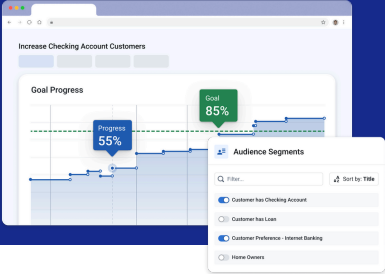


Predictive Intelligence for Banking Growth

Data-driven insights that strengthen customer relationships, improve portfolio performance, and support long-term profitability.



Modern banking success depends on anticipating customer needs and making decisions backed by intelligence. BlastPoint equips banks with predictive insights that reveal growth opportunities, improve deposit and loan performance, and build stronger, more profitable customer relationships. **The result: measurable outcomes and lasting competitive advantage.**

BlastPoint Success Stories:



Drive Deposit Growth

- **Use Case:** Grow deposits with precision targeting and engagement, achieving up to **54% growth within months**.
- **Benefit:** Banks using BlastPoint's AI have driven deposit growth, increasing share of wallet, engagement across their portfolio.



Accelerate Customer Acquisition

- **Use Case:** Cut acquisition costs **by over 80%** and **double net customer growth** via smarter prospecting and proactive attrition prevention.
- **Benefit:** Achieve faster onboarding and improved acquisition ROI through hyper-personalized outreach.



Grow Loan Portfolio

- **Use Case:** Increase **loan conversions 38x** by predicting borrower intent and acting at the right moment.
- **Benefit:** Increase loan conversion rates and cross-sell opportunities while maintaining portfolio health.



Reduce Delinquencies & Collections

- **Use Case:** Lower delinquencies by **7% in one quarter** with proactive, data-informed outreach.
- **Benefit:** Reduce delinquencies and improve collections efficiency, protecting both customers and revenue.



Convert Indirect to Direct Customers

- **Use Case:** Convert indirect borrowers to direct, achieving **80% higher engagement** than competing banks.
- **Benefit:** Strengthen loyalty and lifetime value by converting indirect customers into long-term direct customers.

BlastPoint Advanced Features

Features	How it works
Predictive Intelligence	Machine learning models trained on your banking data to forecast customer needs and actions.
Dynamic Segmentation	Real-time customer grouping based on behavior, demographics, and engagement patterns.
Data Enrichment	Integrates open-source, third-party, and proprietary data to create a 360° customer profile for individual and business customers alike.
Track Key KPIs and Attrition	Monitor performance metrics and customer churn to identify trends and take timely action.
Actionable Dashboards	Visualize opportunities across deposit, lending, and retention programs.
Geospatial Mapping	Identify market hotspots and underserved communities for targeted growth.

Additional Case Studies: Personalized Customer Engagement Drives ROI

