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Modern Deposit Growth

Hyper-Personalization, Stickiness, and Revenue Leakage Protection in a Volatile Market

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Executive Summary

In today's high-rate, high-churn environment, banks face growing pressure to grow deposits while protecting margins. Yet many continue to rely on outdated acquisition tactics and surface-level personalization tools that fail to drive lasting engagement. Promotions such as cash bonuses and high introductory rates often create short-term spikes in balances without fostering long-term loyalty.

Recent numbers highlights the urgency of this challenge: deposit growth in the U.S. has slowed from +21% in 2020 to just +1% in 2024. At the same time, a recent Accenture study found that banks that build customer advocacy, defined as trust, engagement, and willingness to recommend, grow revenue up to 1.7× faster than peers.

What's needed instead is a shift toward relationship-based strategies. Programs that reward behaviors like salary deposits and balance longevity, while considering the customer's full financial picture.

This whitepaper outlines modern strategies that go beyond promotional rates and one-size-fits-all offers to create sticky, profitable deposit bases:

- Rethink legacy promotions and replace them with behavior-led strategies
- Use relationship pricing and real-time controls to guard against revenue leakage
- Deliver transparent, personalized offers that deepen relationships
- Leverage Naehas' solutions and expertise to execute these strategies at scale

Sources: *ABA Analysis of FDIC and NCUA Deposit Statistics ** Accenture Banking Consumer Survey 2025

01 Introduction

Banks around the world are under pressure to grow deposits while managing increased rate sensitivity and customer churn. In today's competitive environment, deposit growth is no longer just a game of acquisition. The winners will be those who deepen relationships, drive behavioral engagement, and manage incentives with precision.

At the same time, many banks are falling short in delivering the kind of personalized experiences that drive real engagement. 72% of customers say personalization influences their choice of bank, only 3% actively use the personalized tools offered by their main bank**. ersonalization has become a buzzword, but many tools like budgeting widgets, alerts, or so-called 'next best actions' often feel generic or misaligned with customers' real goals and context.

A prompt to "open a credit card," "set a savings goal," or "add $500 to earn a bonus" may sound helpful, but feel formulaic to customers and prove ineffective in driving consistent deposit growth or long-term value. These tools may check a box on digital engagement but are disconnected from real financial activity.

Banks need strategies that reward engagement and loyalty, not just acquisition.

02 The Deposit Challenge Today

Banks are facing narrowing net interest margins and increasingly mobile customers. Consumers, understandably chasing better rates and often managing multiple accounts across institutions, have made deposits more volatile and harder to retain. According to MX, the average U.S. consumer holds between 5 and 7 financial accounts, further fragmenting balances and reducing loyalty.

Opportunistic balances parked for bonus offers bring temporary volume but little lasting value. Conventional acquisition promotions like $200 switching bonuses attract deal seekers, not loyal customers. These tactics create short-lived balance spikes and do little to drive real engagement or deposit growth.

However, the challenge runs deeper. Legacy and even many modern core banking systems present a major obstacle to implementing effective personalization. While they manage basic transactions and account services well, they often lack the flexibility to define, track, and respond to nuanced behaviors such as salary deposit patterns, bill pay activity, or cross-product engagement. This limitation makes it difficult for banks to fully understand a customer's overall financial relationship, which in turn limits their ability to deliver tailored offers or meaningful rewards.

Without real-time behavioral triggers, conditional logic, or configurable reward engines, banks struggle to scale personalized offers or manage incentive risk. Overcoming these gaps requires a new layer of orchestration built for dynamic relationship-based growth.

Sources: *** MX Survey

03 From Primacy to Pricing: Smarter Rewards That Create Stickiness

Sticky relationships are built around routine financial behaviors: payroll deposits, regular bill payments, debit usage. These transactions anchor customers and reduce attrition. This kind of engagement, where customers rely on the bank as their main financial hub, is referred to as primacy. It shows trust and consistent usage and is a key indicator of lasting loyalty and broader banking activity. That's why primacy is central to any effective deposit retention strategy.

Incentivizing these behaviors through targeted programs, often structured as relationship-based pricing, creates more value than short-lived acquisition offers. These pricing strategies adjust interest or rewards based on specific behaviors and milestones.

To bring relationship pricing to life, here are a few sample reward rules that banks can implement using platforms like Naehas:

Rule 1: Primacy Bonus

Customers who deposit their salary and maintain a monthly average balance of $2,000 earn a 0.50% bonus interest.

Rule 2: Behavior Bundle

Customers who meet all three conditions: a salary deposit, 3+ bill payments, and $500+ in debit card spend, unlock a monthly cashback reward.

Rule 3: Tiered Loyalty Rates

Bronze: $1,000 balance + salary deposit → 1.25% interest
Silver: $5,000 balance + salary + 2 bill pays → 2.00%
Gold: $10,000 balance + salary + card spend → 2.50%
Platinum: $20,000 balance + all above behaviors → 3.00%

Rule 4: Balance Longevity

Maintain a balance of $3,000+ for 90 consecutive days without withdrawals to earn a one-time bonus or stepped-up rate for the next quarter.

These examples show how behavior-based reward rules can drive meaningful engagement while using real-time controls to protect profitability. Relationship pricing rewards actions rather than just balances, through bonuses for salary deposits, spending, and bill pay. Tiered structures further encourage progression.

04 Preventing Revenue Leakage

Incentive programs can backfire without clear guardrails. Without proper enforcement, customers may game the system by triggering multiple rewards or shifting funds temporarily to qualify. This leads to unnecessary promotional spending and poor return on investment.

To prevent this, banks need configurable controls: rules for eligibility, aggregation, and payout caps that ensure growth is real and rewards are aligned to sustained behavior. These guardrails protect profitability while still motivating meaningful engagement.

Platforms like Naehas make this possible with built-in controls that help ensure precision and transparency in how incentives are delivered.

This leads to unnecessary promotional spending and poor return on investment.

05 Growth Levers That Work

Modern deposit growth depends on tracking real customer behaviors, like salary deposits, bill payments, and consistent balances, and tailoring incentives accordingly. A clear view of each customer's financial relationship enables smarter, more personalized rewards. This unlocks opportunities for rate hyper-personalization, where rewards are earned based on actual financial habits.

The following levers offer banks actionable tools to drive sticky growth, deepen advocacy, and protect margin. All while meeting customers where they are.

- **Net New Money:** Drive true deposit growth by validating genuinely incremental funds across the full relationship. Using unified data, banks can define monitoring windows (e.g., 30–60 days) and enforce minimum balance thresholds to avoid cannibalization or temporary 'in-and-out' spikes.
- **Loyalty Bonuses:** Encourage deposit longevity without lock-ins. Customers who maintain balances over time can earn escalating interest or monthly incentives. Tracking account-level withdrawals helps banks reward real, stable behavior.
- **Asset Under Maintenance (Total Wallet View):** Deepen engagement by rewarding total relationship value. Banks can recognize combined holdings across deposits, IRAs, CDs, and even external assets, enabling smarter segmentation and personalized rewards.
- **Householding:** Strengthen customer stickiness by incentivizing joint or multi-entity engagement. By mapping multiple Customer Information Files (CIFs) across related individuals or small businesses, banks can offer shared rewards. This supports real-life financial complexity, from families to entrepreneurs managing both personal and business accounts.

Each of these levers contributes to a deeper, more trusted relationship—a foundation for advocacy and sustained growth.

06 How Naehas Helps

Naehas is a modern customer engagement and offer management platform purpose-built for financial institutions, and combines domain expertise with proven technology to help banks drive deposit growth more effectively. Its capabilities are built on best practices learned from implementations across tier 1 financial institutions around the world.

Naehas enables banks to launch hyper-personalized deposit growth strategies with built-in revenue protection by combining real-time data, behavioral insights, and configurable incentives within a single system of execution.

These capabilities give banks precision control over incentive design, from logic to delivery:

Not Just a Campaign Engine

Naehas is purpose-built for banking, with architecture tailored to the realities of regulated financial services. Unlike broader martech or rules engines, Naehas enables banks to craft, govern, and scale deposit-oriented programs with precision. This includes seamless handling of behavioral logic, eligibility enforcement, disclosures, and payout management, which are critical for balancing growth with control and compliance needs.

Optimized for Deposit Growth

Naehas supports deposit programs with configurable logic for primacy, longevity, and householding, strategies already discussed throughout this paper. These capabilities help banks bundle offers across multiple product types, configure them in real time, and avoid reliance on fragmented systems.

Flexible Incentives

Business teams can set rules without needing IT or code changes. This flexibility is especially critical in today's environment, where banks need to adapt quickly to shifting market conditions and customer behaviors. With Naehas, program logic and rate personalization can be configured by deposit or product teams directly, enabling fast iterations and alignment with relationship strategies without depending on limited core system capabilities.

Transparent by Design

Customers and staff see exactly why a reward was earned. The platform enables clear, rule-based explanations tied to each incentive trigger. For example, a dashboard message might say, "You earned 2% because your salary was deposited and you paid three bills this month." This level of transparency builds trust, reduces support calls, and reinforces the behavioral incentives designed into the program.

Naehas also offers advanced tools to help banks proactively guard against revenue leakage:

- **Pricing Rules:** Enforce non-discretionary, rules-based interest and reward adjustments to ensure fairness and consistency. These standardized rules eliminate manual overrides and reduce discretionary errors.
- **Aggregation:** Aggregate bonus interest across multiple reward rules or behavioral categories to prevent double-dipping. This helps streamline incentive budgets while honoring all qualifying behaviors in a controlled way.
- **Thresholds and Filters:** Configure precise interest payouts based on specific thresholds, whether at the account level (e.g., minimum balance of $3,000) or across a customer relationship (e.g., combined deposit and wealth balances). Real-time filters ensure payouts only occur when all criteria are genuinely met, reducing overspend.

Conclusion

Banks today face the dual challenge of growing deposits while protecting profitability. This whitepaper has shown that success in this environment requires more than just rate tactics, it calls for:

- **Primacy and engagement as foundations for long-term retention**
- **Relationship-based pricing to align rewards with behavior**
- **Hyper-personalized incentives that adapt in real time to individual customer actions**
- **Advanced revenue protection tools like thresholds, aggregation, and filters to prevent revenue leakage**
- **Transparent communication to build trust and reduce operational friction**

Embedding clear, explainable incentives into digital channels strengthens trust and deepens customer engagement, while also reducing contact center workloads. A version-controlled audit trail of disclosures helps minimize disputes and reinforces credibility across internal teams by making reward logic and customer-facing disclosures auditable and consistent.

However, banks will struggle to implement these strategies without overcoming the limitations of legacy core systems. Most platforms today are not built to track behavioral triggers, apply dynamic pricing, or enforce conditional rewards in real time.

With the right platform, banks can shift from chasing deposits to cultivating loyal, high-value relationships built on trust, behavior, and real returns.

That's where Naehas comes in. Purpose-built for banking, Naehas enables financial institutions to deploy configurable, real-time reward programs that integrate data, pricing logic, and revenue safeguards. It gives banks the control and flexibility they need to execute deposit strategies that work.

See how leading banks deploy smarter deposit strategies with Naehas. **Schedule Your Demo Today**

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