Q2 SMART:
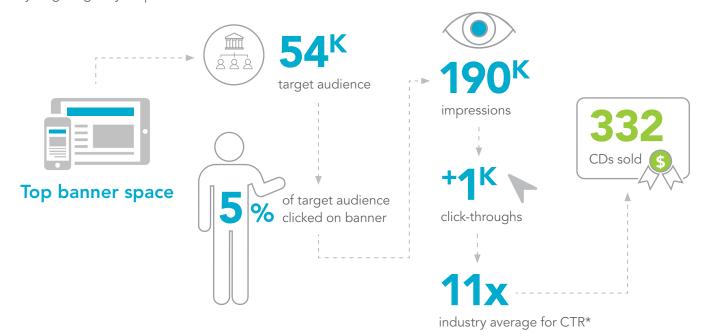## Capitalize on your data

Q2

Q2 SMART™ is a highly accurate targeting and messaging platform that allows financial institutions (FIs) to uncover real needs and engage account holders like never before. It leverages a behavioral data analytics engine, so you can deliver the right offer, message, or recommendation to account holders, at the right time, resulting in more impactful products per relationship.

Q2 SMART at work
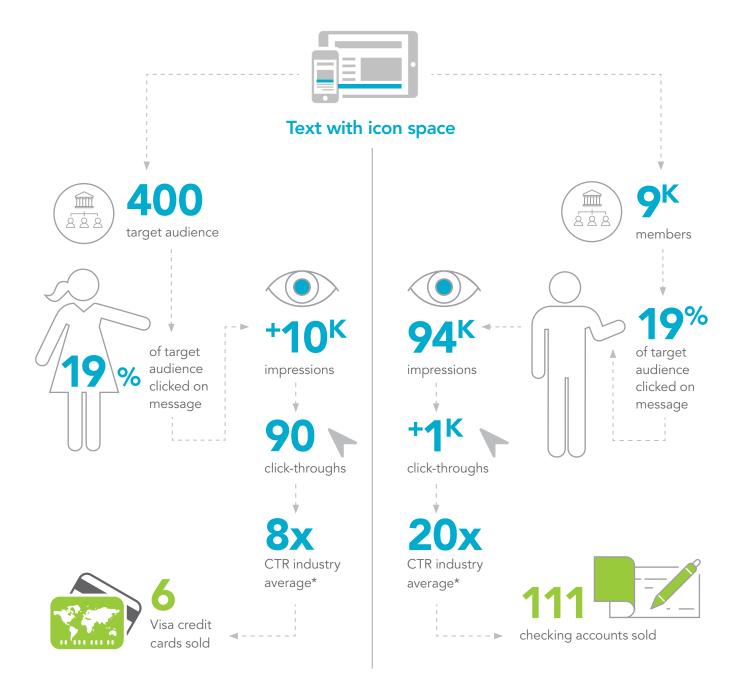
Increasing deposits through effective targeting

With a majority of log-ons coming through the desktop channel, this $2 billion credit union in the West targeted account holders without CDs using a banner ad at the top of their desktop digital banking session. For the time period, the campaign successfully accounted for 53 percent of the credit union's total CD sales by targeting only 40 percent of the member base.

54K target audience

190K impressions

Top banner space

5% of target audience clicked on banner

+1K click-throughs

332 CDs sold

11x industry average for CTR*

Q2 SMART at work

Growing revenue *and* products per relationship

Highly mobile members were targeted in two SMART campaigns by a $2.5 billion southeastern U.S. credit union. Targeting a group of pre-approved members who recently opened a mortgage loan, the FI was able to cross-sell more Visa credit cards. A second campaign targeted members without basic checking accounts, yielding a 70 percent higher conversion compared to the same recommended campaign in the past.

Text with icon space

400
target audience

19%

of target audience clicked on message

+10ᴷ
impressions

90
click-throughs

8x
CTR industry average*

6
Visa credit cards sold

94ᴷ
impressions

+1ᴷ
click-throughs

20x
CTR industry average*

9ᴷ
members

19%
of target audience clicked on message

111
checking accounts sold