



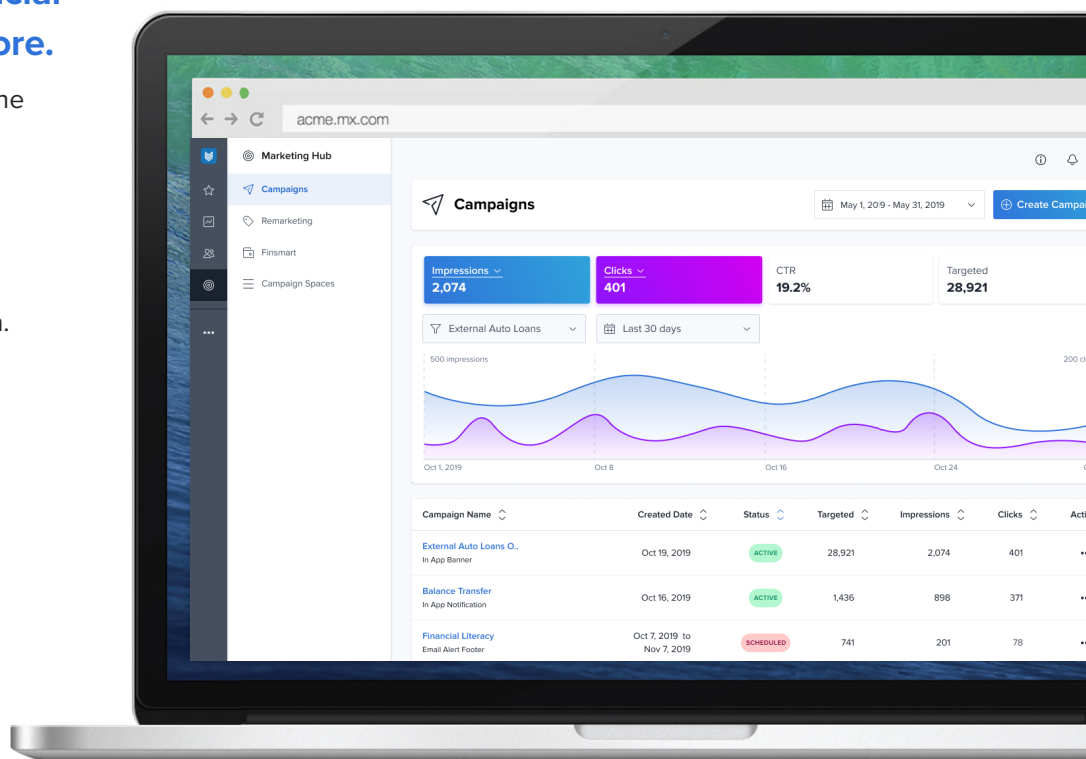
Marketing Hub

INCREASE SHARE OF WALLET, IMPROVE CUSTOMER LOYALTY

A Disconnect Between FIs and Customers

Customers are interacting with a greater number of financial institutions than ever before.

They're getting auto loans through the dealership, mortgages through their home builder and credit cards from airlines. Oftentimes, they could be receiving lower interest rates if they had just gone with your organization. So what's missing? Why aren't customers choosing offers that will save them the most money?



Bridging the Gap

The answer is one part lack of education, another, lack of personalization. Customers are unaware of better options. Even if they've seen advertisements for them, they've most likely tuned them out. Marketing Hub helps you get through to your customers with offers that are 100% relevant to them. Segment customers based off of financial data, engagement rates and more. Then, distribute personalized advertisements to these audiences via the channel of your choosing.

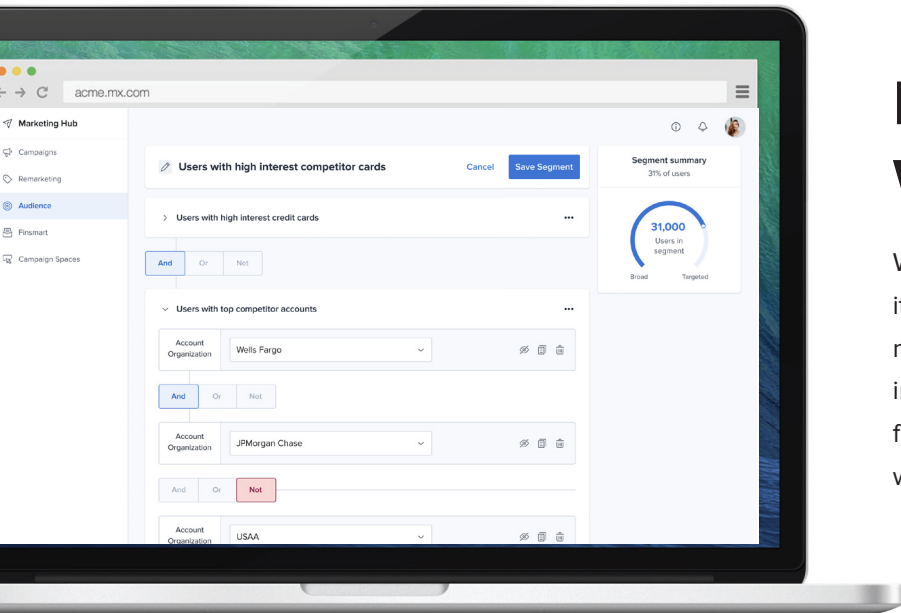


Monitor Your Campaigns

Track how successful your campaigns are and if necessary, make changes to improve their performance. See how many customers were targeted, how many viewed your ad and how many clicked on it. To give you a more holistic view of your external marketing campaigns, your company's Facebook and Google accounts can be synced with Marketing Hub.

Value of Marketing Hub

- Create and export segments of users to ensure more relevant and personalized campaigns and messaging
- Launch custom messaging and distribute on your website, in-app or via email
- Deploy customized offers including projected calculated savings available
- Monitor the effectiveness of your campaigns including number of users targeted, views and click-through rate
- Increase share of wallet via more personalized and effective marketing campaigns



Everyone Wins

When customers understand your offering, and that it will ultimately save them a specific amount of money every month, the barrier to switching is immediately lowered. Help improve your customers' financial wellbeing and increase your share of wallet in one stroke.

