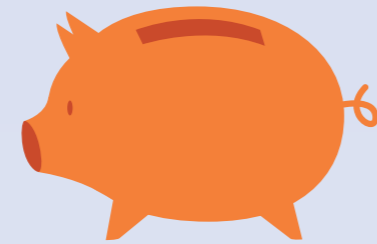


# How can challenger banks grow their customer base?

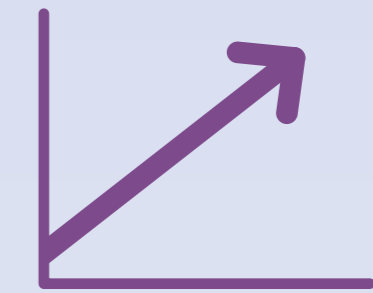
## ING DIRECT Australia



100

50%

120%



aims to double its customer acquisition rate year-on-year

Wants to inspire more consumers to do their primary banking with the company

Uses **100 contextual triggers** per day to share personalized messages to **1m** prospects

Launches new personalized campaigns **50% faster**

Increases outbound call center sales conversion by **120%**

Encourages more consumers to become primary banking customers, driving growth

