

Commercial Bank Increases Loan Growth With Incentives

A commercial & consumer bank with assets in the billions, a strong retail presence, and competitive auto lending rates.

The bank wanted to increase financing business from car dealers without using cash incentives or deeply discounting rates.

25-30%
Growth in Loan Contracts

2k
New Loans

Solution

We crafted a point-based incentive program that awarded high-value merchandise and travel packages for new loan contracts. This helped the bank build stronger and more productive relationships with dealer finance managers.

Results

25-30%

Growth in loan contracts

2,000

New loans on average every month