Kasasa’s Insights Demonstrate the Importance of Maximizing Channels in a Digital Marketing Program

Financial institutions that focus on creating a personalized, cohesive experience across channels deepen relationships with consumers

AUSTIN, Texas, March 17, 2020 – Kasasa®, an award-winning financial technology and marketing provider, verified the importance of maximizing each digital marketing channel in creating a cohesive customer experience to improve financial institutions’ relationships with consumers.

On any given day, Americans use 10 or more different kinds of media, so reaching them everywhere is critical. To keep pace with the digital world, marketing moves much faster than it used to across multiple channels. Failing to create a cohesive, personalized experience across all channels can cause community financial institutions to lose sales and tarnish the brand’s reputation. In fact, 80 percent of consumers say they are more likely to purchase from a brand that offers a personalized experience.

With traditional methods becoming more expensive and slowly losing its reach, there is no question that it is important that community financial institutions find a way to meet consumers where they are to provide this personalized experience without wasting marketing dollars on consumers who will not be interested.

The majority (88 percent) of financial marketers are using two or more marketing technology platforms but 40 percent need a better strategy and 36 percent say they need more training. By finding the right partner, community financial institutions can create holistic marketing programs. Kasasa’s rich network of consumer data allows the company to help local banks and credit unions create data-driven marketing programs that deepen their connections with consumers.

“If a consumer’s journey through the sales cycle is a race, the last thing community financial institutions want is a roadblock,” said Keith Brannan, Kasasa’s Chief Marketing Officer. “Every touchpoint along a user’s journey needs to be of the same high caliber, with personalization and consistency. With Kasasa, community banks and credit unions can better manage their digital consumer touchpoints by testing creative, leveraging an intuitive results-oriented website and implementing multi-channel campaigns. Creating a personalized, cohesive experience that maximizes all marketing channels will help community financial institutions compete to take back market share from megabanks.”

For more information, visit the Kasasa Exchange.

About Kasasa
Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 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 or LinkedIn.

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