

KASASA

Kasasa Ends Year with Numerous Accolades

Fifteen awards recognize fintech company's continued commitment to excellence in financial technology and marketing

AUSTIN, Texas, Dec. 4, 2017 – [Kasasa®](#), an award-winning financial technology and marketing technology provider, announced that it has been recognized with multiple awards by the Association of Marketing and Communication Professionals (AMCP), the Academy of Interactive and Visual Arts (AIVA), the Content Marketing Institute, the Communicator Awards, Built in Austin and IDC Financial Insights.

In the 2017 MarCom Awards presented by the AMCP, Kasasa was recognized with the following awards and honorable mentions, demonstrating the company's continued achievement in creating innovative marketing campaigns that speak to consumers and financial institutions alike:

- Platinum Award: Print media category, print creativity – Kasasa Nation Print Invite
- Platinum Award: Video/audio category, video/film – Kasasa Connect Product Announcement
- Gold Award: Digital media category, social media – Kasasa Social Media Month 2017
- Gold Award: Digital media category, website – Kasasa B2C Website
- Gold Award: Print media category, print creativity – Kasasa Loans Brochure
- Gold Award: Video/audio category, video/film – “Kasasa Through the Years” Prezi
- Honorable Mention: Kasasa Facebook Engagement
- Honorable Mention: Kasasa Nation Solutions Showcase
- Honorable Mention: Kasasa Twitter Engagement

The AMCP's MarCom Awards honor excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. Each year, nearly 6,000 print and digital entries are submitted from dozens of countries. Kasasa previously received one MarCom award in 2016, two in 2015, four in 2014 and five in 2013 for various campaigns.

The technology provider was also presented with the following awards for their Kasasa Nation Conference Website by the AMCP and the AIVA:

- Gold dotCOMM Award: Other category, events – Kasasa Nation Conference Website
- Silver W3 Award: Websites category, events – Kasasa Nation Conference Website

“The creativity and quality of this season’s entries raised the bar once again. As our connected world continues to expand in new and exciting ways, our winners are a true testament to the power of Web creativity across the world,” said Derek Howard, the director of the AIVA. “On behalf of the over 750 members of The Academy of Interactive and Visual Arts, we applaud the talents and dedication our winners showcased and commend all of this year’s entrants for their commitment to furthering the quality of the content we view online.”

Furthermore, the Content Marketing Institute recognized Kasasa’s Social Media E-Book series as a finalist in the 2017 Content Marketing Awards. The company also received the 2017 Communicator Award for its Share Kasasa™ marketing campaign, a refer-a-friend program that encourages new relationship growth of Kasasa account holders.

In addition to these marketing accolades, Kasasa recently ranked 34th on Built in Austin’s list of [Top 100 Tech Companies](#) and 85th on the [2017 IDC Financial Insights Fintech Rankings](#). The company celebrated multiple milestones this year including the launch of two new products, Kasasa Loans and a marketing automation platform called Connect, at their third national user conference. In 2017, the financial and marketing technology provider also became the fifth largest banking branch network in the nation.

“2017 has been a year of record achievement for Kasasa, and we are honored to have the support of and gain recognition for community financial organizations from these respected organizations,” said Gabe Krajicek, CEO of Kasasa. “Sure, awards are fun to receive. But we believe they’re more symbolic. These awards are evidence of our mission to develop innovative, creative marketing strategies and technologies that provide a way for community financial institutions to compete and win. We’re inspired every day by the work of community banks and credit unions to make a difference in their communities, and we’ll continue helping them make a bigger impact with outstanding service and products in 2018.”

About Kasasa

Based in Austin, Texas with 350 employees, Kasasa is a financial technology and marketing technology company committed to driving results for community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting.

For more information, please visit www.kasasa.com, or visit them on Twitter [@Kasasa](https://twitter.com/Kasasa), [Facebook](https://www.facebook.com/Kasasa), or [LinkedIn](https://www.linkedin.com/company/kasasa).

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