

Lowering Cost of Acquisition with Hyperlocal Marketing at Scale

Vericast Panel Discussion

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Meet Your Expert Panel

Moderator

Alyssa Armor

VP of Financial Services Solutions | Vericast



Dana Karzan

Chief Marketing
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Chrystal Parnell

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VP, Marketing - Advertising,
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Nusenda Credit Union

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Lowering Cost of Acquisition with Hyperlocal Marketing at Scale

How top-performing community financial institutions use hyperlocal growth strategies and relevance to outmaneuver the megabanks



Alyssa Amor
Vericast Moderator



Dana Karzan
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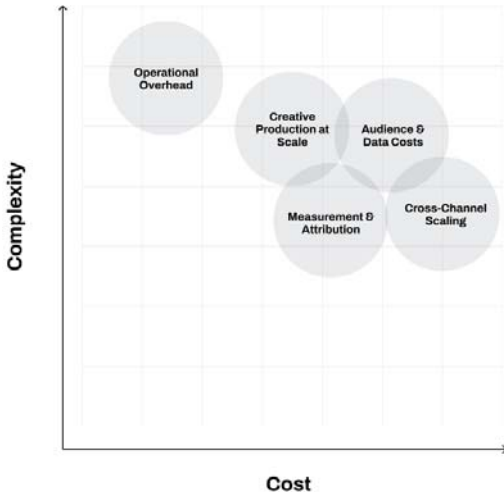
Jesse Herrera
Nusenda Credit Union

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The Complexity to Cost Tradeoff

Where does increasing sophistication pay off?



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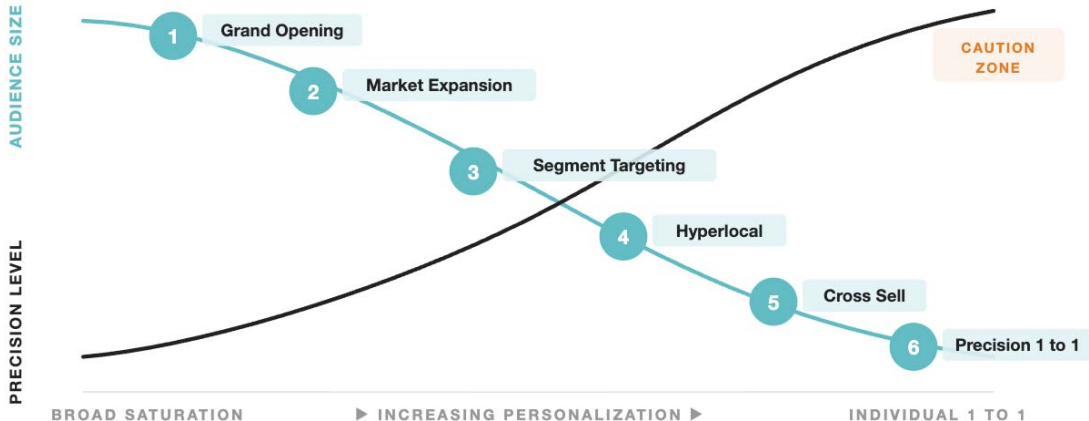


Jesse Herrera
Nusenda Credit Union

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The Personalization Sweet Spot



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Thank you!

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