

MAILER:

American Bank

OBJECTIVE:

American Bank faced the challenge of increasing B2B loans and cash flow management solutions to businesses in San Antonio.

SOLUTION:

eTargetMedia planned and managed a strategic email marketing campaign that targeted business executives including CEOs, CFOs, Business Owners and Business Decision Makers in targeted industries including healthcare, dental, real estate, tech, manufacturing, legal, professional services firms, engineering, oil and gas and owner-managed businesses. The audience and industries were selected based on the business's needs to secure fast business loans and cash flow solutions. The campaign was geo-targeted to the San Antonio DMA and the creative featured the benefits of B2B banking at American Bank as well as 5 facts about doing business in San Antonio and included a strong call to action to learn more.

OUTCOME:

The email marketing campaign proved to be very successful for American Bank. The campaign produced a high open rate and a strong click through rate. The bank also saw an increase in B2B banking inquiries directly after the campaign was executed.



American Bank

MEET THE TEXAS BANK WITH SAN ANTONIO ROOTS.

At American Bank, we offer our business clients more than speedy loan decisions, tailored cash flow management solutions and unbeatable customer service. We provide a team of San Antonio business experts who know the ins and outs of your market and care about the local community, because they live here too.

				
JENNIFER WILKINSON San Antonio Market President	BARRETT TONDRE Senior Commercial Lending Officer	TEREE JENDRUSCH Commercial Lending Officer	CLAYTON HOOVER Assistant Relationship Manager	DANA SYRING Client Relationship Associate

**5 FACTS ABOUT DOING BUSINESS IN
SAN ANTONIO FROM 5 PEOPLE WHO KNOW IT BEST.**

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