**FINASTRA**

# Leverage data and advanced analytics to understand account holder digital behavior and activity.

Clearer, actionable insights and frictionless data access means intelligent business decisions, deeper connections and more relevant offers for improved satisfaction.

" *The Digital Activity Dashboard identifies digital behaviors so that FIs can develop targeted marketing around specific features and functionality that users are most likely to adopt, increasing engagement.* "

How do you improve engagement and drive growth if you can't see how people use products and channels? Realize your vision: understand behavior and performance over time, offer personalized products, and execute marketing campaigns thanks to simplified data visualization. Empower your vision to offer better solutions.
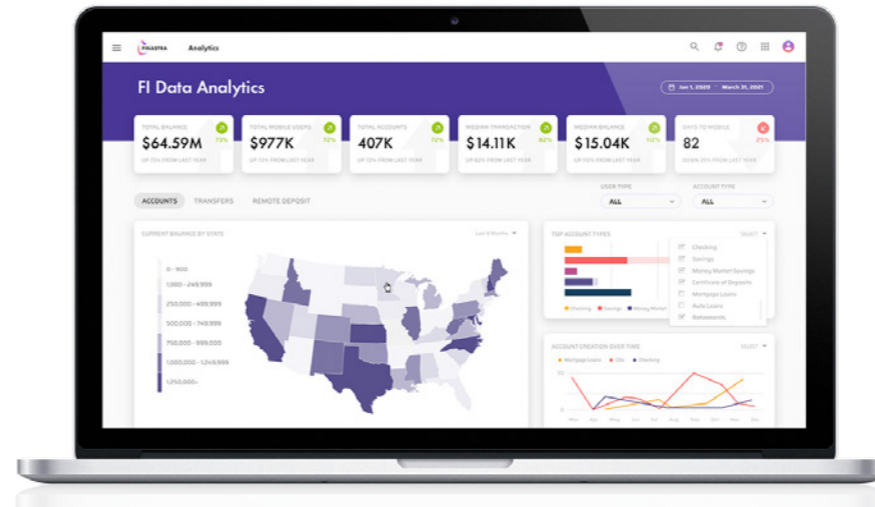


FI data analytics

# How it works

More, and easily digestible information about consumer insights empowers you to make better decisions on products to offer, and how to segment for targeted marketing campaigns. Visibility into account holders, the types of accounts they have, as well as their activity and level of engagement across different digital channels helps, you drive growth and account holder satisfaction.

The Digital Activity Dashboard lets you target high potential adopters. You can calculate the ROI associated with faster adoption, and track savings results over time. For example, eStatement adopters would save costs over paper statements.

**Simple but thorough**
- 6 dashboards in one
- Ability to filter on specific time ranges
- Overall performance metrics compared to previous year

## Key features:

**Accounts** tab to understand types of accounts, important metrics and trends associated with balances and transactions, and credit vs. debit account usage.

**Transfers** tab to understand account to account transfer patterns, method of transfer, frequency and performance.

**Digital Users** tab to understand behavior by digital users, trends, and remote deposit usage over time.

**Logins** tab to understand login behavior by state and frequency, including time of day, and day of week login trends.

**Products** tab to understand adoption over time, popular product combinations, and enrollment growth to determine cross-sell and upsell opportunities.

**Digital Activity Dashboard** leverages account holder digital activity scores, developed by data scientists who have analyzed data across the digital banking ecosystem, to increase engagement while optimizing costs. For example, FIs can identify digitally active users who are likely to adopt eStatements, Remote Deposit Capture, or other solutions, to assist with personalized marketing campaigns and reduce costs ove time.

## Key benefits:

Understand digital behavior.

Optimize customer experience.

Identify triggers to enable increased digital adoption.

Monitor login patterns to determine best time/date for targeting.

Digital Activity scores enable you to target account holders likely to adopt to drive engagement and cost savings.

**About Finastra**

Finastra is a global provider of financial software applications and marketplaces, and launched the leading open platform for innovation, FusionFabric.cloud, in 2017. It serves institutions of all sizes, providing award-winning solutions and services across Lending, Payments, Treasury & Capital Markets and Universal Banking (digital, retail and commercial banking) for banks to support direct banking relationships and grow through indirect channels, such as embedded finance and Banking as a Service. Its pioneering approach and commitment to open finance and collaboration is why it is trusted by ~8,600 institutions, including 90 of the world's top 100 banks. For more information, **finastra.com**

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