

CASE STUDY

How Veritex Community Bank Raised Over \$103M of Core Deposits at 43 Basis Points per Dollar

At a glance



Founded: 2010
Headquarters: Dallas, Texas
Asset size: \$12B

- Acquired over \$100M in deposits in three months via the digital channel
- Reduced potential CPA by up to 3 times over a 90-day period*, resulting in a \$250 CPA in key markets
- Nearly 30% of online accounts opened are high-yield savings accounts
- Average balances for new digitally acquired customers of \$84,300 post-opening

*July 1, 2023 - Sept. 30, 2023

MANTL



HIFI AGENCY

Legacy Banking Technology Tanks Marketing Performance

As interest rates quickly reached heights not seen in two decades, the deposit landscape became increasingly difficult to navigate. In fact, half of banks [\(51%\) cite](#) pricing of deposits as a top challenge. In this market, offering higher rates isn't enough to grow and most banks and credit unions are either uninterested or unable to offer a market-leading rate.

Banks and credit unions are finding themselves struggling to acquire customers and legacy technology providers are doing marketers no favors. Quickly evolving consumer behavior around media consumption has made previously effective strategies like direct mail and out-of-home advertising no longer the only solutions. Meanwhile, legacy account opening technology not only hampers the deposit application conversion rate, but also provides very little access to real-time data to better understand and improve audience and channel performance.

Since most banks and credit unions lack the marketing infrastructure required for data-driven paid media optimization, they turn to publications, such as rate aggregators, and other affiliate partnerships as a lower-lift strategy for digital customer acquisition. But these partnerships are becoming increasingly competitive and costly to buy into and the reality is that you need a diversified media mix to attract diversified deposits at an attractive price per dollar.

Veritex Community Bank, a \$12B bank headquartered in Texas, is proving that banks can control their cost of funds and raise deposits quickly with an integrated approach to customer data, paid media, and account origination. Veritex Community Bank piloted MANTL Growth Engine, a data-driven growth marketing solution built on top of the MANTL Deposit Origination platform, to acquire over \$100M in deposits in three months via its digital channel. In partnership with MANTL and HIFI, a leading financial marketing agency, Veritex reduced its CPA by two to three times compared to alternative marketing strategies.

Learn how real-time access to customer data, coupled with the marketing expertise to make it intelligent and actionable and an industry-leading account origination platform, unlocks the ability to efficiently achieve deposit goals with marketing budgets.

“MANTL Growth Engine provided real-time data supported recommendations to allow Veritex Community Bank to focus digital marketing spend efficiently and pivot effectively when learnings pointed to a necessary change in tactics.”



Rudy Beeching

EVP, Managing Director of Retail and Business Banking at Veritex Community Bank



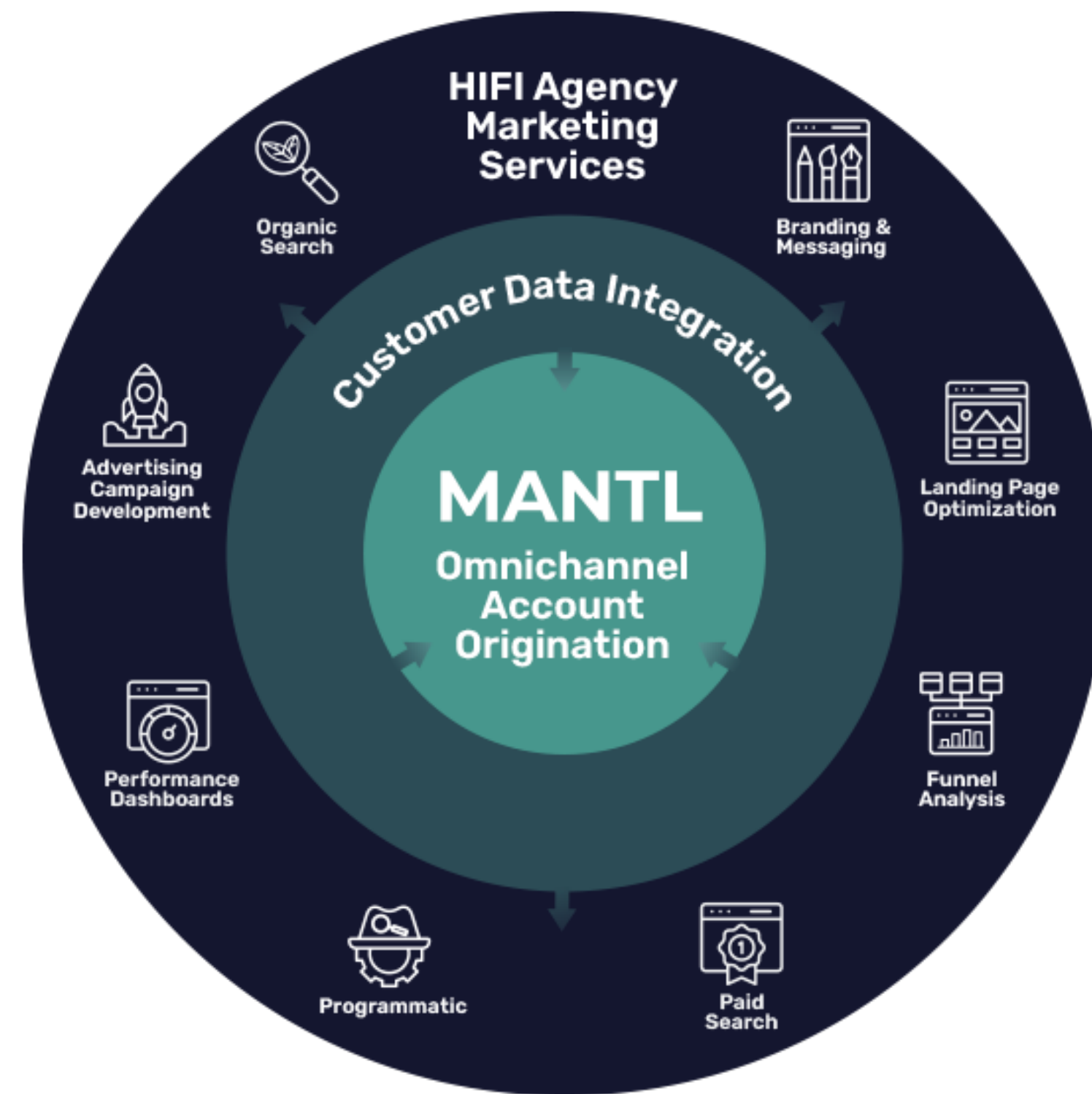
Introducing MANTL Growth Engine

When Veritex Community Bank evaluated its digital deposit growth strategies, it sought a transformative approach to digital customer acquisition to help achieve its goal of \$150M in new consumer deposits in one year. The bank also wanted a cost-effective solution for footprint expansion, wishing to build its brand presence outside of its current retail markets.

“Veritex wanted to explore going beyond its traditional markets of Dallas-Fort Worth and the greater Houston area to acquire new customers,” said Beeching. “Our question was, “Can we present our brand digitally in a way that represents our core values of truth, transparency, and integrity in Texas Banking to customers across Texas and attract clients?” The answer was, “yes” while also presenting a superior product and sales support model.”

Veritex Community Bank was already leveraging MANTL’s omnichannel retail and commercial deposit origination technology to optimize its in-branch account opening process, improve customer experience, and implement online account opening for the first time. When approached by MANTL to pilot a new solution that combines MANTL’s real-time data feed with industry-leading marketing expertise, Veritex readily agreed.

“Integrating the MANTL account origination platform was foundational to the work that would follow to attract new clients through digital channels,” said Beeching. “Our in-branch client acquisition experience changed from awkward and slow to undemanding and fostered a more relational environment with our clients. Turning our attention to client acquisition in a digital environment, we sought to be more sophisticated than simply adding account opening to our website and advertising on a national rate platform.”



MANTL Growth Engine is built on top of MANTL’s deposit origination platform and, when partnered with an industry-leading agency, pairs proprietary customer data with marketing experts to empower banks and credit unions to effectively and efficiently achieve deposit goals with marketing budgets.

Veritex Community Bank achieves overwhelming results in first 90 days with MANTL Growth Engine

By leveraging MANTL Growth Engine, Veritex Community Bank exceeded deposit goals while optimizing marketing spend.

Keys to Veritex's high-growth marketing strategy:

- Launch of small A/B media tests and fast-paced optimization early
- Integration of in-footprint brand awareness and golf influencer partnerships
- Development of smart remarketing of abandoned applications including a touchpoint from the Veritex call center
- Analysis and investment scale in high-performing digital channels and hyperlocal performance pockets

Outcomes generated

\$100M

Increased deposits: Acquired over \$100M in deposits in three months via the digital channel

\$250 CPA

Improved Cost Per Acquisition (CPA):

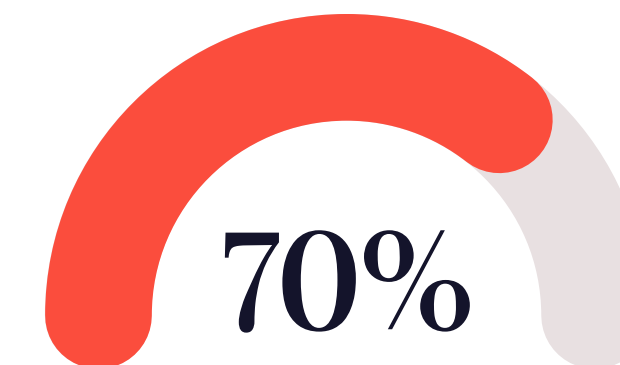
Reduced CPA by two to three times over a 90-day period, resulting in a CPA as low as \$250 in key markets

\$84,300

High-value accounts: Average balances for digitally acquired customers of \$84,300 post-opening



Sticky customers: A healthy product mix evolved based on the bank's needs and product positioning; nearly 30% of new accounts are high-yield savings accounts with 15% increase in balances post-opening



Increased in-market conversion rate: 70%+ of applications started by customers within their existing footprint led to successfully booked accounts showcasing the high quality of the paid marketing-generated leads

How MANTL Growth Engine Impacted Veritex Branches and Call Center

“Since launching MANTL Growth Engine, there has been a noticeable increase in foot traffic to our branches, and we have raised over \$340M in core deposits across *all* of our banking channels. While it’s not always easy to attribute in-branch deposits to digital marketing efforts, we absolutely feel as though MANTL Growth Engine and our omnichannel deposit origination technology made this tremendous growth possible.”



Rudy Beeching

EVP, Managing Director of Retail and Business Banking at Veritex Community Bank



Veritex Community Bank raised \$100M of directly attributable online deposits at 43 basis points per dollar in three months with MANTL Growth Engine, but the brand awareness it generated had a cascading effect across all of Veritex’s banking channels.

“We received a high volume of calls into our call center from excited consumers who saw our digital marketing campaigns and wanted to verify that Veritex Community Bank was a real bank. This was a great opportunity to have a human touchpoint with consumers to deepen each relationship and we trained our call agents with a special talk track,” said Beeching.

Most notable was MANTL Growth Engine’s impact on Veritex branches. Veritex Community Bank saw a massive increase in new accounts opened in-branch year-over-year since the launch of MANTL Growth Engine, increasing in-branch account opening volume by 97% in 2023 over 2022 with the same headcount. Likewise, when comparing in-branch account opening volumes before and after the implementation of MANTL’s in-branch deposit origination platform, there is a 120%+ increase in accounts opened with MANTL in 2023 vs. without MANTL in 2022.

How to acquire deposits at a reasonable cost of funds

The MANTL Growth Engine pilot with Veritex Community Bank and HIFI Agency proves that financial institutions *can* grow quickly, at a reasonable cost of funds.

Hunter Young, Founder and President of HIFI Agency, shares three ways that financial institutions should approach balancing price, product, and acquisition channels:

1. Top rate in-market can lead to high volume, but also high volatility. The long game is better for your bottom line and requires thoughtful indexing of the competition locally, regionally, or nationally.
2. A healthy product mix gives you opportunities to appeal to and grow a diverse audience via your media messaging and your opportunities after acquiring new clients.
3. A strong digital channel must have a strong origination tool, but it also requires shifts in how your support channels operate. Your call center, online chat tools, and sometimes even branch network can bolster your digital success by 20% or more.

“Your next branch opening is a multi-million dollar and multi-year effort to reach what you can achieve for a third of the cost and time in the digital channel.”

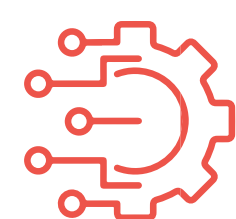


Hunter Young
Founder, President



Key Features of MANTL Growth Engine

Data and Analytics Infrastructure Provided by MANTL



Customer Data Integration (CDI): Access to secure, single-tenant, fully managed BigQuery database with real-time streaming data feed from origination activity on the MANTL platform. Easily transferable to other business intelligence instances and marketing tools inside your financial institution.



Analytics Infrastructure: Strategy, setup, and implementation of end-to-end analytics that provides insights on media, website behaviors, and conversion.



Real-time Dashboard Analysis: Custom analysis dashboards allow stakeholders to see performance in real time and drill down on meaningful media, product, and acquisition cost insights.



Anonymization and PII Hashing: Datasets are normalized and formatted for consumption by common media platforms, and to facilitate safe, compliant data sharing with agency partners.

Marketing and Media Services Provided by Vetted Agency Partners



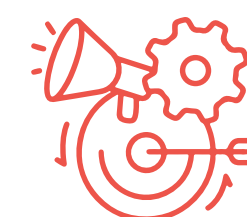
CDI Activation: Connected media analytics and optimization cycles via Agency with expertise in financial services and within MANTL's data structures.



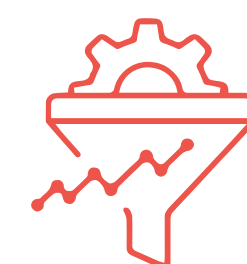
Brand and Messaging Strategy: A proven brand-building process for organizations seeking to develop a new digital identity or improve a legacy brand's performance in the digital channel.



Media Strategy and Planning: Based on a financial institution's goals, HIFI helps craft local, regional, or national media programs that attract the right clients to digital channels.



Advertising Campaign Development: High-performing advertising campaigns connect to unique audiences, are thoroughly tested and optimized, and bring interested buyers back. HIFI builds a custom, multi-channel campaign that connects and converts.



Funnel Performance Optimization: Each financial institution's marketing funnel presents unique user experience challenges that require a thorough understanding of audience sources, pre-application experiences on websites, in-application pain points, and post-application relationship expansion.



To learn more about MANTL Growth Engine, please visit mantl.com/growthengine

About MANTL

MANTL is a financial technology firm offering omnichannel account origination software for banks and credit unions. Consumer Deposit Origination by MANTL is among the fastest and most performant solutions on the market, empowering net-new prospects to open accounts in under three minutes, enabling existing account holders to open additional accounts with just one click, and reducing fraud by as much as 67%. Commercial Deposit Origination by MANTL is a first-of-its-kind solution that reimagines account opening for businesses of all sizes by automating up to 97% of application decisions. MANTL customers raise billions in core deposits each month. Founded in 2016, MANTL is a privately held company headquartered in New York with the backing of prominent venture capital investors.

For more information, visit mantl.com.

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About HIFI

HIFI Agency is a full-service marketing firm dedicated to the financial sector. We help bring marketing clarity to financial brands trying to tell their story in a chaotic digital world by developing stronger brands, building better media investments, and developing smart, scalable creative marketing programs. Our team of designers, writers, developers, media experts, and analysts bring high-performing campaigns and digital experiences to some of the most innovative fintechs and financial institutions around the world.

Get to know HIFI Agency better at hifiagency.com/agency



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