



For the Banking Industry, Research-Backed Incentive Programs are Proven to Increase Customer Acquisition and Retention, Says Rennhack Marketing Services

RMS Introducing Metrics-Based Methodology for Motivating Customers to Take Desired Action at the 2010 ABA Marketing Conference in September

Grapevine, Texas, September 7, 2010 – While incentive-based customer acquisition and retention marketing programs are well regarded and appealing to consumers of financial services’ products/services, bankers are looking for greater insight and metrics to better select the most effective incentive item for each specific program. According to [Rennhack Marketing Services Inc. \(RMS\)](http://www.rennhack.com) (www.rennhack.com), which works exclusively with financial institutions, heretofore any incentive selection, particularly that of merchandise, was based on “gut feel” and SWAGs. In today’s new economic environment where every marketing program must offer a solid and measurable Return on Marketing Investment (ROMI), the bar is set significantly higher.

“RMS recognizes this paradigm shift and is bringing science, metrics and insight to incentive marketing,” notes Mike Howe, President and CEO of RMS. “While at the ABA Marketing Conference in Minneapolis, Minnesota, September 12-14, RMS will share some of these metrics. This RMS proprietary research-backed approach (fueled by ConsumerTrac™) to traditional incentive marketing is designed to provide insight into which incentive categories to select, when to use them, and what results to expect from them so financial services marketers now have accountability in their incentive marketing programs.”

According to Anthony Hegarty, SVP of Sales and Marketing at RMS, while the banking industry has experienced serious difficulties in recent years, there are still effective, proven ways to grow business and increase revenue. “Now is the perfect time to win customers and build long-lasting, profitable relationships. Our proprietary research identifies ways to design, deploy and measure cost-effective acquisition and loyalty incentive marketing campaigns.”

ABA attendees will have the opportunity to discuss their marketing challenges and learn RMS’s recommendations based on its ConsumerTrac™ research and 30-year track record of working with more than a thousand financial institutions. RMS’s metrics on the successful use of branded customer gifts for a high ROMI cover such factors as:

- Perceived Value (Index) - ratio between the perceived value and cost of an incentive item
- Seasonality - the most effective time to utilize the item
- Desirability - regardless of price, how much a consumer actually wants the item
- Longevity - the length of time a consumer would expect to use the gift
- Re-gift-ability - the likelihood of a customer to give the merchandise to a friend or family member

At the ABA Marketing Conference, RMS can be found at booth #208.

About Rennhack Marketing Services Inc. (RMS)

RMS helps financial services clients attract, retain and grow customers with branded, merchandise-based incentive programs. The original “toaster company,” RMS now brings science and metrics to incentive marketing by incorporating proprietary consumer behavioral analytics and insight. Through the unique power of this insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. For additional information on RMS, visit www.rennhack.com.

###

Media Contact:

Vanina Sloan

Marketing Communications Manager, RMS

Phone: 817.481.6516 / Email: vanina.sloan@rennhack.com