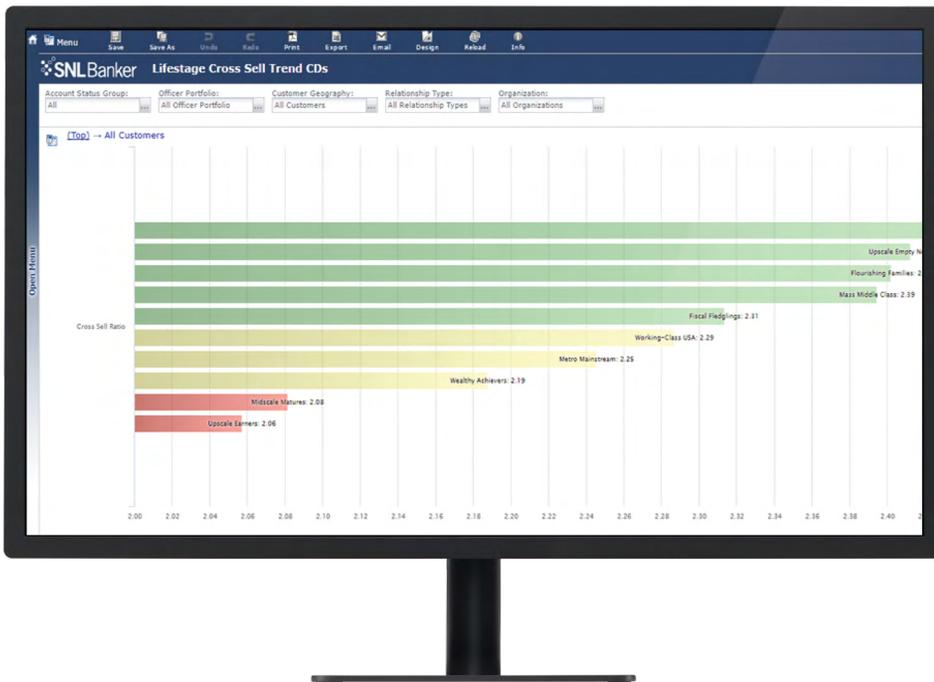**S&P Global**
Market Intelligence

Marketing Tools in the SNL Banker solution

Put your sales and marketing efforts on target with a true understanding of household relationships and your customer demographics.

Screenshots are for illustrative purposes only.

Householding Module:

Our best-in-class householding solution includes a clustering engine that will give you a full view of the joint decision-makers within the customer households on both the retail and commercial sides of your business, to help you maximize the performance of your sales and marketing organization.

- Target your customers more effectively when you see the whole picture of what products an entire household already has and where opportunity exists

- Eliminate marketing and sales calling redundancy when you contact joint decision-makers together, versus separately, with a relevant, custom-tailored offer

- Maximize service for your best customers when you understand relationships at the household and super household levels

Nielsen P$ycle Demographic Segmentation:

Understand key customers and identify new target markets with Nielsen P$ycle Segmentation. This sophisticated customer segmentation tool classifies every U.S. household into one of 58 consumer segments which roll up to 12 Lifestage groups based on the household's financial behavior and wealth. You can combine P$ycle segmentation with your bank's internal data from the most recent day to perform more in-depth analysis.

- Understand who your customers really are with in-depth demographic profiles provided by Nielsen designed to highlight the consumption patterns and needs of financial consumers

- Intelligently allocate resources through analysis of demographic segmentation to identify the distribution of customer needs and then strategically allocate personnel, introduce products or target marketing to reach desired customer groups

Expertise:

Our advisors, business intelligence analysts, data warehouse developers and product managers are committed to the success of community banks and credit unions. We're dedicated to providing top-notch customer service and helping you optimize the value you're getting from the entire SNL Banker solution.

About S&P Global Market Intelligence

S&P Global Market Intelligence integrates financial and industry data, research, and news into tools that help track performance, generate alpha, identify investment ideas, understand competitive and industry dynamics, perform valuation, and assess risk.

marketintelligence.spglobal.com/SNLBanker