



Case in Point

A regional financial institution was seeking new ways to differentiate itself in the consumer and business banking segments. Using *MarketView 360*®, Intellitrends conducted an opportunity assessment, analyzing not only trade area opportunities among medical professionals, but prioritizing specific financing and banking needs. Competitive positioning and product offerings were analyzed to expose current product gaps that could be maximized.

Targeted PR and marketing initiatives were then developed to uniquely reach and address the target audience to maximize prospecting and relationship building.

Focused Growth

- Identify dynamics influencing customer financial needs
- Profile new consumer or business markets to target
- Benchmark your products/services against competitors'
- Map the decision process for key products
- Identify how to capitalize on market gaps and opportunities
- Establish a Performance Measurement program to track improvements
- Test and prioritize the best ideas, products or service concepts
- Focus on future products and services to meet needs
- Uncover up-sell/cross-sell opportunities among customers
- Prepare thought leadership white papers

itMarketView 360®

itRelationship Mapping™

itIn Touch Now™

plante
moran

Flagstar®
Bank



Rehmann

"We were very impressed with the quick turn around time and the quality of the results. Everyone at Intellitrends was delightful to work with. We were also impressed with the input on question suggestions and the time everyone took with us to make it a beneficial project."