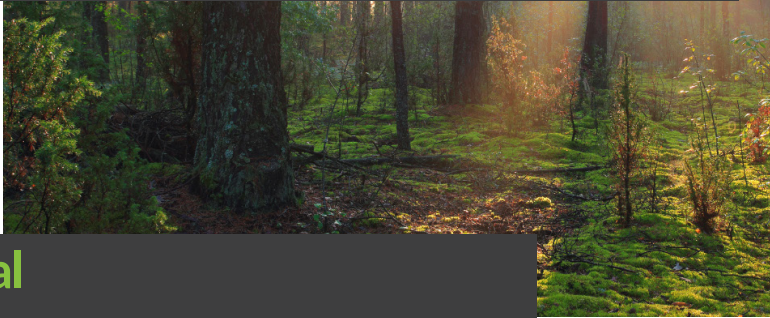


## Community Bank Case Study

# TIMBR Financial Surpasses Deposit Goal by 300% in Less Than 1 year



## Bank Goal

Raise **\$25M** net new deposits in 12 months

## Summary

TIMBR Financial decided to target and attract outdoor enthusiasts demographic with a new digital brand. Their goal was to raise deposits and grow outside of their bank footprint. They chose the High Yield Savings by Plinqit platform as their technology product.

## Outcomes

TIMBR Financial surpassed initial goal by acquiring **\$75M+** in new deposits in less than a year.  
**1 in 5** TIMBR Financial depositors are over the age of 65.

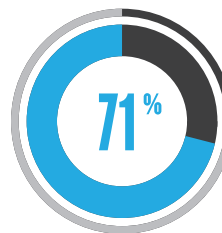
47% of depositors are  
**under 50**

Average Account Balance  
**\$85,000+**

TIMBR attracted over **867 funded accounts** in states outside their bank branch footprint and experienced outstanding lead to open rates.



90% of depositors who successfully passed KYC and linked to external account FUND their account



71% of signups continue with next steps in registration process



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