



# BankNews

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The Magazine for Community Bank Management Teams

## Service Evaluates Social Media Campaigns

San Antonio

<http://beyondthearc.com>

The Social Customer Insights service from Beyond the Arc combines social media data mining and strategic marketing to accelerate the return on investment on social media by helping financial institutions reach well-defined business objectives, including acquiring new customers, measured by new customer growth; increasing customer engagement, measured by increased transactions and share of wallet; and building loyalty, measured by a reduction in customer complaints. This new service will be used to evaluate the strengths and weaknesses of social media promotions, which make such promotions more effective. Beyond the Arc will also deliver competitive

benchmarking studies in social media that help companies to measure brand awareness and share of voice.

## Real-Time Identity Verification Available from Dragnet Solutions

Novato, Calif.

[www.dragnetsolutions.com](http://www.dragnetsolutions.com)

Accelerated Insight from Dragnet Solutions is an identity verification solution that supports aggressive account creation and cross-selling activities while cutting operating costs, reducing fraud and facilitating KYC/CIP compliance. Submitting a name and current or previous address immediately returns the current address, a correct Social Security Number and a proprietary exception analysis that helps prevent fraud. Results are returned in real time — not in daily batches. Accelerated Insight is offered as a Web service and provides standards-based integration with the information systems that financial institutions already use. A free trial of the service is available.

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