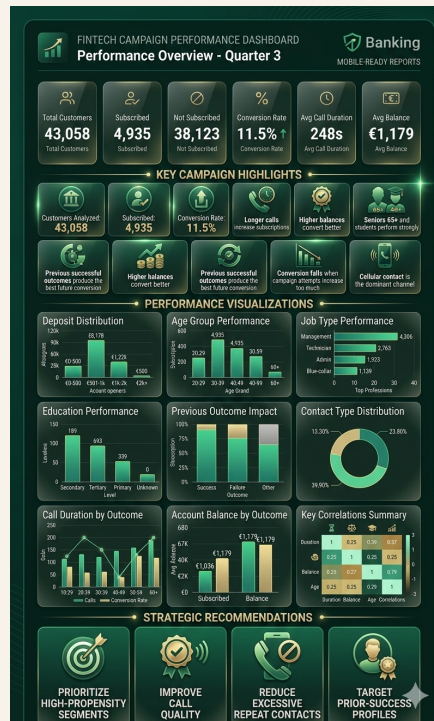


Fintech Campaign Performance Dashboard



Overview

Q3 campaign performance review across 43,058 banking customers. Conversion rate 11.5% on 4,935 subscriptions, with average call duration of 248s and average balance of €1,179.

Key Findings

- Longer calls increase subscriptions — call quality matters more than call volume.
- Higher account balances convert better — segment by balance tier.
- Seniors 65+ and students perform strongest — refocus targeting.
- Previous successful outcomes are the best predictor of future conversion.
- Conversion falls when campaigns over-contact — cap repeat attempts.

Business Value

Four strategic actions: prioritise high-propensity segments, improve call quality, reduce repeat contacts, target prior-success profiles.