

From Cost Center to Profit Center:

Proving Marketing ROI
with Real-World Data



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Meet the Host

Award-Winning Digital Experiences:

- **Visit New Hampshire** – Kentico Site of the Year
- **Winchester Savings Bank** – Kentico Site of the Month
- **United Federal Credit Union** – Kentico Site of the Month
- **PAR, Inc.** – Sitefinity Experience Project of the Month



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AGENDA

- The Accountability Shift: Marketing as a Revenue Generator
- Breaking Down Marketing Silos
- Leveraging Your Digital Experience Platform
- Using Data to Optimize Campaigns
- Winchester Savings Bank Success Story
- Best Practices for Success
- How You Can Get Started Today



The Accountability Shift:

Marketing as a Revenue Generator

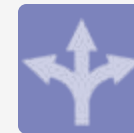


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Marketing is No Longer Just About Visibility

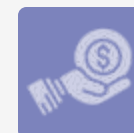
The New Reality:

-  Marketing must prove ROI and generate measurable revenue
-  Financial institutions need holistic data-driven strategies to justify marketing spend
-  Moving from "cost center" to "profit center" mindset



73%

of customers use multiple channels during their journey



20-30%

increase in marketing ROI with integrated approaches

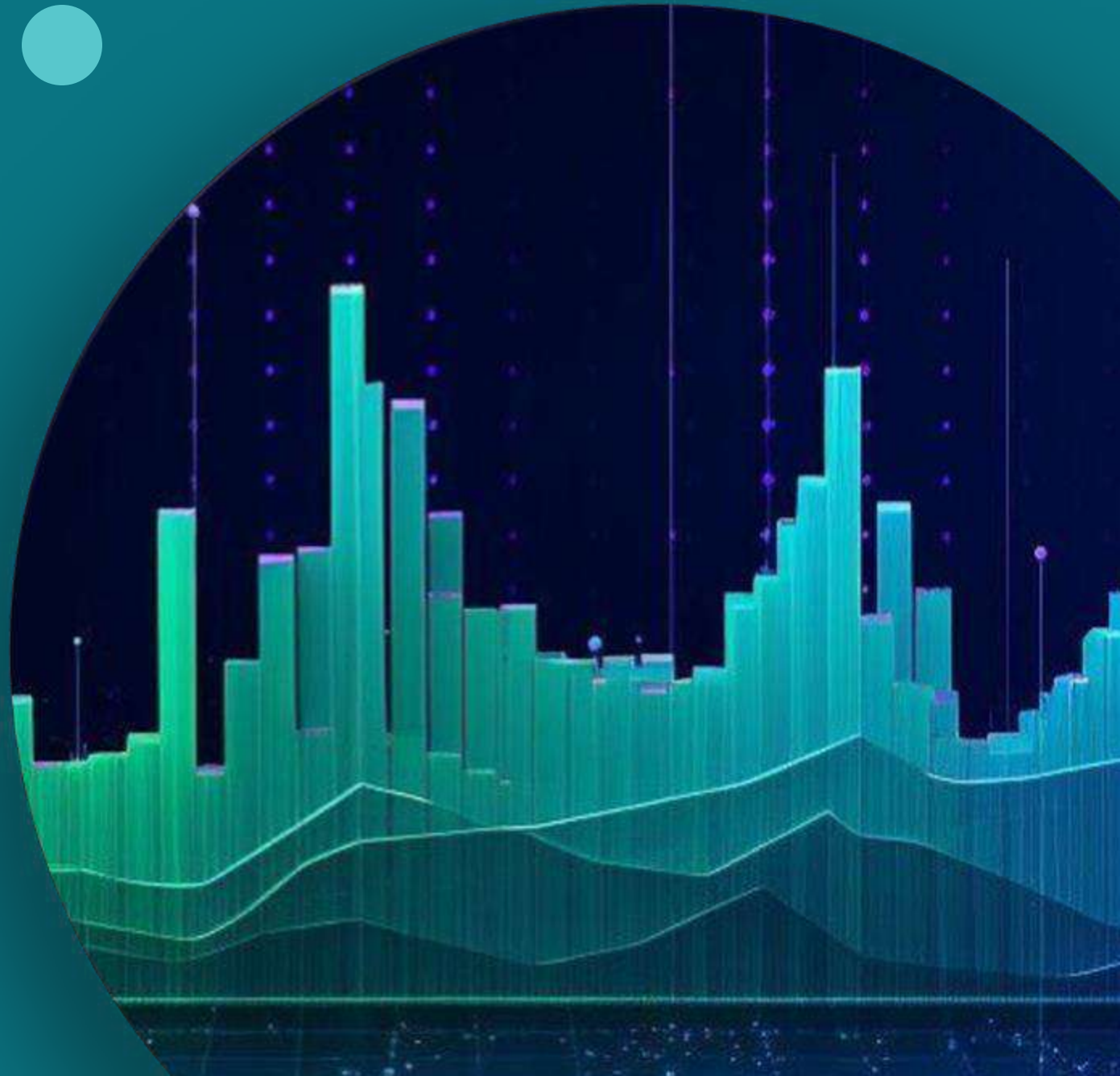


3x

higher conversion rates with integrated marketing and website platforms

**Let's Take a
Poll!**

**Is your current
attribution model
meeting your
needs?**



Breaking Down Marketing Silos



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Stop Working in Silos, Start Driving Results

Siloed Marketing

- ✗ Marketing and website operate separately
- ✗ Limited data sharing between platforms
- ✗ Inconsistent customer experiences
- ✗ Difficulty measuring true ROI

Holistic Approach

- ✓ Website as a marketing conversion tool
- ✓ Unified data across all channels
- ✓ Consistent, personalized experiences
- ✓ Clear ROI measurement & attribution
- ✓ Real-time optimization capabilities

Holistic Approach to Revenue Generation

Omnichannel Marketing Strategy

- ✓ Creates unified customer journey with consistent messaging
- ✓ Integrates all marketing channels and tactics
- ✓ Data-driven decision-making across touchpoints
- ✓ Platform-specific strategies with continuous optimization

Why It Matters for ROI:

- ▶ Consumers need to see messaging **7+ times** before decision-making
- ▶ Personalized experiences **boost conversions by 20%**
- ▶ Consistent cross-team execution **increases customer trust by 30%**
- ▶ Clean attribution demonstrates success to drive higher internal investment

Leveraging Your Digital Experience Platform (DXP)



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Your Website is a Marketing Tool for Conversions

Modern Capabilities:

- Centralized content management
- Behavioral data collection
- Campaign automation and personalization engine
- Integrated SEO tools and comprehensive analytics



Using DXP Data to Optimize Campaigns



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Set Clear Goals

- Define goals at the start of each campaign
- Align goals to business objectives:
 - Brand Awareness
 - Lead Generation
 - Engagement & Retention
- Use goals to determine ROI metrics to track



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Collect & Analyze Data

- Utilize UTMs to track digital touchpoints
- Analyze patterns in:
 - Channels driving the most conversions
 - Behavioral data from website interactions
 - Campaign performance across channels
 - Audience demographics
 - Content consumption behavior
 - Customer journey mapping



Leverage Customer Insights

Data-Driven Persona Development

- Use behavioral data from DXP to identify patterns
- Analyze content driving conversion behavior
- Track channel preferences by demographic

Personalization that Converts



Dynamic CTAs based on user interactions



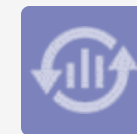
Content recommendations from consumption patterns



Personalized experiences across customer journey

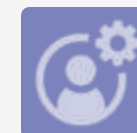


Real-time content optimization



202%

conversion rate improvement with personalized CTAs



4x

more likely to convert when users receive personalized product recommendations



41%

higher click-through rate for personalized emails



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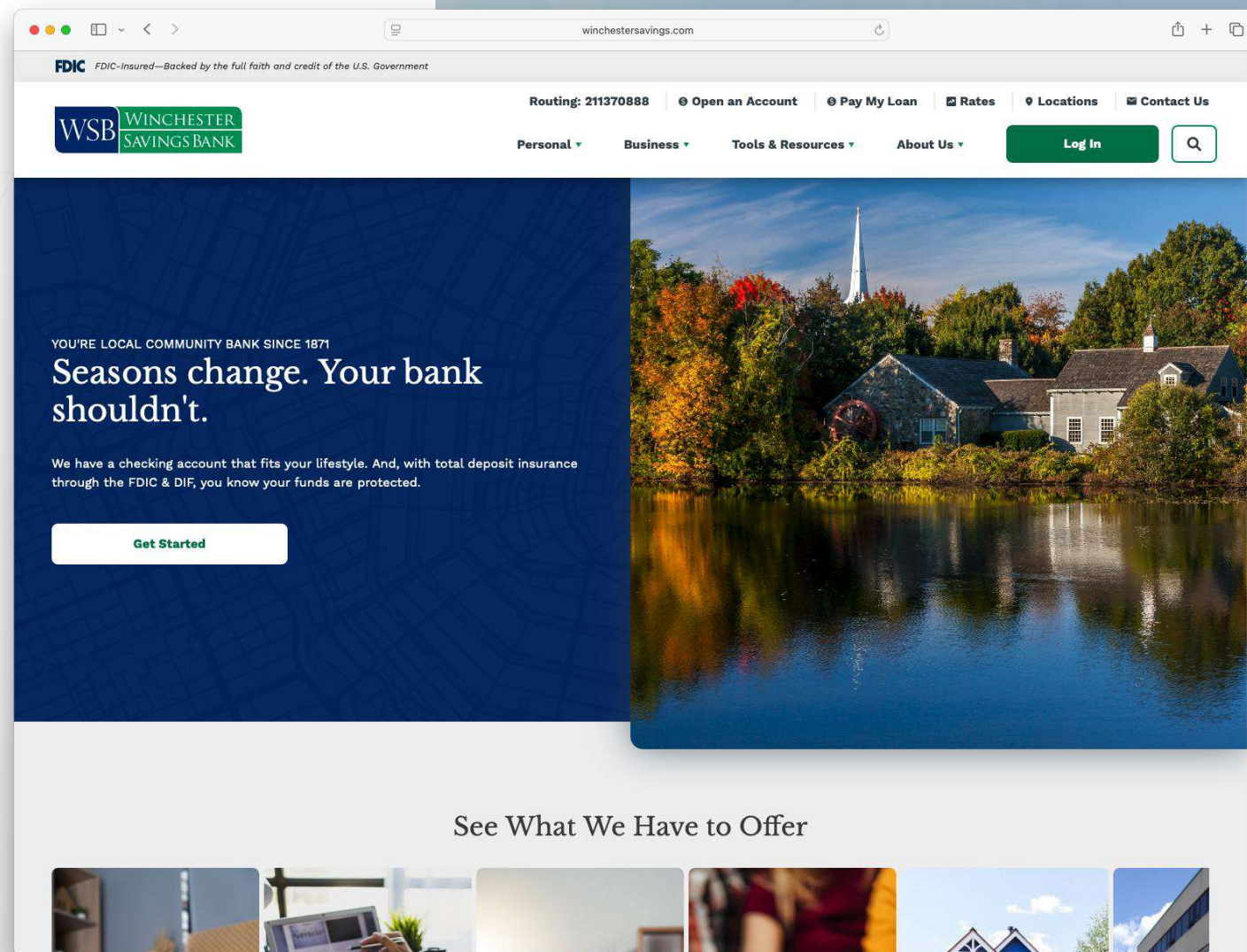
Test & Iterate: Small Changes, Big Impact

- Test CTAs, headlines, imagery, ad channels, and form placement
- Use insights to inform future personalization
- Identify cross-selling opportunities

What works today may not work tomorrow!

Use Case

Winchester Savings Bank



Winchester Savings Bank: Disconnected to Data Driven

Challenges

- ✗ Outdated technology limiting marketing effectiveness
- ✗ No analytics or customer behavior insights
- ✗ Poor user experience affecting conversions
- ✗ Disconnected marketing efforts

Opportunities

- ✓ Move from cost center to revenue-generating marketing
- ✓ Create measurable, data-driven campaigns
- ✓ Build foundation for ongoing digital marketing success

The Holistic Solution

Platform + Strategy = Measurable Results

1

Phase 1: Foundation

- Modern Kentico DXP implementation
- Mobile responsive, SEO-optimized design
- Comprehensive analytics integration
- User experience (UX) optimization

2

Phase 2: Integration

- Immediate SEO improvements
- Social media strategy alignment
- Campaign infrastructure setup
- Retargeting pool development

3

Phase 3: Activation

- Multi-channel campaign launch
- Real-time performance tracking
- Ongoing optimization
- ROI measurement & reporting

Campaign Execution Strategy

Multi-Channel Approach with Unified Messaging

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Facebook

Retargeting & Audience Building



Spotify

Younger Demographic Targeting



Instagram

Visual Engagement



SEO

Long-term Organic Growth

Winchester's Measurable Results

+32%

Mobile Sessions

+7%

New Users

+92%

SEO Health Score

1M

Ad Impressions

1.3K

Ad Clicks

900+

Social Media Reactions

Best Practices for Success

Set Clear Goals Upfront

Align campaign objectives to business outcomes for accurate ROI measurement

Leverage DXP Integrations

Connect automation, CRM, & reporting tools for unified customer data

Personalize with User Data

Use behavioral data to deliver tailored experiences across touchpoints

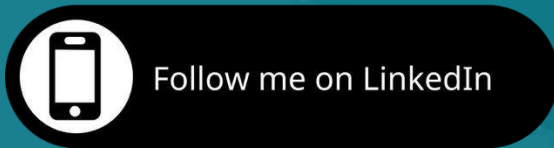
Test, Iterate, & Optimize

Refine strategies based on performance data & business metrics

Balance SEO & Paid Media

Coordinate organic & paid strategies for consistent messaging & maximum ROI

What You Can Do Today



1. Audit your current analytics setup and implement UTM tracking across all campaigns
2. Connect your CRM to your website forms for unified data collection
3. Implement basic behavioral tracking to identify high-intent website visitors
4. Start A/B Testing one campaign element (CTAs, headlines, form placement)
5. Create a single dashboard, combining website analytics with campaign data for a full-journey visualization