

KASASA

Kasasa Announces New Marketing Automation Platform, Connect, at Kasasa Nation

*Powerful marketing automation platform helps community financial institutions
attract, engage and retain most profitable consumers*

AUSTIN, Texas, Sept. 21, 2017 – [Kasasa®](#), an award-winning financial technology and marketing technology provider, announced today from Kasasa Nation, a three-day gathering of leaders from community financial institutions, the availability of its new marketing automation platform, Connect.

Connect automates results for community financial institutions enabling them to build and execute world-class marketing campaigns to compete with megabanks and their expansive marketing budgets. The platform makes it simple for financial institutions to engage existing and new consumers with media delivered through the channels most likely to be engaged with in their market. Utilizing data and the improved efficiency of marketing technology to reach consumers in a way they want to interact is critical for ensuring long-term growth and profitability.

Kasasa's new platform utilizes data to find profitable consumers who are up to three times more likely than other consumers to open a Kasasa account. Kasasa uses Nielsen Prizm segmentation, then overlays the most profitable Kasasa account holders with the financial institution's specific geographic footprint to identify its target groups. After locating these consumers, Kasasa tests and distributes programs designed to help financial institutions engage consumers with the right offer at the right time. An intelligent solution, Connect differentiates between consumers with different activity levels, and it uses the institution's own data to know whom to interact with and what to offer them.

"Consumers today are inundated with marketing messages from every channel. Reaching them with relevant communication requires technology and data historically out of reach for the community financial institution. Connect levels the playing field," said Gabe Krajicek, CEO of Kasasa. "If your institution seeks to attract more engaged consumers, generate deposits or grow in new market segments, Connect can transform your outreach because it puts the sophistication of megabank marketing into the hands of community financial institutions."

Krajicek continued, "In this new consumer paradigm, there will be winners and losers. Ongoing, targeted conversations that put the product first and address fintech obstacles many financial institutions face will put you on the winning side of engagement."

Efficiency is one of the main advantages of this marketing automation system because Connect enables a marketing manager to run acquisition or cross-sell programs effortlessly while the system tracks results. This process provides further insight for future campaigns, allowing the financial institution to grow in their knowledge of the customer and what types of marketing converts prospects to loyal account holders. Once financial institutions are using Connect's Lifecycle Programs for cross-sell and retention, they can add on Performance Marketing Programs to deliver email, direct mail, digital, social, Pandora radio ads, and even television content to a targeted list, increasing exposure for financial institutions and their products.

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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