

# Promotion Suite Intelligent Cross-Sell



A cross-channel marketing engine that delivers relevant and targeted messaging to consumers based on their individual presence and profile.

## Financial Institution Benefits

- Target customers who are most likely in need of your financial institution's products and services with the use of analytical models.
- Personalize your marketing messages with custom filters and deliver better results.
- Leverage your list of users to market pre-approval\* campaigns that drive profitability.
- Save costs by marketing Online Statements to users through the statements registration screen, and save time by using templates provided in Promotion Suite.
- Track the impact of your marketing messages with reporting capabilities.
- Download tracking data to further analyze the campaigns in your data warehouse.

## Customer Benefits

- Deploy messages that are relevant to individual customers' personal needs and interests.
- Recognize and reward valued customers.

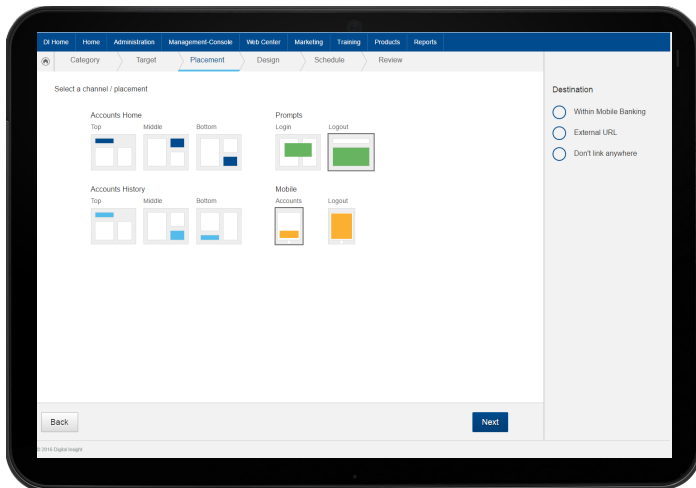
## Features

- Easy-to-use campaign manager to create and place campaigns, select targets and track results
- Create campaigns across Online and Mobile Banking channels
  - » Placements currently supported in Promotion Suite:
    - Banners within Online Banking
  - » Placements supported in Promotion Suite Plus:
    - Online Banking login and logout prompts
    - Mobile Banking account card and logout prompt marketing placements

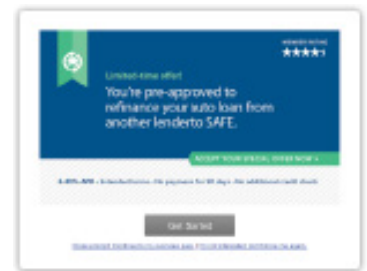
*"Since using Promotion Suite Plus, we've been really happy with the results. Our credit card campaign had a 9.4 percent conversion rate compared to our control group with .64 percent, and our Mobile Banking campaign resulted in a 13.8 percent sign-up rate. We were able to reach out to more highly targeted members with more messages, and the response rates were great!"*

— Christine Bouma  
Vice President of Product  
at Tower Credit Union

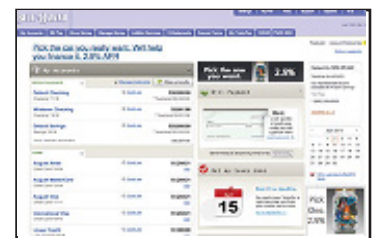
- Analytical models to target customers most likely in need of your products and services
  - » Models currently supported in Promotion Suite: Online Statements, Mobile Banking Apps, Text Message Banking and Bill Pay
  - » Models currently supported in Promotion Suite Plus: Mortgages, auto loans, credit cards, small business, checking accounts and savings accounts
- Ability to create custom demographic segments for precision campaign targeting
- Ability to upload user lists for use in targeting campaigns
- Detailed campaign performance reports available for download
- Link to create your own SSO solutions inside of mobile banking from the account card to drive loans or other products



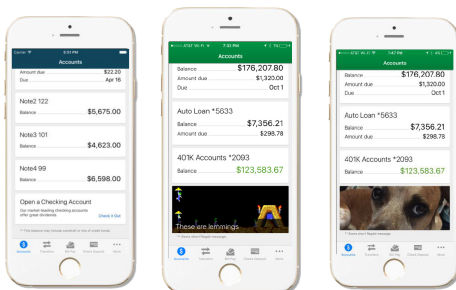
Designate ad placements and destinations for Online and Mobile Banking from the same console



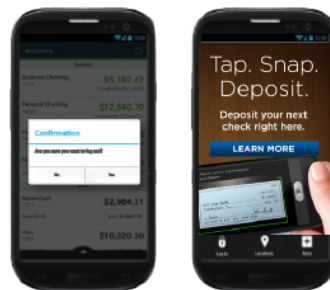
Login Prompt



Banner in Online Banking



Mobile Account Card



Mobile Logout Prompt

Banks and credit unions turn to Digital Insight for innovative online and mobile banking that drives growth. For nearly 20 years, our leading solutions have helped financial institutions engage more meaningfully and more profitably.

