Intelligent Target Marketing

The Insider's Newsletter from WordCom INTELLIGENT TARGET MARKETING

1ST QUARTER | 2025

Enhancing Customer Engagement in 2025: *Merging AI with Human Insight*

AI powers efficiency, human insight builds trust.

As we move further into 2025, customer engagement is evolving—driven by artificial intelligence (AI) but still deeply reliant on human connection. While AI allows financial institutions to analyze vast amounts of data and personalize communication like never before, the most effective marketing strategies blend AI's efficiency with the creativity and intuition of human expertise.

This balance is critical not only for driving product adoption and new account growth but also for building authentic connections with customers—especially with Gen Z, a rapidly growing audience in banking.

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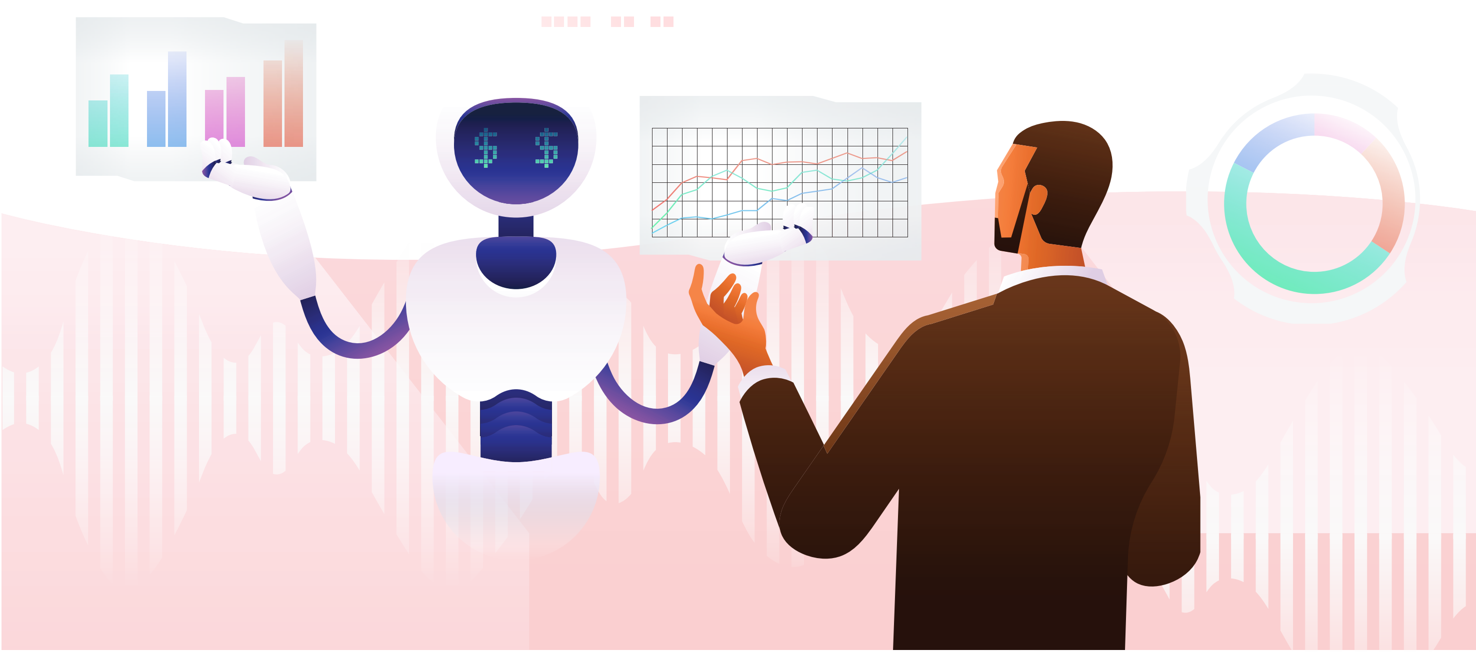
Personalization Beyond Demographics

Gen Z and younger consumers engage with brands differently. They expect messages that align with their values and lifestyles—not just broad financial advice. AI can help analyze behaviors, interests, and engagement patterns, ensuring that banks target the right audience with the right message.

But here's the key: automated, AI-written scripts alone won't cut it. While AI can optimize content delivery, customers—especially younger generations—crave authenticity. That's why human-written insights, personal stories, and messaging that evokes real emotion remain essential.



The Power of Dynamic, Omnichannel Engagement

To drive action, whether it's increased product adoption or checking account acquisitions, financial institutions need to be present across multiple touchpoints. AI enables dynamic, real-time adjustments in messaging, ensuring that outreach is relevant and timely.

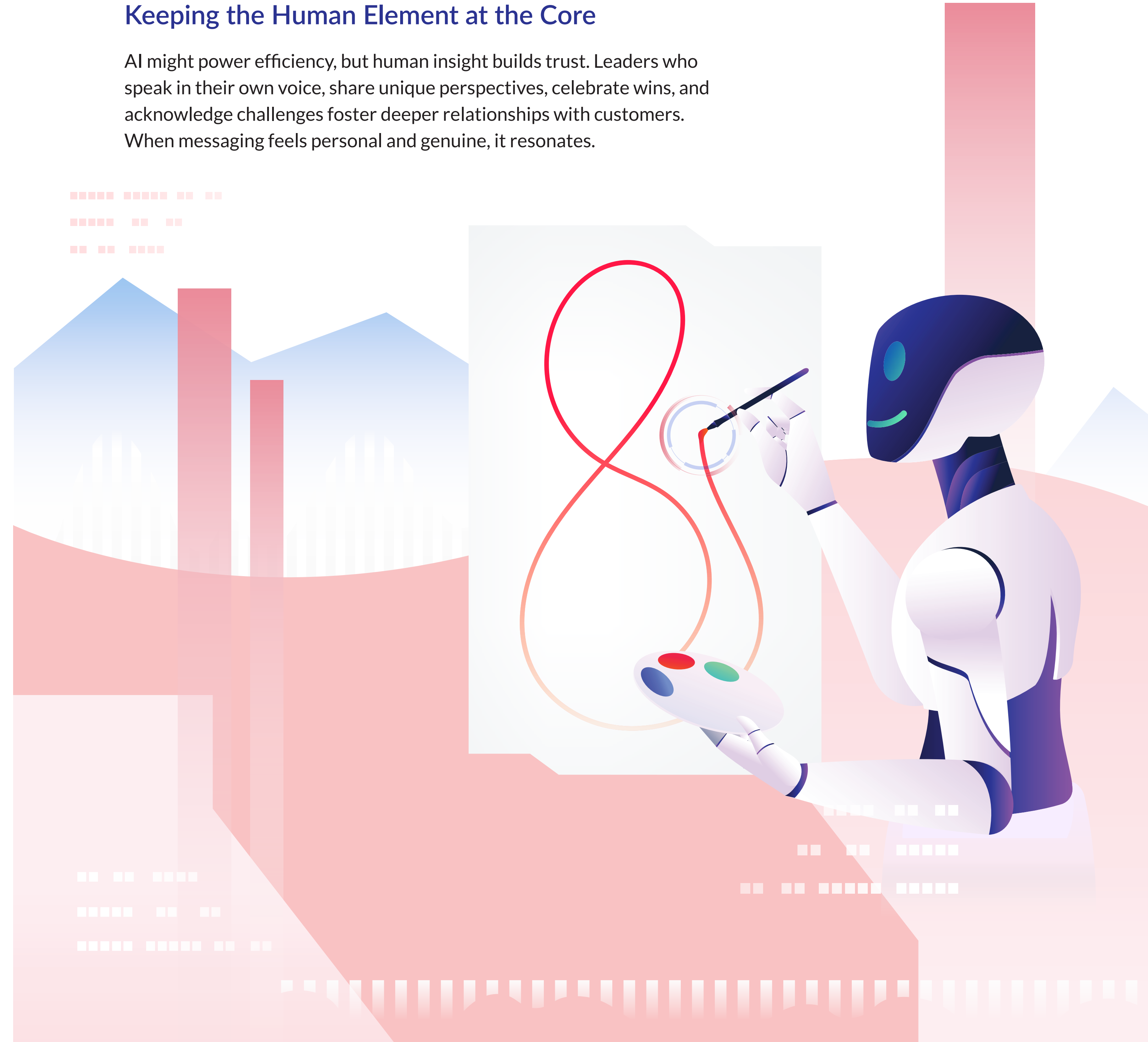
Example: If a customer is researching auto loans, AI can help trigger a personalized email, a social media ad, or an in-app message about financing options—meeting them where they are, at the right moment.

Predictive Analytics for Proactive Marketing

One of AI's biggest advantages is forecasting customer needs before they arise. AI-driven predictive analytics can identify who is likely to be in the market for a loan, a credit card, or an investment product—allowing institutions to proactively reach out with tailored offers.

Keeping the Human Element at the Core

AI might power efficiency, but human insight builds trust. Leaders who speak in their own voice, share unique perspectives, celebrate wins, and acknowledge challenges foster deeper relationships with customers. When messaging feels personal and genuine, it resonates.



In 2025, the best strategies will be those that combine AI's intelligence with human authenticity. Financial institutions that adapt, personalize, and connect in meaningful ways will be the ones that stand out.

FEATURE

The Top 5 Marketing Mistakes *Costing You Deposits*

Banks and credit unions often face challenges in reaching their deposit and account acquisition goals due to a combination of outdated strategies and missed opportunities.

Here are some timely shortcomings that could be limiting their success—

1 Insufficient Use of First-Party Data & Predictive Analytics

- Many financial institutions rely on broad demographic targeting rather than leveraging transactional data, behavioral insights, and predictive modeling to identify high-propensity prospects.
- With third-party cookies being phased out, banks that are not actively building first-party data strategies will struggle to personalize outreach effectively.

2 Failing to Hyper-Target High-Intent Consumers

- Traditional mass-marketing approaches waste ad spend on broad audiences rather than focusing on data-driven segmentation that pinpoints those most likely to respond.
- **Example:** Instead of targeting "young professionals" generically, institutions should focus on those who recently changed jobs (via payroll deposits), received large tax refunds, or show behaviors linked to switching banks.

3 Inadequate Digital Ad Optimization

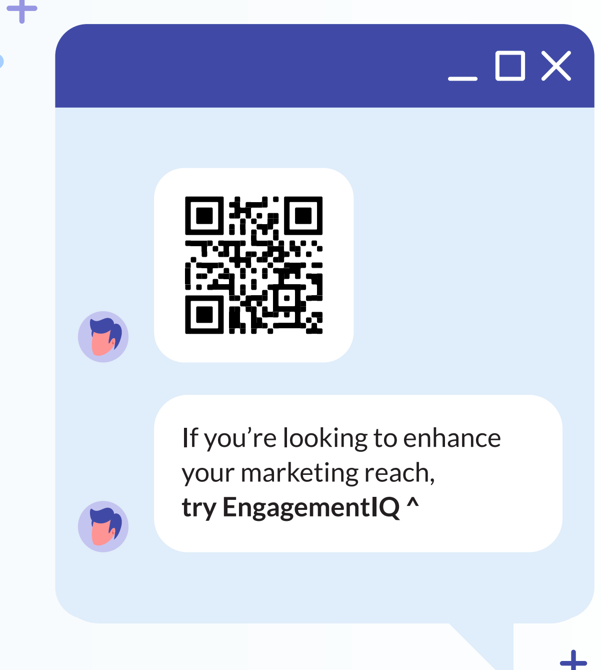
- Many institutions still lack real-time ad optimization, meaning their campaigns run on set budgets without dynamically shifting spend toward top-performing channels and audiences.
- **Example:** Without proper A/B testing and machine learning-driven bid adjustments, banks waste money on underperforming keywords or placements.

4 Poorly Executed Financial Education & Content Marketing

- Consumers are increasingly looking for guidance on high-yield savings, inflation-proof investing, and digital banking security, yet many institutions fail to provide timely, useful content.
- **Example:** Many banks still push generic "Open an Account Today" ads instead of addressing how savings rates compare to inflation, helping prospects understand the value of switching now.

5 Ignoring Gen Z & Younger Millennials' Preferences

- Younger consumers favor instant, mobile-first solutions, yet many banks lack frictionless digital onboarding and assume traditional branches remain a top priority.
- **Example:** Banks that fail to offer early direct deposit, seamless fintech integrations (e.g., budgeting apps), or crypto-friendly savings options are losing ground to neobanks and fintech disruptors.



FEATURE

Is Your Marketing Strategy Keeping Up with Economic Uncertainty?

"With Market Uncertainty Rising, How Can Banks Stay Agile?"

A new administration often brings policy changes that can impact interest rates, inflation, and overall consumer confidence. As financial institutions adjust to evolving regulations and economic shifts, consumer behavior will also change—creating both challenges and opportunities. Staying ahead means adapting marketing strategies in real time to meet evolving customer needs. By leveraging data-driven insights, financial institutions can optimize campaigns, maximize engagement, and maintain growth even in uncertain times.

DATA-DRIVEN SEGMENTATION

The Right Message, The Right Audience

Not all customers react the same way to economic changes. Using behavioral data, banks can tailor outreach to meet specific financial needs.

Example: Promote high-yield savings accounts to cautious savers while targeting investment products to high-net-worth individuals preparing for market shifts.

GEO-SPECIFIC STRATEGIES

Market Trends by Region

Inflation and spending habits vary widely by location—a one-size-fits-all approach won't cut it. Localized marketing efforts ensure relevance and effectiveness.

Example: In high-inflation areas, messaging can emphasize budgeting tools and flexible loan options, while in stable regions, the focus can shift to growth-oriented financial products.

OMNICHANNEL MARKETING

Reaching Customers Where They Are

Today's customers engage across multiple platforms—your marketing should, too. An integrated strategy across email, social media, and digital banking ensures consistent messaging and timely engagement.

Example: A customer researching mortgage rates on your website could receive a personalized email with loan options or see targeted social media ads featuring first-time buyer resources.

IN CONCLUSION

The Advantage of Real-Time Insights

With real-time dashboards and predictive modeling, financial institutions can adjust marketing strategies dynamically as economic conditions evolve. This ensures that campaigns remain relevant, budgets are optimized, and customer needs are met.

How is your institution using data to navigate today's market? **Let's talk about how real-time insights can keep your marketing agile and effective.**

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