

MAILER:

Sandy Spring Bank

OBJECTIVE:

Sandy Spring Bank faced the challenge of promoting their premier money market savings accounts and increasing enrollments.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached financially savvy individuals and families who regularly research banking products to locate the best interest rates and investment products that will help them reach their financial goals. The email campaign was geo-targeted within a specified radius around Sandy Spring Bank locations. The creative was designed to promote Sandy Spring Bank's premier money market savings accounts and featured the special 1.7% guaranteed interest rate for the first 6 months as well as the benefits of the account which included the safety and security of FDIC Insurance, funds available when needed, online and mobile banking access and free checks. A strong call to action helped to drive interest in the campaign.

OUTCOME:

The Sandy Spring Bank email campaign was a very successful acquisition campaign and helped to increase enrollments in the money market accounts as well as helped to drive leads and interest in Sandy Spring Bank's services. The campaign also generated a high open rate and a high click through rate.



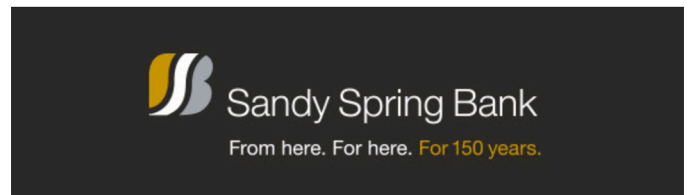
With our Premier Money Market Savings, you get just that – a rate of 1.70% APY for the first 6 months.¹ Plus FDIC protection² and convenient access to your funds.³ So you can save toward goals quickly, with the flexibility to make a withdrawal for anything from a getaway to the unexpected.

- Safety and security of FDIC Insurance²
- Funds available when needed³
- Online and Mobile Banking access
- Free checks³

**1.70%
APY**
GUARANTEED FOR THE
FIRST 6 MONTHS.¹

Don't miss out on this great rate!

To learn more or to open your Premier Money Market Savings account, stop by any of our convenient community offices, visit sandyspringbank.com/premier or call 800.399.5919.



800.399.5919 • sandyspringbank.com

PERSONAL | BUSINESS | WEALTH | INSURANCE | MORTGAGE



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
Targeted, Effective Results!

