

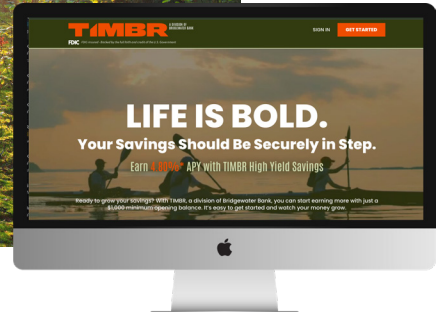
## Community Bank Case Study

# 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. TIMBR has since exceeded **\$100M** in deposits in 14 months through High Yield Savings by Plinqit.

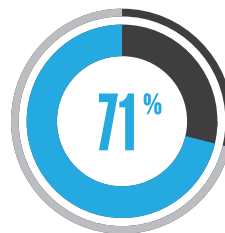
47% of depositors are  
**under 50**

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.



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



of signups continue with next steps in registration process



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