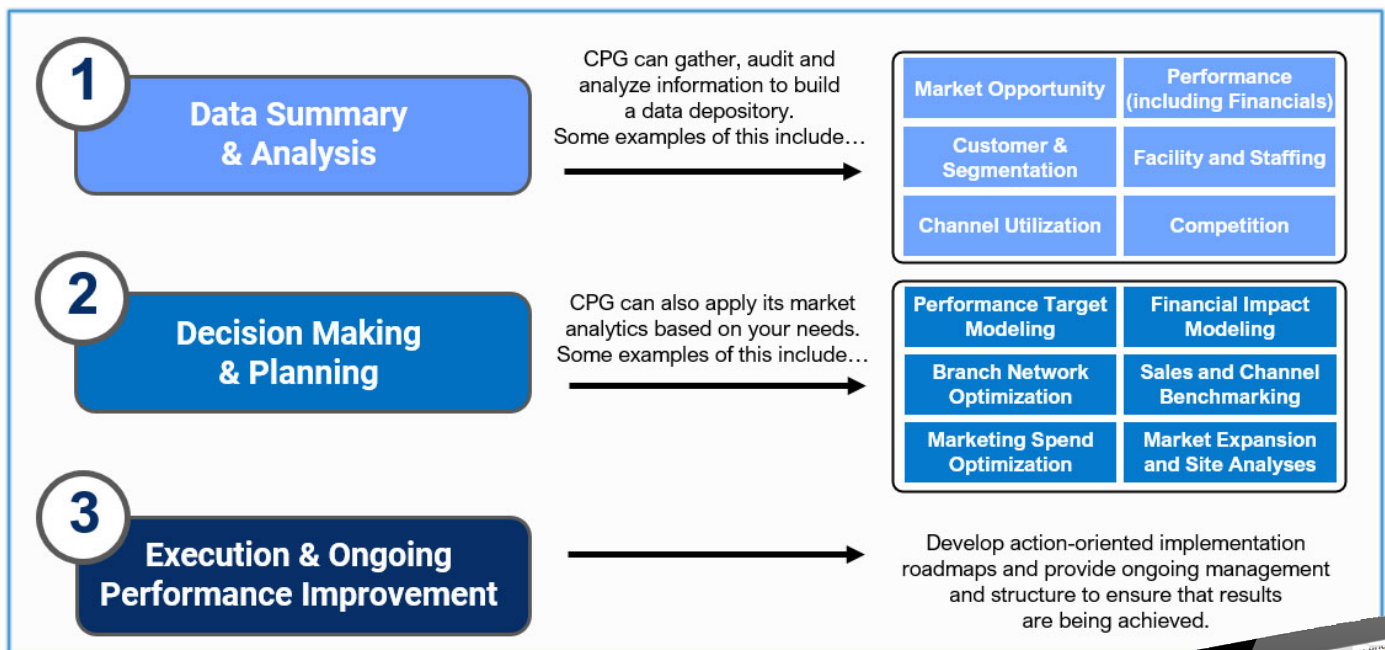


DATA ANALYTICS SOLUTIONS

Branch /ATM/ITM Network Decisions. Segment Sizing. Prospect Targeting. Competitive Opportunities.

CPG's Data Analytics solutions meet a range of needs to inform growth, resource allocation, and efficiency decisions.



Geographic Analytics for Sizing Market Opportunity and Lead Management

CPG creates market-level data repositories and feeds them into its analytics mapping tools.

CPG's Data Analytics are customized based on a financial institution's primary targets for growth.

The heatmap to the right displays counts of Individuals that have income-producing assets over \$1.0MM within a 5-mile radius of a branch – enabling market-specific targeting and goal setting against this segment.



Take Action!

Interested to learn more about CPG's data analytics solutions and the types of analysis we offer? Call or email [Mary Beth Sullivan](#) at 202-422-5261, or [Emma Metzler](#) at 443-966-1889, and start getting data-driven insights to improve network efficiency and form strategic decisions.