

Banno Marketing™

Serve up beautiful ads to whomever you want, wherever you want

What if your team could design beautiful ad campaigns – hassle-free? And what if they could choose which ads to display, depending on who is visiting your website? What would it do for you if those targeted ads could also live inside your digital banking platform?

Banno Marketing gives you the tools to create campaigns that are dynamically served to whomever you want, wherever you want – digital banking included. And the tools within Marketing have been designed specifically for financial institutions.



Effortless Cross-Channel Presence

Extend the time you get with your users by showing them ads both before and after they sign in to digital banking.



Hassle-Free Campaign Creation

Banno has made it easy for your team to design and deploy ads. For the non-designer and designer alike, the ad builder makes it possible for anyone to produce professional, on brand designs every time.



Targeted Ad Placement with Precision and Timing

Show ads most relevant to each unique website visitor by tracking behavior of repeat visitors and displaying target ads to new visitors. And when users are signed in, you can use user-specific data to create relevant groups based on user segments in order to target ads.



Enable Self-Service Tools

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.

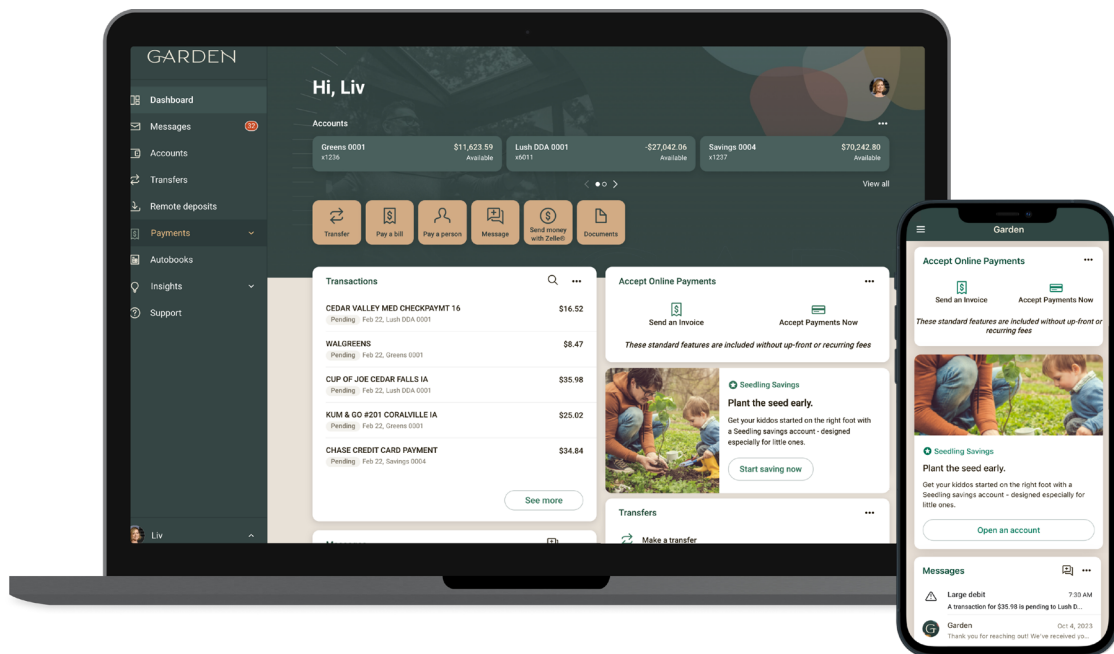
Banno Marketing

With Banno Marketing, you can create beautiful ads and campaigns that are dynamically served to whomever you want, wherever you want – even inside your digital banking platform. Every tool in Marketing has been designed specifically for financial institutions.

signed-in and signed-out marketing

Banno is breaking down the wall that exists between your marketing website and your digital banking solution – what we refer to as the authentication wall. Once a user has signed in to digital banking, you can go with them into their signed-in experience.

Our in-banking ads are designed to look and feel integrated and contextual, preventing your promotions from feeling intrusive or out-of-place. And because you'll know who your users are (they have authenticated themselves), you can be sure you're only presenting products and services that are relevant to them.

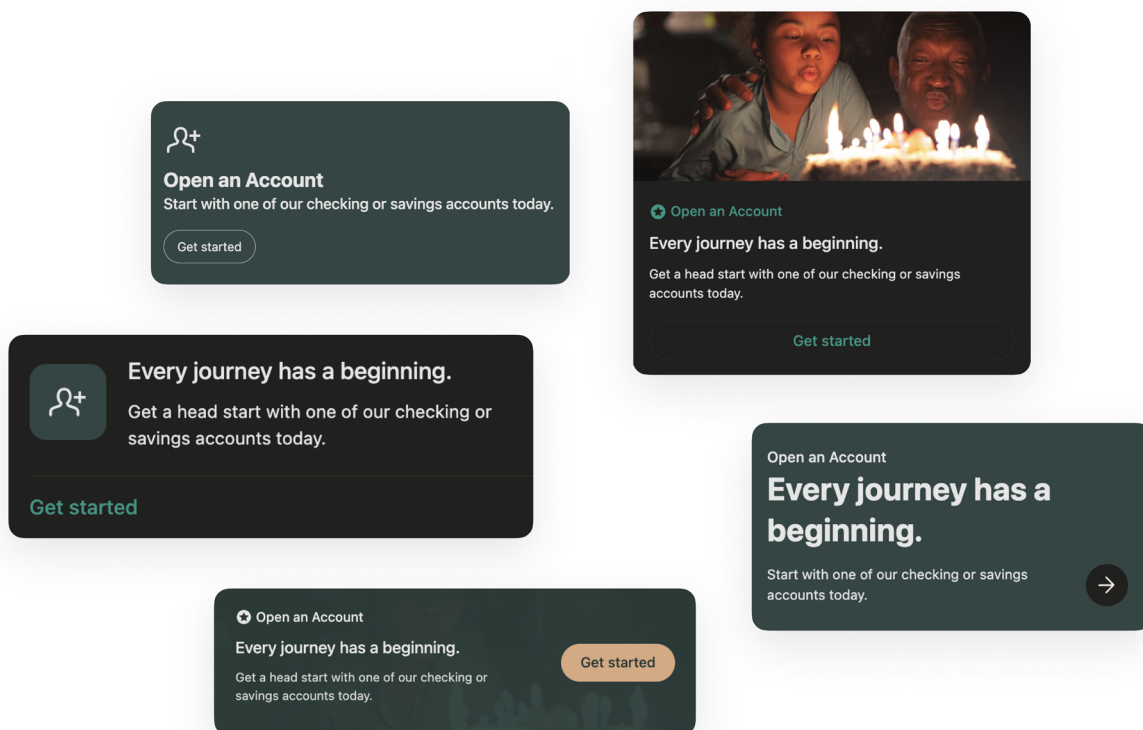


ad builder for all

Producing beautiful campaigns that drive account opening and promote your best features is so easy that people of all skill levels can do it.

Banno Marketing's ad builder lets you see your edits in real-time, so you won't be left guessing what the ad will look like. With just a few steps and design decisions, you'll be set to launch a new ad or campaign.

For easy fill-and-go ad creation, start by choosing one of the many premade options in the ad gallery. Color and font choices are automatically configured to match your website and digital banking experience, so you know that the ads you put out there will stay professional and on-brand. Set your ads to link users to nearly anywhere on your website, a feature in your app, and even directly to account opening.



If you're looking for even more customization on the Banno Digital Platform™, become a premium Banno Marketing user for control over headline copy, the images you use, and more. Plus gain access to ad templates that can be fully customized in the ad builder. And if you have designers and developers looking to create new templates, they can do that too.

savings and cds.png

[Change](#)

Product name

Rate

Rate type

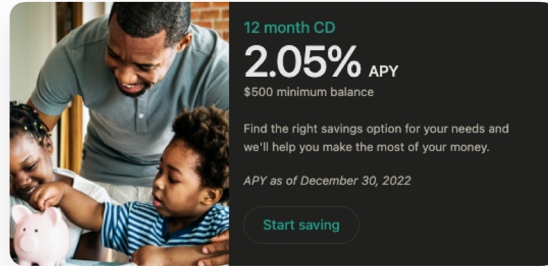
Product description

Body copy (optional)

Disclaimer

Button label

Link to



See how our premium Banno Marketing solution can further enhance your digital banking platform with additional functionality.

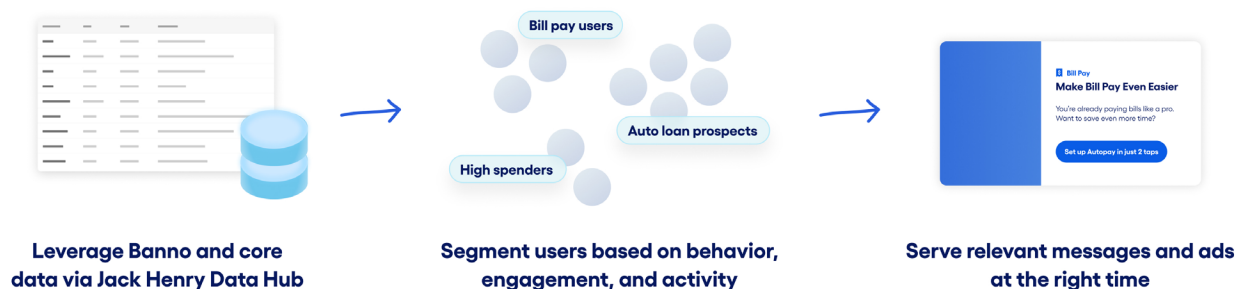
	Standard	Premium
Access to ad gallery	✓	✓
Access to ad templates		✓
Configurable ad placement		✓
Edit copy		✓
Link ad	✓	✓
Promoted messages and interstitials	✓	✓
Smart segmentation		✓
Unlimited campaigns		✓
Unlimited user segments		✓
Upload new images		✓

actionable insights

Your accountholders expect digital experiences that understand their needs and other 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.

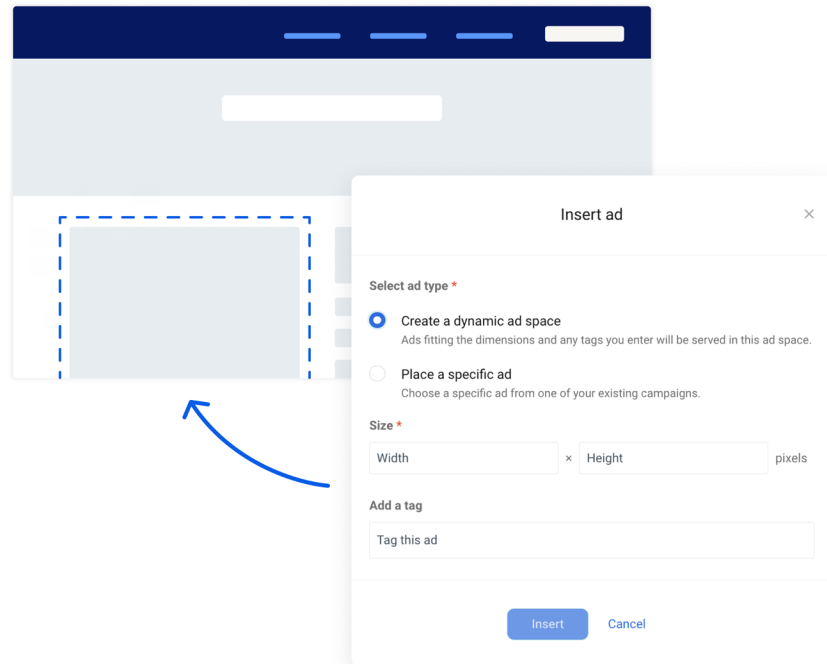
Smart Segmentation

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.



perfect placement

After you've built your ads with Banno Marketing, seamlessly place them on your website with our content management tool, Banno Content™. As you're building out pages, you can designate certain areas of the page for ads that flow perfectly with the content you're writing about. And for your signed-in experience, Marketing takes care of placement for you since we already know who is logged in.



The way in which you choose to serve ads to potential users is entirely up to you.:

Static Website Ads

Do you have a new product that you want everyone to know about? Place a specific ad on the homepage for all your visitors to see.

Dynamic Website Ads

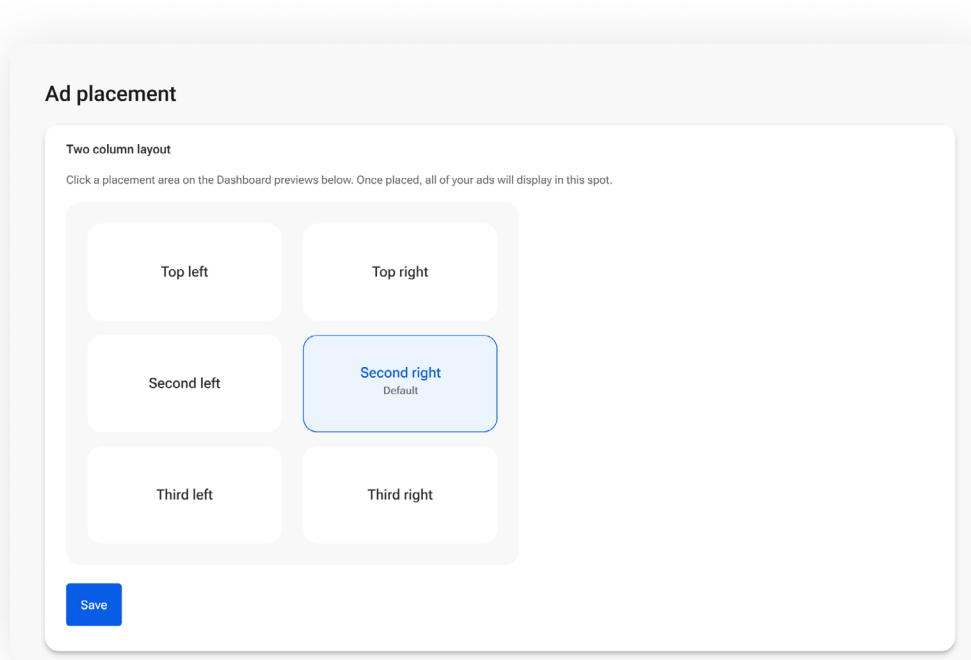
Looking to create a space on your website that rotates through different promotions relevant to each user? Place a dynamic ad, and Banno Marketing will display ads related to each user's individual interests based on their browsing patterns on your site.

Signed-In Ads

For digital banking users, ad placement is already built in. You build and activate your ads, and we'll tie them seamlessly into the dashboard, displaying ads either to all users or to specific segments of users that you select.

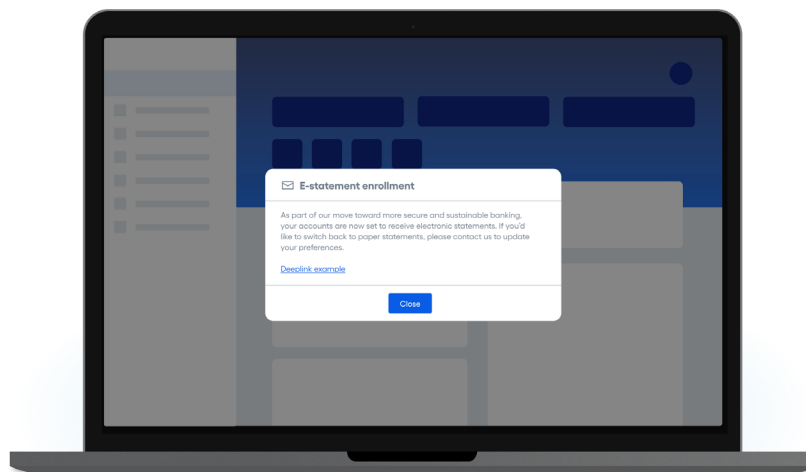
Configurable Ad Placement

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



Promoted Messages and Interstitials

Give your most critical messages the attention they deserve. Promoted Messages and Interstitials 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.



precision timing

When should your ads display to which users? Banno Marketing does the heavy lifting by recognizing new and returning users on your website and consistently engaging visitors by showing relevant ads based on actions taken. Within your signed-in experience, ads are served up to the right person at the right time, since the system knows who is using it.

Website Visitor Recognition

Banno Marketing is always keeping tabs on the topics a visitor is interested in, based on what they've clicked. You can tag your ads with those topics, so the user can see ads relevant to the content they have viewed in the past. And if your user shows interest in an offering by clicking, Banno recognizes the user and adds them to a labeled database, giving you the ability to use the data gathered to market to them outside of Banno's platform.



Fallback Website Campaigns

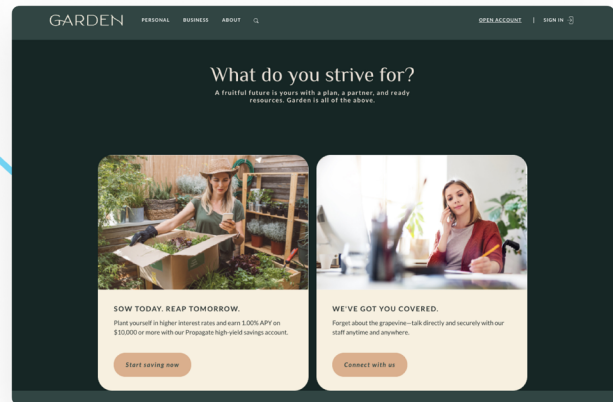
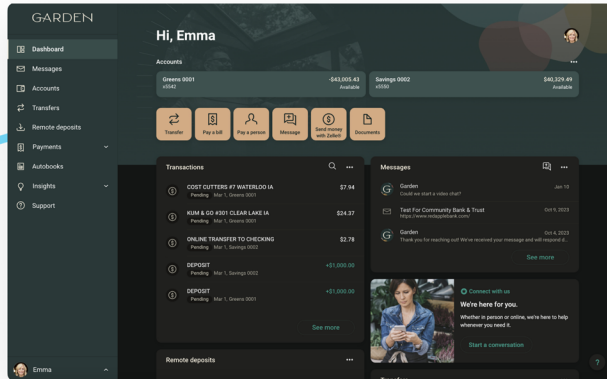
Your best-performing ads are automatically displayed to your website visitors, but for new visitors and prospective accountholders, you can control their first impressions and decide which ads are shown to them first by designating specific campaigns as "fallback campaigns." Banno Marketing will detect if this is a users' first time on your site and serve up an ad from your fallback campaign, so they don't miss an offer that's just for them.

Signed-In User Segmentation

Once your users are signed in, Marketing can target specific segments within campaigns, because it recognizes who the user is. Banno Marketing can even tell you who has clicked on and viewed your ads. You can also drag-and-drop a CSV file of your own leads, or leverage the contact information of your existing accountholders to create segments and serve ads to specific groups of people once they've signed in.

put your online presence to work

Banno Marketing is nestled right in with the entire Banno Digital Platform, giving you an easy and automated way to nurture leads and engage website visitors and digital banking users alike.



want to learn more about our marketing engagement strategy?

Check out our [Engagement Strategy Overview](#). And then let's talk about it together. digitalexperience@jackhenry.com

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