

Banking



We're a data and analytics firm – many of us former bankers – obsessed with your customer's experience. We're driven to turn data into powerful strategies that will deliver relevant marketing and sales efforts to grow your new customer acquisition, on boarding and cross-sell efforts –and provide a lift to your marketing results.

Headquartered in Rochester, NY with a Boston office, we've worked with leading financial marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the gnarly problems Bank marketers: How to manage data support marketing and merger communications. How to optimize marketing spend to increase profitability. How to create a marketing machine that keeps running at the speed of change. Give us a call to find out how we do it at 585-242-4113 or visit us at www.sigmamarketing.com

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Boston

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Multi-Channel Activation



Better ROI

Data-driven Marketing and Sales Support

Making marketing automation work in a regulated, privacy-centric environment can be tough. Our campaign engineers can help. We can help you build multichannel strategies that will lift your results across direct and digital channels and deliver ROI.

Insights and Analytics



Stronger

Models and predictive analytics

Segmentation and modeling will move the needle towards your product sales goals—and find the right message to match your customer's financial life-stage. Our solid methods for testing and best-in-class marketing attribution measurement can provide long-term growth for your program and partners.

Streamlined Marketing Operations



Seamlessly Manage

complexity to drive revenues

Too few resources on your marketing team?
Not enough experience in key digital or analytics skill areas?
Our marketing operations experts can help your team excel, or we can become your back office operations team.