

Personalized Digital Banking

Advanced Marketing Campaigns that Leverage Users' Financial Stories and Behavior Data

With many choosing to engage through digital and self-service channels, banks and credit unions must not lose sight of their biggest asset: their relationship with customers and members. Users' personal financial stories and behavior data hold a goldmine of information that can be applied to advanced marketing campaigns and messages, resulting in better personalization, more targeted engagement and increased conversions, especially when AI, and predictive analytics are introduced.

THE ALL-IMPORTANT UX



Banks and credit unions can no longer sacrifice user experience for convenience. As technology evolves and customers and members transact more frequently from outside the

branch, institutions must remember that personalized experiences are now the expectation - always. Users intuitively engage with familiar "swipes and clicks" from their devices and the institution never misses an opportunity to nurture relationships for cross-selling, to introduce new products, or simply to build trust.

EXTEND IN-BRANCH ENGAGEMENTS



Alogent Digital seamlessly integrates with DeepTarget's Digital Experience Platform (DXP) to allow banks and credit unions to engage account holders through their connected digital ecosystems. With targeted campaigns like loan offers, promotions around new products or digital banking features, and even birthday wishes displayed throughout the platform, both online and within mobile devices, institutions harness the value of personalization - similar to in-branch interactions.

SEAMLESS AND RELEVANT



Trust plays a fundamental role in the relationship between an account holder and their financial institution which is why it is so important for the message to clearly demonstrate its relevancy

and connection to their own story. Banks and credit unions can drive these meaningful, personalized campaigns across multiple platforms, based on trends and user behavior. Engagement increases from content that aligns with account holders' interests, needs, or financial experiences.

BIG DATA = DEEPER INSIGHTS



Data is your institution's greatest resource, which is why it is important to adopt tools that aggregate data from your full transaction ecosystem and across all points of engagement.

Intelligent capabilities like machine learning and historical campaign data ensure the message resonates with users and is relatable to their current needs and activities. With a better look into user engagement and behavioral data, users' patterns are identified and used to guide account holders along their unique digital journey, ultimately increasing conversions.

Contact Alogent's digital banking experts to learn how your institution can utilize AI and machine learning to enhance personalization and increase engagement.