



Kristin Greyson

Assistant Vice President, US Bank

Digital Transformation Panel Discussion:

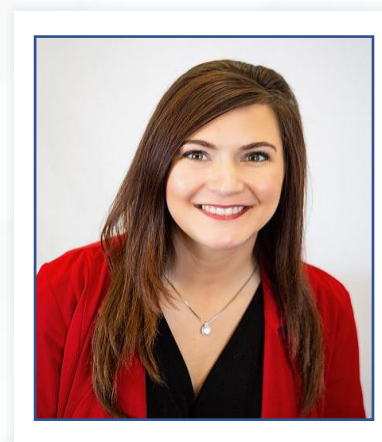
Insights and Learning from Banking and Finance Industry Leaders

ENGAGE TRANSFORM
2021 | ENHANCE
AND GROW
DIGITAL BREAKTHROUGH



About the Panelist

- Digital marketer and technologist with 10+ years of successful transformative experience
- Currently a trailblazer for the Digital Growth team at U.S. Bank
- Expert in:
 - Multi-channel digital marketing tools
 - Analytics
 - Innovative solutions for evolving enterprises
- Advises directly for Wealth Management on distinctive initiatives
- Also leads an education team at the bank
- Obtaining MBA at the Carlson School of Management
 - 2022 graduate



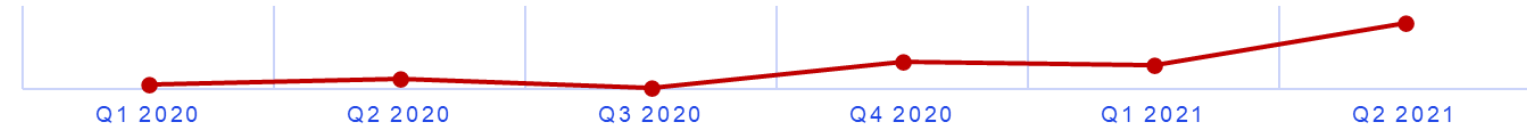
Kristin Greyson
U.S. Bank
AVP, Digital Growth
Digital & Marketing Technology

Local Program Trends Over Time

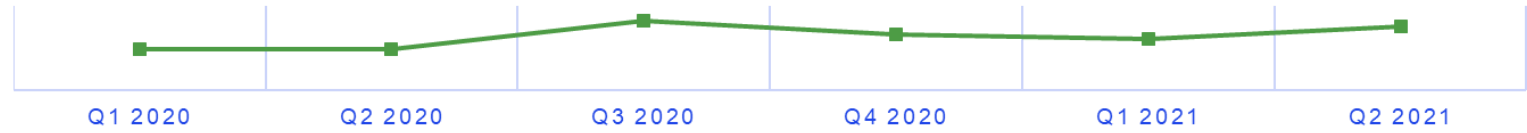
SEARCHES



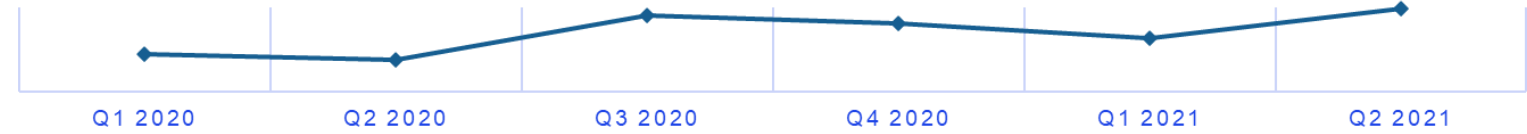
VIEWS OF LISTING



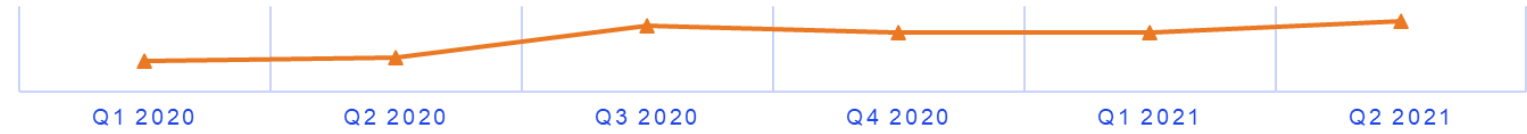
CLICKS TO SITE



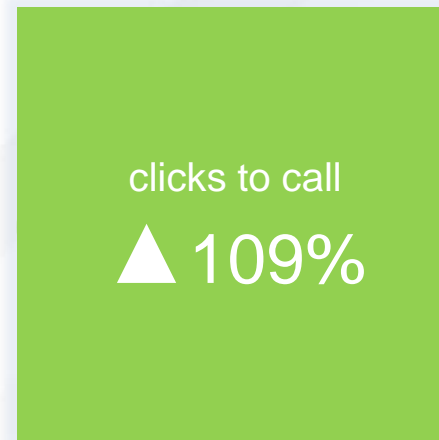
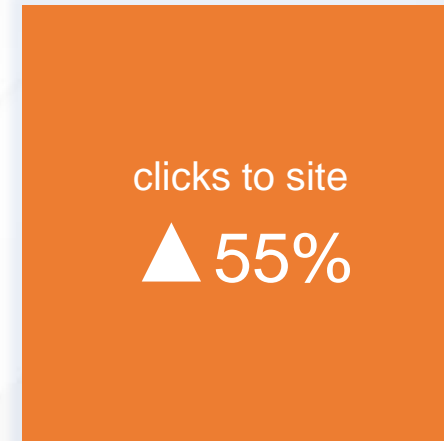
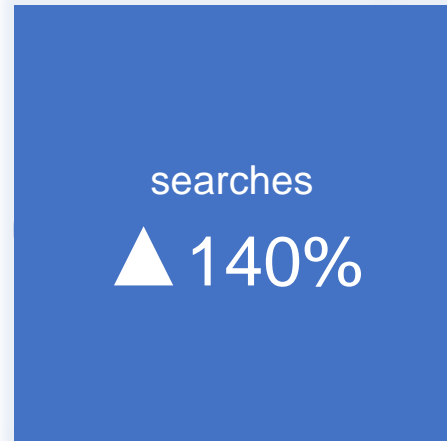
ACTIONS



CLICKS TO CALL



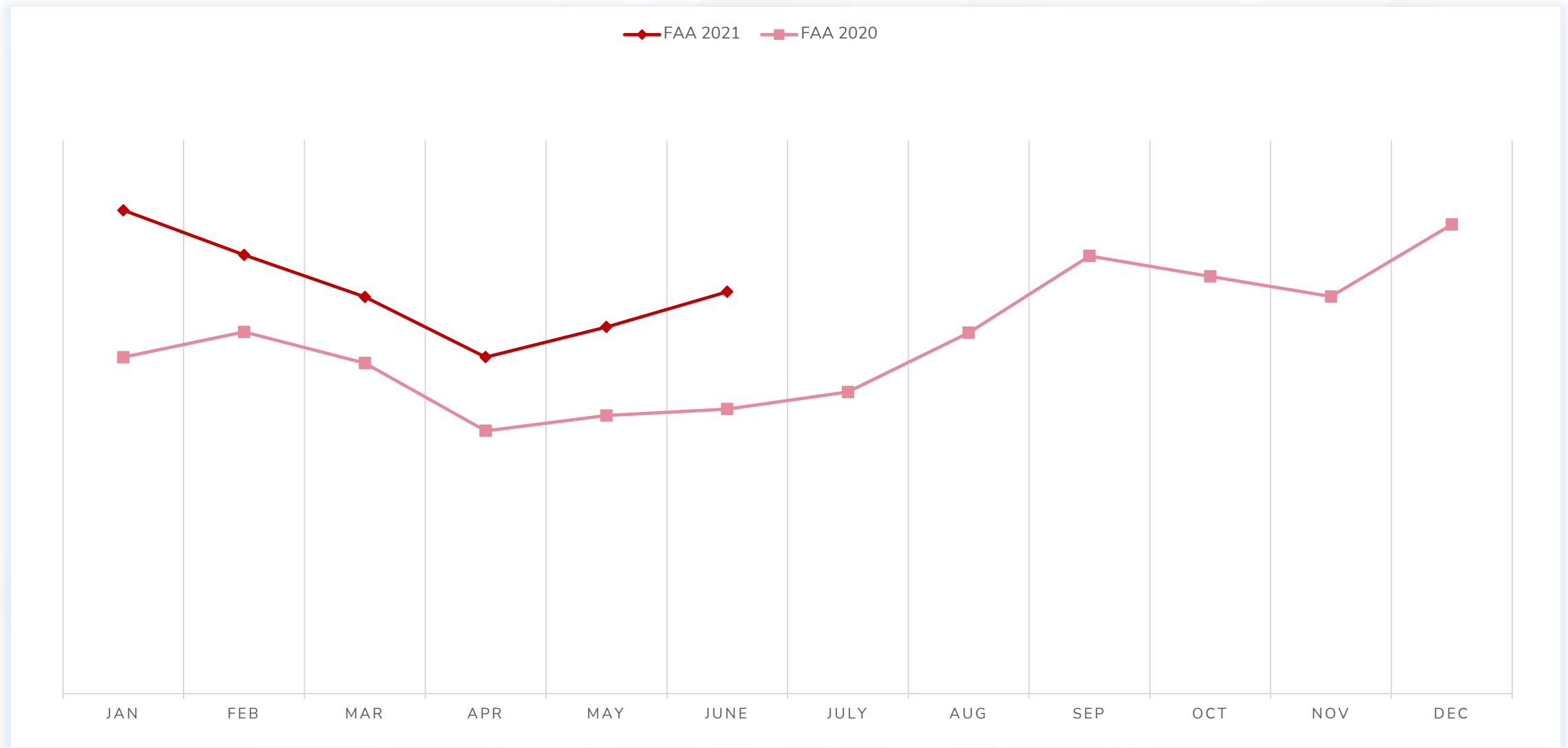
By the Numbers, YoY – Q2 2020 to Q2 2021



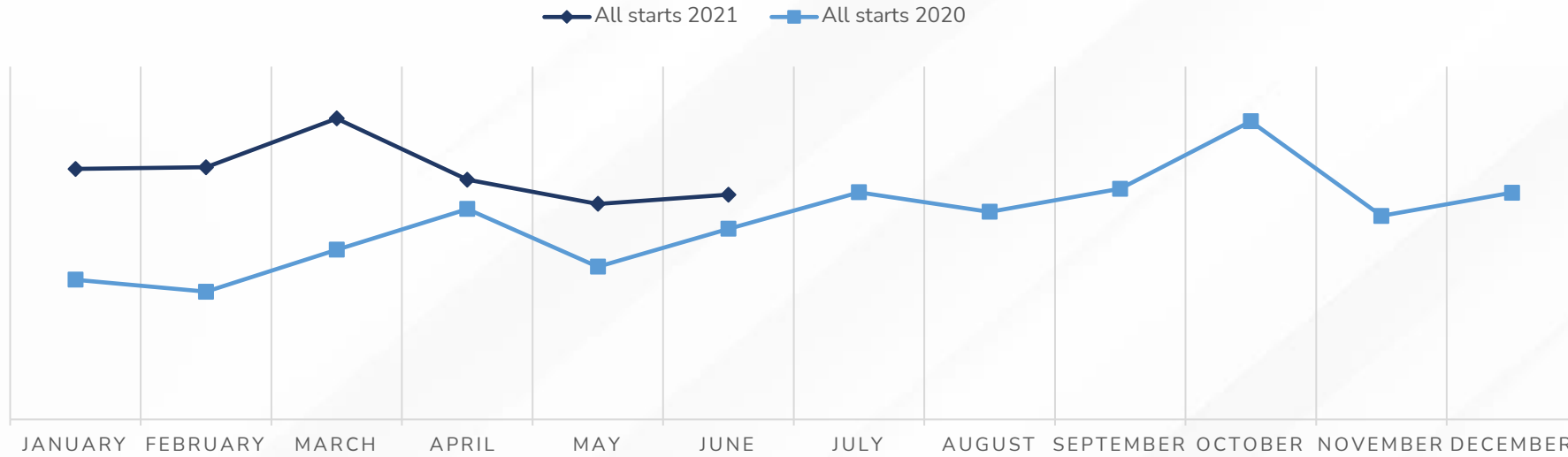
*actions include click to calls, clicks through to site, get directions, etc.



Traffic Trends Over Time



Starts and Submits Over Time



Searches
▲ 140%
Q2 2021 vs. Q2 2020



Submits
▲ 10%
Q2 2021 vs. Q2 2020



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