

Reimagining Direct Engagement in Finance

Moving Beyond Direct Mail
with Growth Signals™ &
Growth Digital™



growthfinancial

ELEVATE YOUR PORTFOLIO



Executive Summary

The financial sector is standing at a pivotal inflection point. Traditional direct mail has long been the default method for compliant, one-to-one engagement—but it's increasingly expensive, slow, and imprecise. Meanwhile, digital platforms like Google and Meta have dominated the conversation around online engagement, often sowing fear around privacy, compliance, and measurability without offering transparent alternatives. Their grip has stalled innovation, keeping financial institutions locked in the past.

Growth Finance is breaking that cycle.

With our proprietary Growth Signals™ and Growth Digital™ solutions, we offer a new model for direct engagement: one that's digital-first, privacy-safe, and measurably effective. Our platform allows you to reach real people, one-to-one, at the exact moment they're in market—without exposing PII or compromising compliance under FCRA, GLBA, CCPA, or TCPA.

The days of printing, mailing, and hoping for a response are over. Growth Finance enables financial marketers to engage with intelligence, precision, and speed.

The Problem with Direct Mail

Direct mail has served the industry well—but it's time to face its limitations:

- **High costs:** Rising print and postage rates are eating into acquisition ROI.
- **Slow deployment:** Campaigns take weeks to produce and deliver.
- **Limited measurability:** Response tracking is imprecise and delayed.
- **Static targeting:** Household-level targeting lacks the agility of real-time data.
- **Missed timing:** Financial intent is fleeting—by the time a postcard arrives, it may be too late.

Financial institutions deserve better. That's why we built Growth Signals™ and Growth Digital™.





A Better Way: Precision Digital Engagement

Growth Signals™ identifies real-time intent signals across 50M+ digital properties—searches, calculators, reviews, life event content, and more. Our AI distinguishes casual interest from true buying signals, enabling you to prioritize outreach based on who is in market now.

Growth Digital™ turns those signals into action—delivering dynamic, one-to-one messaging across digital channels such as:

- Programmatic display
- Native content
- Connected TV
- Audio/podcast
- Email/SMS
- On-site personalization

And unlike legacy digital platforms, our engagement is fully trackable—from first signal to final conversion, all with privacy-by-design architecture.

Built for Compliance from Day One

We're not another adtech middleman. Growth Finance was built specifically for regulated industries like banking, lending, credit unions, and insurance.

Our Trust ID™ framework ensures:

- **No third-party sharing of PII**
- **No need for cookies or device IDs**
- **No blind lookalike modeling**
- **Client-owned identity remains in client hands**
- **Compliant with GLBA, TCPA, FCRA, and emerging state-level privacy laws**

You get the power of digital, with the protection of traditional direct engagement—without reliance on Google, Meta, or third-party data exchanges.



TO LEARN MORE OR SCHEDULE A DEMO:



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From Print-to-Digital: Real Results, Real-Time

Growth Digital™ doesn't just reach more people—it reaches the right people. Examples of impact include:

- **60% faster time-to-market** than traditional direct mail campaigns
- **40–70% cost reduction** compared to full-service print and mail
- **Double-digit lift** in response rates from first-party matched audiences
- **True attribution** based on first-party conversion events

And our performance is always tied back to verified outcomes: account openings, applications submitted, loans funded, or policy bound—not vanity metrics.

Don't Let Tech Giants Shape Your Strategy

Google and Meta want to define the rules of digital engagement—because they profit when you stay dependent. But their opaque data practices and shifting consent frameworks make long-term financial growth untenable.

Growth Finance offers a transparent, independent, and financially intelligent alternative. You don't need to hand over your customer data or rely on black-box algorithms to reach real consumers.

You need a partner who understands the compliance, timing, and measurement needs of financial institutions—and is committed to empowering you, not exploiting your dependency.



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Conclusion: Modernize Your Growth Strategy

Your customers are already online. Your competitors are digitizing. It's time to move beyond the limitations of direct mail and toward a new era of engagement that is:

- Privacy-Safe
- Signal-Based
- One-to-One
- Fully Measurable
- Built for Financial Institutions

Growth Finance is here to lead the way.

Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Financial can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content** Download "Additional Intelligence" and strategic growth materials on our website.



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