

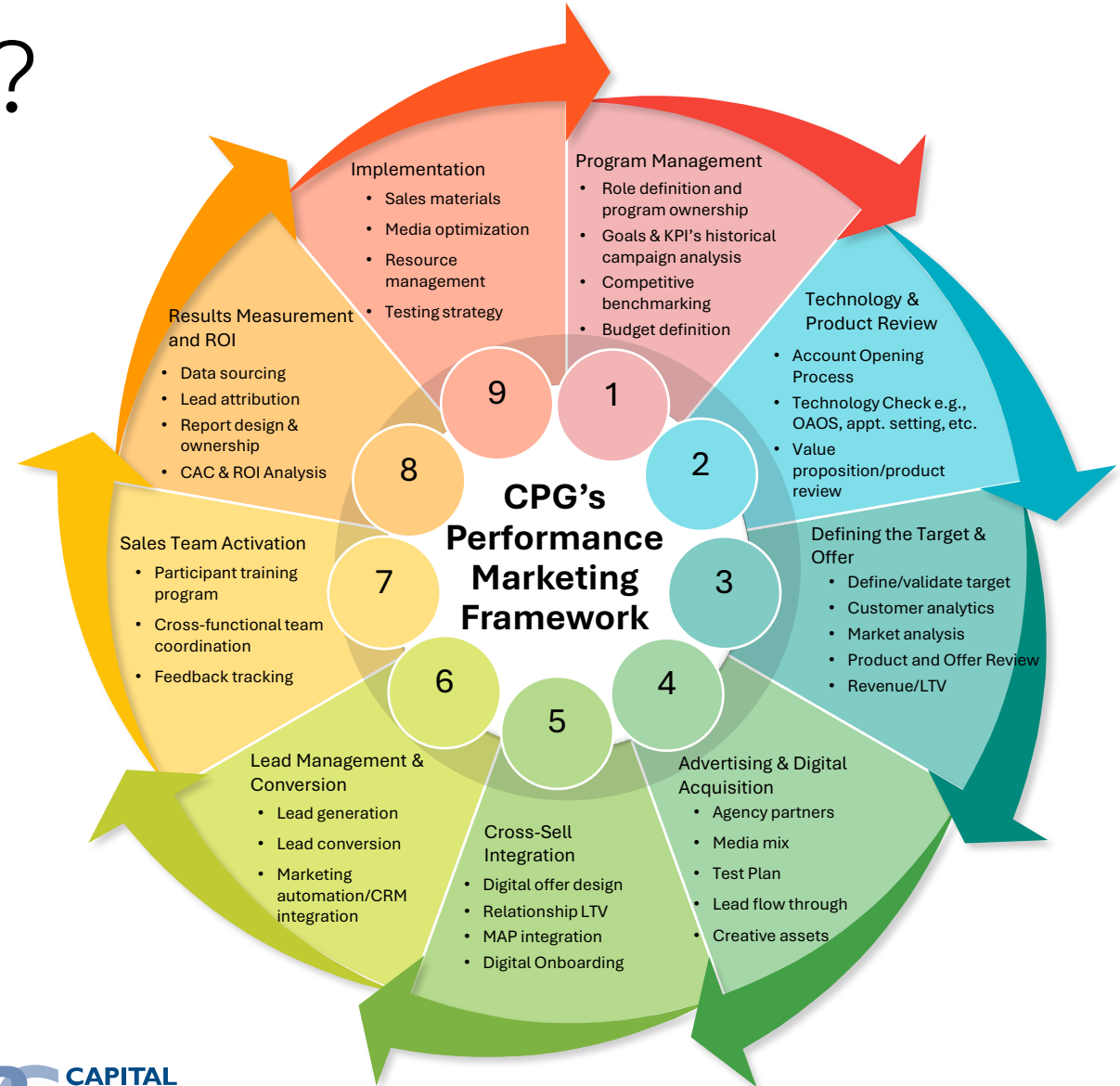
Performance Marketing Current State Assessment

Capital Performance Group
2026

Where is Bank X in the Performance Marketing Evolution?

In which areas of Performance Marketing is Bank X doing well today?

Are there specific areas where Bank X could enhance its Performance Marketing approach?



Where is Bank X in the Performance Marketing Evolution?

Capability	Bank X Current State	Enhancement Opportunities
1. Program Management		
2. Technology and Product		
3. Target and Offer		
4. Advertising and Digital Acquisition		

Where is Bank X in the Performance Marketing Evolution?

Capability	Bank X Current State	Enhancement Opportunities
5. Cross-sell Integration		
6. Lead Management & Conversion		
7. Sales Activation		
8. Results Measurement/ROI		
9. Implementation and Optimization		