

Banno Marketing™

connect with your accontholders in a meaningful way

Your financial institution's digital banking platform is more than tool –it's the heart of your relationship with your accountholders. The Jack Henry engagement strategy is a powerful consolidated toolkit designed to transform how you connect with your users, moving from generic communication to truly personalized, relevant engagement. This strategic solution empowers you to deliver exceptional experiences to build loyalty and drive growth.



Intelligent Personalization

Leverage comprehensive data to automatically create accountholder segments. Eliminate manual effort and ensure every message, offer, or feature is personalized and relevant, maximizing engagement and adoption.



Prioritized Delivery

Make your most important announcements stand out. Promote critical messages and special offers in can't-miss locations, ensuring they get the attention they deserve.



Strategic Visibility

Take control of your digital space. Strategically place marketing ads anywhere on your accountholder's dashboard, guaranteeing maximum visibility and impact for every campaign.



Effortless Efficiency

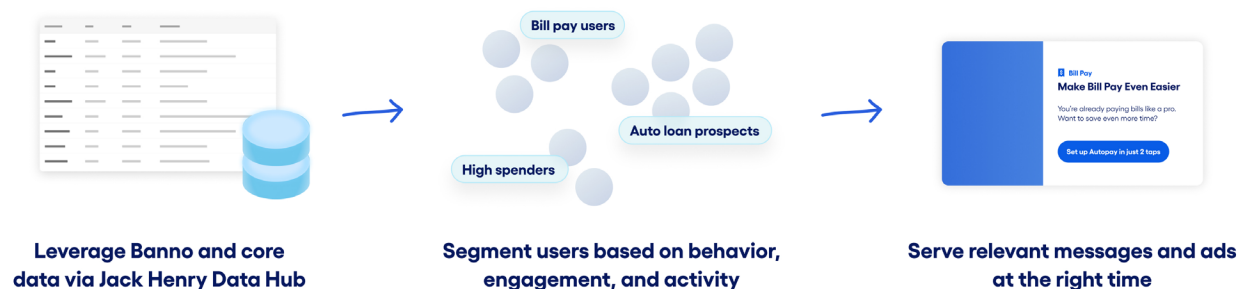
Empower accountholders with unbeatable convenience. Prevent your accountholders from having to call in for simple requests and save your staff countless hours to focus on more important tasks.

transform data into actionable insights

Your accountholders expect digital experiences that understand their needs and offer relevant next steps. When they receive irrelevant marketing and service messages, it creates unnecessary friction and reduces their engagement. Your accountholders don't think your financial institution "gets" them. Smart Segmentation solves this by integrating smart data capabilities directly into your marketing workflow, ensuring every communication feels personal and timely.

smart segmentation

Stop settling for broad, untargeted campaigns that waste resources. Smart Segmentation allows your financial institution to harness the power of your existing data to automatically create specific groups for you to send targeted messages. Using Banno activity data, core account information, and transaction patterns, Smart Segmentation will automatically create these precise groups, which eliminates the need for your team to do the manual work of finding users that match your ideal profile.



Maximize Relevance for Maximum Impact

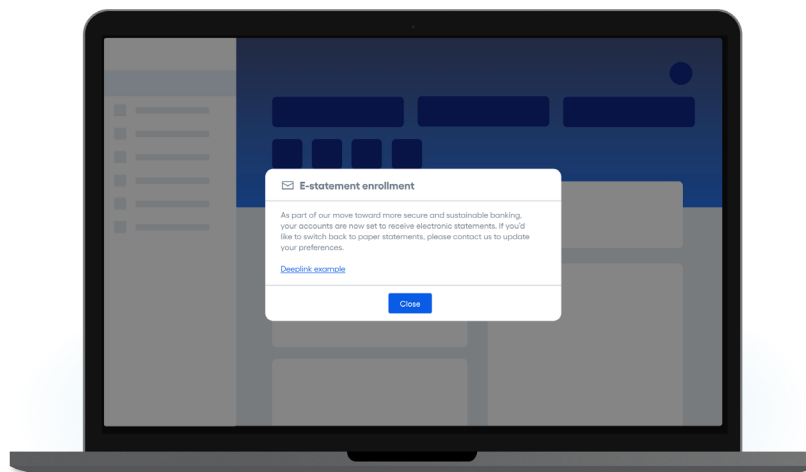
By utilizing your Jack Henry data, you can group accountholders based on real-world factors, such as users who are inactive for 60 days, accountholders who don't yet use bill pay, or those who created an account in the last 30 days. This focused approach ensures that every message, offer, or feature is personalized and relevant. Therefore maximizing engagement and adoption while eliminating wasted marketing spend on accountholders who aren't a good fit for your financial institution's current goals. This level of data intelligence puts the control in the hands of your marketing team to achieve higher conversion rates and strengthen your competitive advantage.

drive high-impact messages where they'll be seen

Generic messages never land with accountholders the way you'd like them to. Instead, you want to reach the right people at the right time with a personalized message that captures their attention. The tools that are part of our engagement strategy allow you to ensure your most important content is delivered directly to your accountholders when – and where – it matters most.

promoted messages and interstitials

Give your most critical messages the attention they deserve. Our engagement strategy allows you to elevate important announcements – such as a new launch, a vital security update, or an exclusive offer – into high-visibility ads and interstitials. Cut through the noise of a standard message inbox or a marketing email by placing crucial information in a can't-miss location.

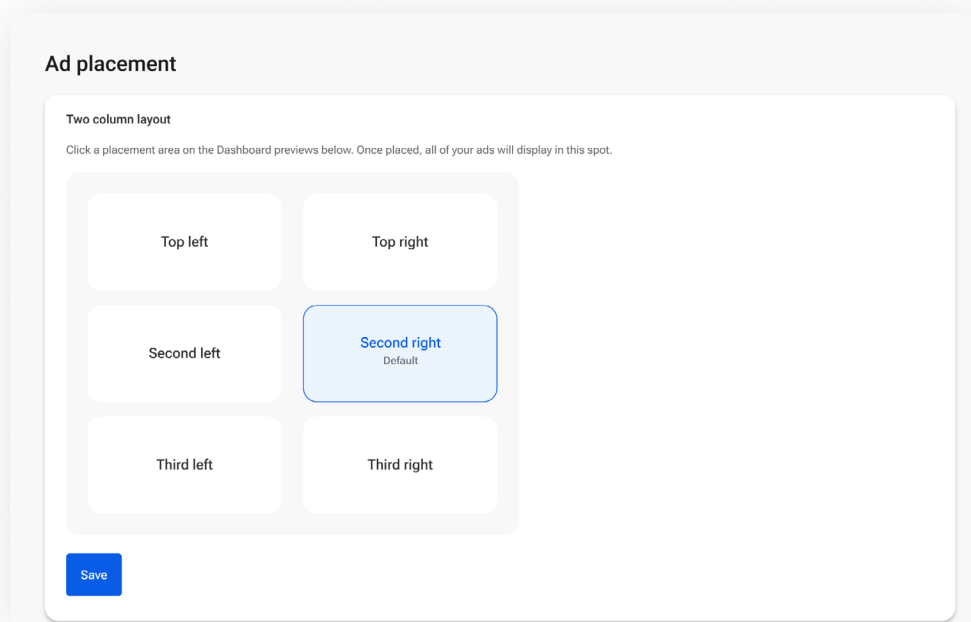


Interactive Messages

You will have the power to configure interactive promoted messages, requiring accountholders to interact with the message in order to dismiss it before they can proceed with their task. This ensures your communication isn't just seen, but acted upon. Interactions of this nature lead to higher rates of engagement and a more informed accountholder base. The level of control guarantees effective delivery and improved return on your communication efforts.

configurable ad placement

Take control of your digital marketing space with configurable ad placements with our engagement strategy. Configurable ad placements empower your financial institution to strategically position marketing ads virtually anywhere on your accountholder's digital banking dashboard. Ads will no longer have to be hidden below the fold.



Maximize Visibility for Maximum Impact

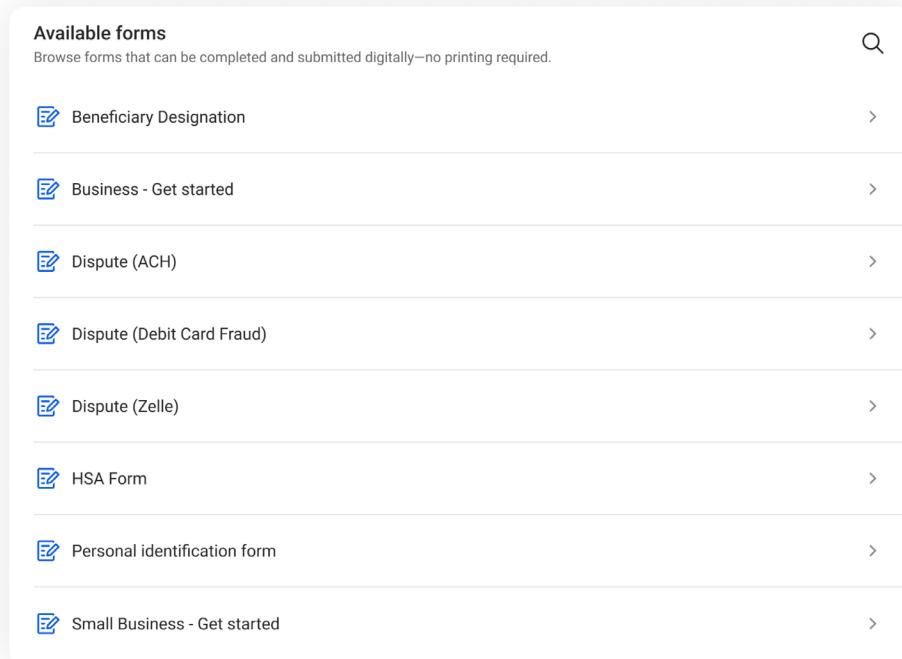
With our engagement strategy, your team can choose where to position ads. Place your most important ads in prominent, custom-defined locations, ensuring that every marketing campaign, product promotion, and announcement gains maximum visibility and impact. This level of flexibility and control allows you to deliver more relevant and timely messaging.

empower accountholders with self-service tools

Your accountholders chose your financial institution for a reason, not to spend time on the phone trying to get help with something simple. They expect seamless digital processes that save them time and effort. By integrating self-service tools directly into your financial institution's digital app and website with Banno, you can simplify how they manage their accounts and significantly improve their overall experience.

self-service forms

Give your accountholders the freedom and convenience of managing their account on their own terms. Our enhanced forms feature allows you to create a comprehensive library of authenticated, digital forms that accountholders can easily fill out and submit directly on their app or web browser without ever having to speak with someone from your team.



Streamline Processes

Streamline some of your accountholders' most common banking processes:

- Reporting fraud
- Submitting an address change
- Updating contact information
- Alerting you of upcoming travel
- Applying for new services
- And more!

By eliminating the need for an accountholder to pick up the phone or walk into a branch to talk to someone with your team, you reduce friction and save your accountholders countless hours, not to mention significantly improve operational efficiency for your internal and support teams. This gives your staff more freedom to focus on more complex, high-value support requests or tasks that require their expertise.

strengthen relationships to gain a competitive edge

By making your digital banking experience more engaging and relevant, our engagement strategy helps you strengthen accountholder relationships and build lasting loyalty. The improved connection can minimize attrition and create new opportunities to grow revenue by promoting the products and services that your accountholders actually need, all based on data-driven insights. This is a critical strategic advantage that will set your financial institution apart from competitors and keep your institution at the heart of your accountholders' financial success.

connect with your users in a meaningful way

Let's talk about this together. digitalexperience@jackhenry.com

For more information about Jack Henry, visit jackhenry.com.