

# How Life Benefit Boosted Deposits, Lowered Costs, and Strengthened Engagement



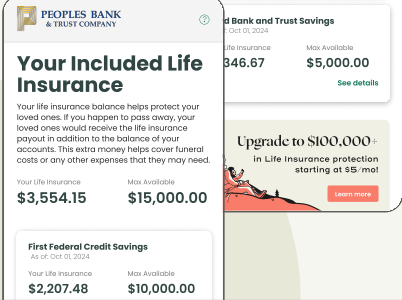
## FIRST 90 DAYS<sup>1</sup>

**1.3%** boost in  
existing deposits

**2.5%** increase  
in total deposits

**3.8%** millennial  
deposit growth

**25%** lower  
marketing costs



**Standalone Digital Platform**

Customers have instant access to their Life Benefit—without requiring a complex system overhaul.



**Community Driven Outreach**

A launch event introduced Life Benefit to the community, increasing awareness and engagement.



**In-Branch Education**

Wysh empowered tellers and customers with essential details, making it easy to understand Life Benefit.

## OVERVIEW

People's Bank and Trust of Hazard, Kentucky, saw core deposits decline by  $-0.77\%$  from September 2023 to 2024<sup>2</sup>. Partnering with Wysh, they embedded **Life Benefit into 12%** of accounts to boost deposits, engage younger customers, and cut marketing costs.

1. PB&TC and Wysh Case Study, "90 Day Results", Published Feb 15, 2025. 2. FINavigator. (December 2024). People's B&TC, Hazard, KY FI Analytics Report. Proprietary and confidential information. Do not redistribute.

## Wysh Life Benefit

A seamless way to enhance deposits by offering built-in financial protection.

## Get Started Today

- ✓ Unlock deposit growth
- ✓ Strengthen customer engagement
- ✓ Reduce acquisition costs



### Book a Meeting Now

Scan the QR code to schedule a consultation with our team.



Wysh has allowed us to provide the most inclusive form of life insurance protection to the people of Eastern Kentucky - and we're very proud of that. The implementation process was surprisingly smooth and required little-to-no technological capabilities. Wysh's team made it easy for us to offer this valuable benefit to our customers without disrupting our existing systems.

James K. Smith  
CEO, People's Bank & Trust Company