BOARD-READY SALES BRIEF

Deposit Growth Intelligence With Source Proof

DepositLeads turns fresh public, permitted, licensed, and bank-owned signals into accountable banker workflows with source proof, suppression, and ROI attribution.

EXECUTIVE DECISION

Give community bankers a governed system for finding, assigning, contacting, and attributing new relationship opportunities across deposits, treasury, lending, mortgage, marketing, and CRA workflows.

TRUST

Source proof

CONTROL

Suppression

RENEWAL

ROI attribution

Why this matters

Deposit costs are rising, calling lists go stale, and regional competitors often reach high-value business relationships first. DepositLeads is designed to give local bankers a first-mover advantage while giving executives proof they can defend.

What Makes The Data Believable

Truth & Source Audit

every visible real-world claim is checked for source, URL/table, observed date, refresh date, confidence, and demo/prod mode.

Daily work queues

BDOs call fresh operating-account prospects, Treasury works high-fit payment businesses, Mortgage works purchase/refi/construction signals, and CBOs see risk exceptions.

Relationship Graph 2.0

each profile surfaces owners/officers, related entities, properties, public lender context, source proof, product fit, CRM history, and compliant next actions.

ROI attribution

calls, meetings, account-opened events, deposits won, treasury products sold, loans originated, and revenue are summarized by banker, county, source, and product line.

Procurement readiness

vendor-risk packet, GLBA/FCRA posture, suppression policy, disaster recovery, source register, uptime/freshness SLA, and export audit are packaged for review.

BOARD-LEVEL OUTCOME

A CBO can show where leads came from, who worked them, what opened, how much deposit or fee value was won, and whether the next 90 days justify renewal.

How A Bank Proves The Purchase

01 **Freshness proof**
no stale required feed without visible warning.

02 **Trust proof**
0 P0 Truth Audit findings in the demo workspace used for the readout.

03 **Activity proof**
at least 100 logged touches or a bank-approved lower target for small teams.

04 **Outcome proof**
meetings booked, accounts opened, deposits won, treasury products, loans, and bad-number rate reported by source, county, banker, and product line.

05 **Procurement proof**
vendor-risk packet delivered before conversion discussion.

COMPLIANCE GUARDRAIL

DepositLeads is not a credit decisioning, prescreening, or adverse-action tool. Public and permitted data are used for banker workflow prioritization; source proof, suppression, contact confidence, and what-not-to-say language are part of the demo.

Decision standard: trusted banker activity that produces measurable pipeline, opened relationships, or enough qualified opport