

The best time to market.

Using the date an account was opened, use the below guide to plan your direct marketing.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Checking						X	X	X				
Savings							X	X				
MoneyMkt	X					X	X					X
CD				X	X	X	X	X				
IRA				X								X
Consumer Loan					X	X	X	X				
Consumer Mortgage				X	X	X						X
HEQLoan					X	X	X	X				
LOC			X	X	X	X	X	X				
Credit Card							X	X				
Student Loan	X	X						X	X			
ATM/Debit Card						X	X	X				
Safebox	X						X					
Trust				X								X
Investment	X	X	X	X								
Insurance				X			X					
Commercial Checking	X											
Commercial Savings										X	X	X
Commercial Loan				X								
Commercial Mortgage					X	X						X
Construction Loan					X	X						

P.S. Below is an informal budget guide that helps estimate how much the average financial institution spends on direct marketing/mail per year:

Asset Size X .1% (point 1%) = Advertising Budget
 Advertising Budget X 33% = Direct Marketing Budget
 Direct Marketing Budget X 80% = Direct Mail Net

Example:

Asset Size = \$1 Billion
 \$1,000,000 / Advertising Budget
 \$330,000 / Direct Marketing Budget
 \$264,000 / Direct Mail Net



Account lifetime average

A study based on the analysis of 24 million account relationships.

	PRODUCT TYPE	# ACCOUNTS	AVERAGE LIFETIME	WEIGHTED AVERAGE LIFETIME	
Deposit Products	CHKREG	3,582,933	8.3	11.3	
	CHKINT	1,710,633	10.3	13.4	
	CHKSPE	263,984	8.9	7.6	
	CHKCOMM	556,253	8.1	10.3	
	SAVREG	5,261,515	9.3	13.1	
	SAVSPE	456,229	10.4	12.0	
	SAVCLUB	388,195	5.9	7.2	
	SAVCOMM	55,217	7.6	7.0	
	MKTREG	1,045,990	6.9	6.2	
	MKTOTHR	115,805	4.5	4.6	
	CDREG	2,784,807	4.6	3.9	
	CDJUMBO	38,123	3.1	2.3	
	IRASAV	532,957	7.5	7.4	
	IRAOTHR	18,562	5.6	4.8	
Loan Products	LOANCONS	1,880,171	2.6	1.9	
	HEQLOAN	377,634	3.4	2.9	
	HOMEIMP	3,162	3.0	2.7	
	LOC	649,614	10.2	5.2	
	MTGCONS	632,387	5.8	3.8	
	STUDENT	23,467	4.1	3.4	
	CCDREG	576,237	8.3	7.2	
	CCDGOLD	173,663	7.0	6.8	
	LOANOTHR	59,375	3.0	3.1	
	LOANCOMM	200,681	3.1	2.0	
	CONSTRCN	11,928	1.7	1.7	
	MTGCOMM	45,576	4.6	3.6	
	Other Products	ATMDEBIT	1,741,378	3.5	
		SAFEBOX	362,445	11.6	
SOLDLOAN		202,812	5.7		
TRUST		15,537	8.3		
INVESTMT		100,183	5.1		
INTERNAL		65,721	3.1		
INSURNCE		142,584	4.4		
CHGOFF		78,332	9.3		

Notes:

1. Lifetimes listed are measured in years.
2. The "weighted" average is weighted by the account BALANCE (i.e., the ages of high-balance accounts count more than those of low-balance ones).