

## Datatrac Deposit Generator™

- Stops rate shopping
- Increases your conversion rate
- Drives new traffic and deposits

Deposits are the life blood for every financial institution. Datatrac identifies which of your products outperform your competition by comparing you in real time to a database of over 110 million rates, fees and specials for nearly every bank and credit union in America. We select and certify your best performing products and then showcase these products to existing and prospective depositors. The result is qualified, motivated prospects that are already presold on your value.

The Datatrac Deposit Generator™ is a suite of competitive intelligence and marketing tools available to Datatrac Great Rate Award® winners (see back for details) which provide third party unbiased proof that you outperform the competition. We certify your performance and provide you with marketing assets to prove and promote your competitive superiority. Then, we drive new business to you through Datatrac's content marketing program, including blogging, link-building, search engine marketing, financial publishing and other traditional marketing sponsored by Datatrac. You can also use Datatrac certification in your own marketing campaigns to prove your competitiveness.



*"It was one of our most successful campaigns. Our deposit graphs display a noticeable spike in new money. I would not hesitate to recommend Datatrac."*

*Clarence Masshardt  
Vice President  
M&I Bank (now BMO Harris)  
\$50 billion*

### Consumer



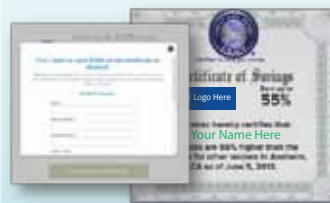
Potential depositors are driven to your web site via Datatrac content marketing or your traditional promotion. They click on the real time Datatrac Great Rate Award® Widget.

### Research



Datatrac's independent research informs prospect how much more they can earn with you versus the competition, motivating them to complete a lead form or application.

### Leads



You receive a lead sheet. Prospect is emailed a Certificate of Savings, reaffirming your competitiveness and providing contact info and a link to your online application.

### New Deposits



We deliver the prospect. You open the account.

**New account acquisition as low as \$35 per prospect**



## The Power of the Datatrac Great Rate Award®

Everyone loves to do business with a winner. Your depositors are no different. Datatrac Great Rate Awards® certify your superior performance and stop prospects from shopping elsewhere by proving that they will earn more money with you than with the competition.

Datatrac analyses all of your retail banking products against various benchmarks including competitors, local markets and other relevant indices to find your best performing products. Then, we provide you with the competitive intelligence to back up your claim that you beat the market, and we promote you through Datatrac content marketing.

You do not need to be the best rate to win a Datatrac Great Rate Award®; you just need to beat the market average. Datatrac Great Rate Awards® cannot be purchased. Institutions must earn the Award based on their performance as analyzed by Datatrac.



### Contact us today for a **free Award Analysis**, including:

- **Competitive Analysis Report** - A product-by-product breakdown of your best and worst performing offers compared to the competition.
- **Datatrac Review** – A written analysis done by our analytics team comparing you to your market.
- **Award Widget w/ Certificate of Savings** – A showcase for your best performing products with a real-time comparison of the percentag and dollars vyour offers save or earn over the competition.

Sales Offices:

<b>Madison, WI</b>	<b>Atlanta, GA</b>
madison@datatrac.net	atlanta@datatrac.net
414-455-4178	678-391-4138

### About Datatrac

Datatrac is an independent, unbiased research firm that has monitored deposit and loan rates, fees, and product features for over 25 years. Datatrac built America’s largest database of interest rates consisting of over 110 million rates for over 120,000 banking locations in more than 17,500 markets. Datatrac has served thousands of banks and credit unions with a 90.5% retention rate for over a decade. Datatrac’s research has been relied upon by the Government Accountability Office (GAO), Federal Reserve, the Federal Bureau of Investigation (FBI) and many others. www.DatatracCorp.com

Datatrac has been quoted by:



*"Datatrac Great Rate Awards have enabled our credit union to remain competitive, gain a strong return on our marketing investments and - at the same time - realize substantial savings in terms of interest expense."*

Larry Hoffman  
Chief Financial Officer  
Anheuser-Busch Employee Credit Union  
\$1.4 billion

