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EXCHANGE > 2025





The Battle for First Place: Establishing Primacy in Today's Banking Landscape

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Patrick Grosserode

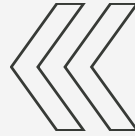
Co-Owner
CS3 Marketing

Matt Strout

SVP Business and Consumer Deposit Products
Zions Bancorporation



About Your Host



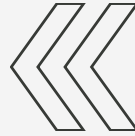
David Brauntuch

- » Analytics specialist with more than 18 years of experience providing marketing consulting services, building targeting and segmentation tools and optimizing campaign performance
- » Leads Deluxe's audience design team to develop and implement targeted marketing campaigns, partnering with clients to build custom targeting strategies that leverage Deluxe's powerful data library
- » Holds a Bachelor of Arts in psychology from the University of Pennsylvania





About Your Speakers



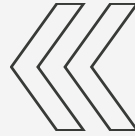
Matt Strout

- » Leads product strategy, design, risk and analytics for consumer and small business deposit accounts at Zions Bancorporation
- » Passionate about customer experience, analytics and technology; drives initiatives for customer growth and profitability
- » Over 15 years of experience in financial services, including strategy, product management, and bank operations
- » Holds a bachelor's degree from BYU and an MBA from ASU; graduate of the Pacific Coast School of Banking





About Your Speakers



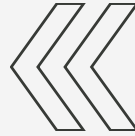
Diédre Barret

- » Visionary leader with 22 years at Guaranty Bank, redefining banking through innovation and personal connection
- » Advocates for the power of community banking to foster strong relationships and tailored solutions; driven to make banking personal and impactful for individuals and businesses alike
- » Combines big-picture thinking with a commitment to local impact, ensuring cutting-edge yet community-focused banking experiences





About Your Speakers



Patrick Grosserode

- » 20 years in marketing services with experience in sales, product management, data management and product development
- » Co-founder and leader at CS3 Marketing, building and implementing data-driven marketing solutions for banks and credit unions
- » Extensive experience with pay-for-performance programs, customer acquisition, onboarding, and retention strategies.
- » Proven track record working with over 300 financial institutions, from mega to small

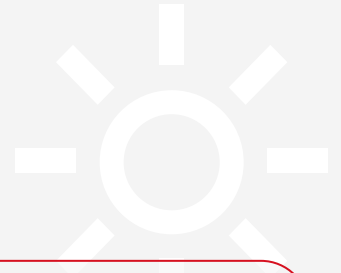




Primacy: Then and Now



Primacy Landscape



The average consumer in the U.S. has between

5-7 accounts
across financial institutions.

Source: 2024 Survey, The Financial Brand

Primary relationships typically generate an average of

8x lifetime value and
3.2x revenue
compared to non-
primary relationships.

Source: 2022 Report, BAI

Digital banks and fintechs captured

44%

of all new checking
accounts opened in
2024.

*Source: 2024 Study,
Cornerstone Advisors*



What are Customers Looking for from their Primary Bank Relationship?

- » Simplified money management
- » Anticipatory assistance
- » Digital tools and personalized connection
- » Seamless, omnichannel experiences
- » Data privacy and security



PANEL DISCUSSION

Primacy in Action



How does your bank
measure primacy?



How do new financial behaviors, trends and innovations impact the definition of primacy?



The Average Consumer Uses **Seven** Different Payment Methods Annually



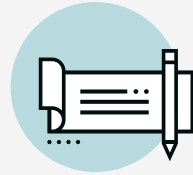
DEBIT CARD



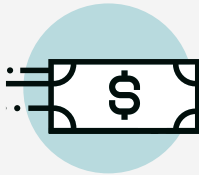
CREDIT CARD



P2P



CHECK



CASH



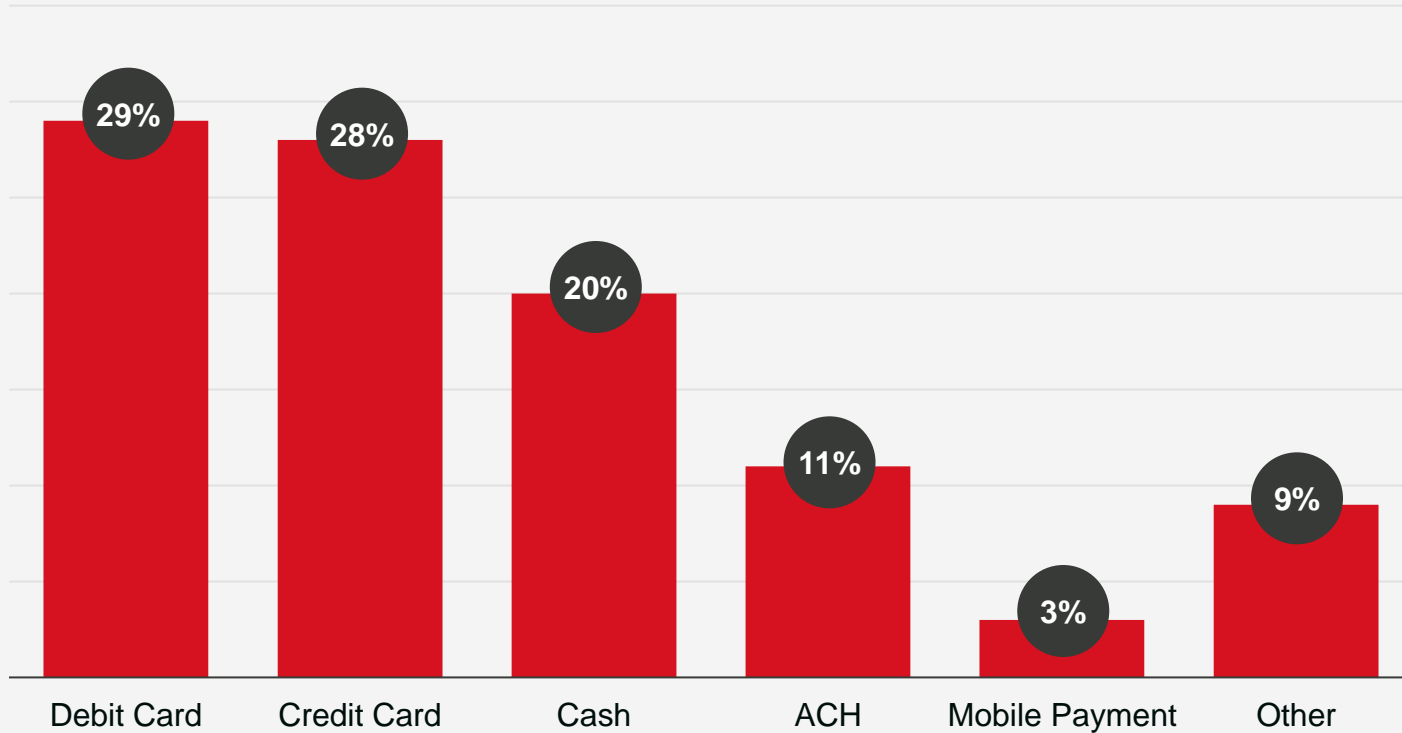
DIGITAL
WALLET



DIRECT
PAYMENT



In-Store Payment Usage

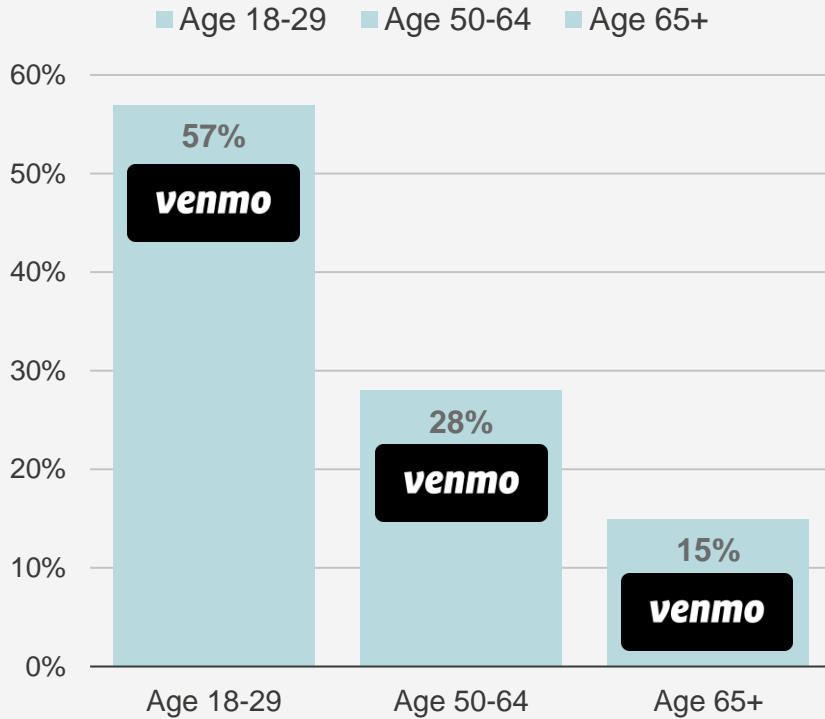




What impact do
generational differences
have on how primacy
should be defined?



Venmo Comparison



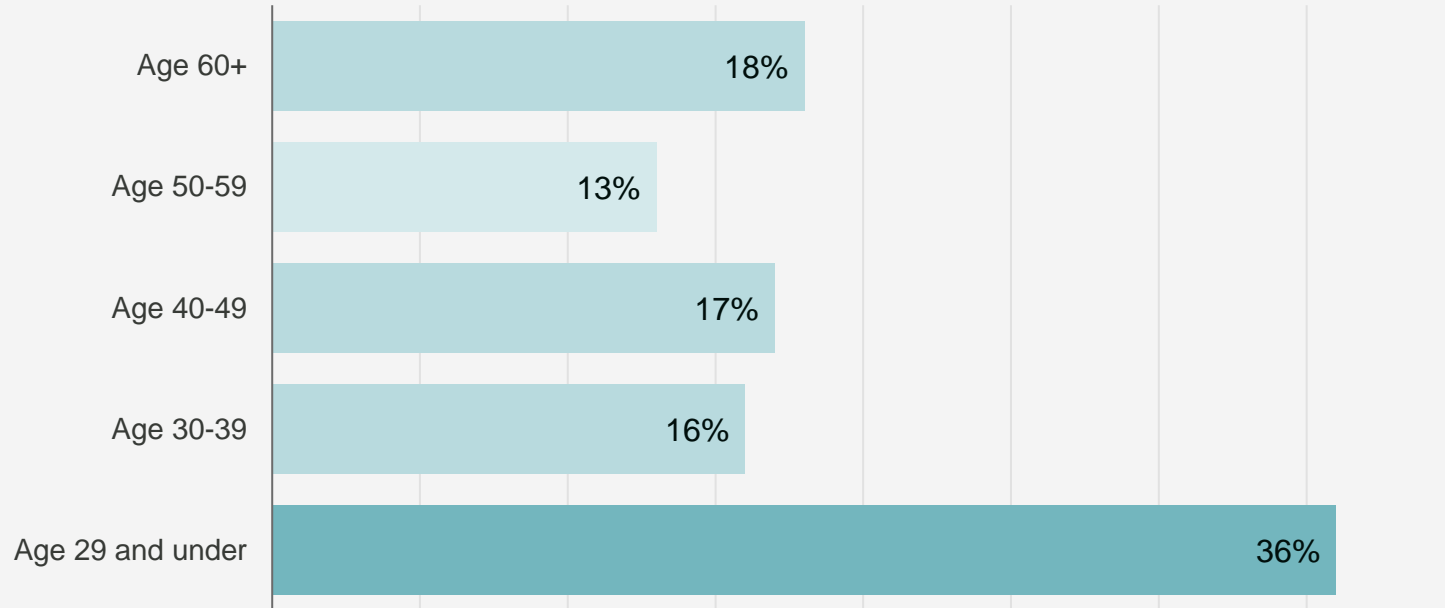
2020 USERS
52 Million ←

2024 USERS
83 Million ←



Q4 Checking Account Openings

PERCENTAGE OF ACCOUNT OPENINGS





What role does onboarding play in converting new customers to primary banking ones?



What role does data play in establishing and maintaining primacy?



How does building
trust factor into
primacy?



How do you approach primacy in an online world?
How do you make sure your bank stays “young?”



How is your bank
approaching primacy in
2025 and beyond?



Achieving Primacy Requires Personalized Connections, Digital Tools and the Right Product Offerings.

Executive Summary

- » Given the increased competition for checking accounts, it's crucial that banks have a strategy for maintaining relationship primacy with their customer base.
- » Data can play an important role in identifying, retaining and growing primary checking relationships.
- » Primacy may be effectively measured by how people are paying, not how they're depositing.
- » The combination of appropriate product offerings, advanced digital tools and a personalized connection can help attract and maintain a strong customer base across all age-based generations.