

2022 SVB Private marketing highlights



1,113
rebranded collateral

Our team rebranded **1,113 assets, collateral and applications** to the new SVB Private

51%
sessions

Sessions on svb.com up **+51% YOY ('21 v '22)**, **4.4M sessions in 2022**

81%
conversion rate

With the **BAC form optimization**, we are seeing a **+81% conversion*** rate
*conversions completed and submitted

6.2 million

We closed **\$6.2M in new business** off our Private Bank website forms last year

25.9 million

We are still looking at **\$25.9M in total open opportunities** from 2022, due the nature of our long sales cycle

2022 SVB Private marketing highlights



1,113
rebranded collateral

Our team rebranded **1,113 assets, collateral and applications** to the new SVB Private

109%
sessions

Sessions up **+109% YOY** ('21 v '22), **921k sessions** in 2022

81%
conversion rate

With the **BAC form** optimization, we are seeing a **+81% conversion*** rate
*conversions completed and submitted

6.2 million

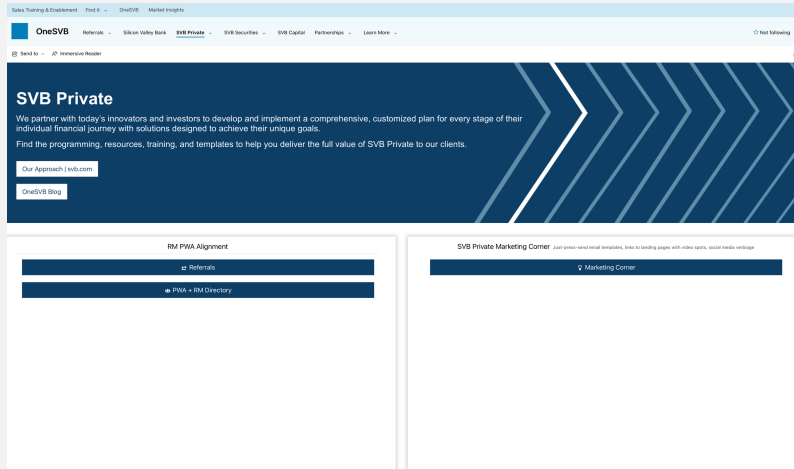
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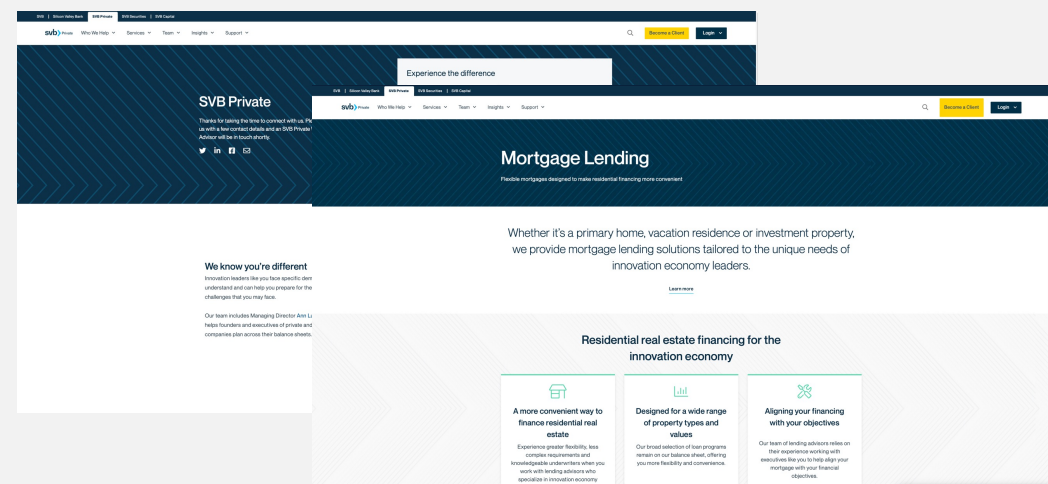
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What's coming in 2023

OneSVB for Marketing Collateral



Continue OneSVB Lead Generation Campaigns



Business Meets Personal Wealth Podcast



OneSVB Event with Startup Banking

