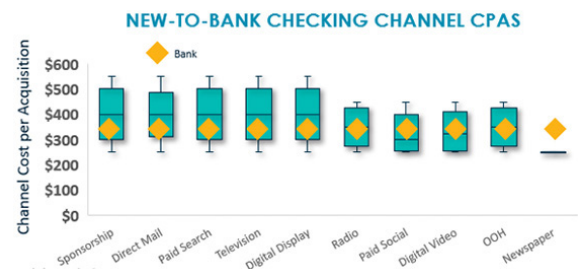
WHAT YOU CAN MEASURE

AIQ combines proprietary industry data and marketing mix modeling to help bank marketers expose answers to key questions:

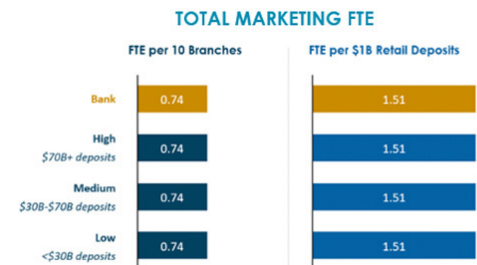
Am I spending enough?
SPEND LEVELS by channel, product, part of marketing funnel, and line of business to understand spend sufficiency.



How efficient is my spend?
PROGRAM PERFORMANCE across cost per acquisition, total acquisition, attrition, as well as direct mail and email, to understand spend efficiency.



How does my marketing organization compare?
MARKETING ORGANIZATION including total FTE, allocation of marketing FTE by function, and roles and titles reporting to the CMO.



ACQUISITION IQ
TRACKS OVER
\$2B
OF MARKETING SPEND

MORE THAN
15 Banks
CONTRIBUTE TO AIQ

PARTICIPANTS RECEIVE
2
READOUTS PER YEAR

AIQ IN ACTION

AIQ acts as the central source of truth for establishing marketing performance and communicating marketing's contribution to the business, by:



Providing the evidence needed to defend – and even increase – marketing budgets



Exposing cross-bank marketing efficiency to inform marketing investments and allocations



Demonstrating which channels are the most efficient across the funnel mix for investment prioritization

AIQ ADVANTAGE

Consistent, Cross-Bank Insight

Standardized, unbiased view of spend and performance across banks – and only banks

Innovative Metrics

Access to proprietary benchmarks including spend on non-working marketing and sponsorship, as well as organizational benchmarks

Embedded Marketing Mix Model

Continuous optimization providing marketers guidance on spend allocations across channels

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