Demand Deposit Account (DDA) life cycle capabilities

Drive dramatic, sustainable growth by enabling all deposit account life cycle processes

**Targeting**
CREATE PROSPECT POOL

**Prospecting**
Minimize the cost to acquire by determining the needs and attitudes that drive consumer behavior.

**Segmentation**
Identify profitable look-alike prospects.

**Customer Management**
Maximize customer lifetime value when the consumer is engaged and in the market to buy.

**Customer Management**
CROSS-SELL/UP-SELL

**DDA Account Opening**
OFAC compliance
Device authentication
Fraud risk scores
Propensity scores
Credit scores
Pricing and line
Offer optimization

**Cross-Sell/Up-Sell at Point of Sale**

**Account Opening**
Confidently authenticate consumers, reduce risk and book more profitable accounts.

**Response Channel**

**Fulfillment**

DDA Consulting Services
Expert insight across the entire DDA customer life cycle