

SIGMA Marketing Insights

Bank and Financial Marketing

We're a boutique data and analytics firm -- many of us former bankers -- obsessed with your customer's experience. We're driven to turn data into powerful strategies that will deliver more relevant marketing and sales efforts to grow your new customer acquisition, onboarding and cross-sell efforts-- and provide a lift to your marketing results.

Headquartered in Rochester, NY with a new Boston office, we've worked with leading financial marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the gnarly problems of Bank marketers: How to manage data to support marketing and merger communications? How to optimize marketing spend to increase profitability? How to create a marketing machine that keeps running at the speed of change? Give us a call to find out how we do it at **585-242-4113** or visit us at **www.sigmamarketing.com**



Multichannel Activation



More Lift
Integrating
data-driven 1:1
digital

Making marketing automation work in regulated, privacy-centric environment can be tough. Our campaign engineers can help. While we don't do the creative, we can help you build multichannel strategies that will lift your results across direct and digital channels to deliver ROI!



Insights and Analytics



Stronger
Models and
predictive
analytics

Segmentation and modeling will move the needle towards your product sales goals – and find the right message to match your customers financial life-stage. Our solid methods for testing and best-in-class marketing analytics can provide long term growth for your programs and partners.



Streamlined Marketing Operations



Seamlessly
Manage
complexity to
drive profits

Too few resources on your marketing team? Not enough experience in key digital or analytics skill areas?

Our marketing operations experts can help your team excel, or we can become your back office operations team.



Do More With Your Data.

www.SIGMAMarketing.com