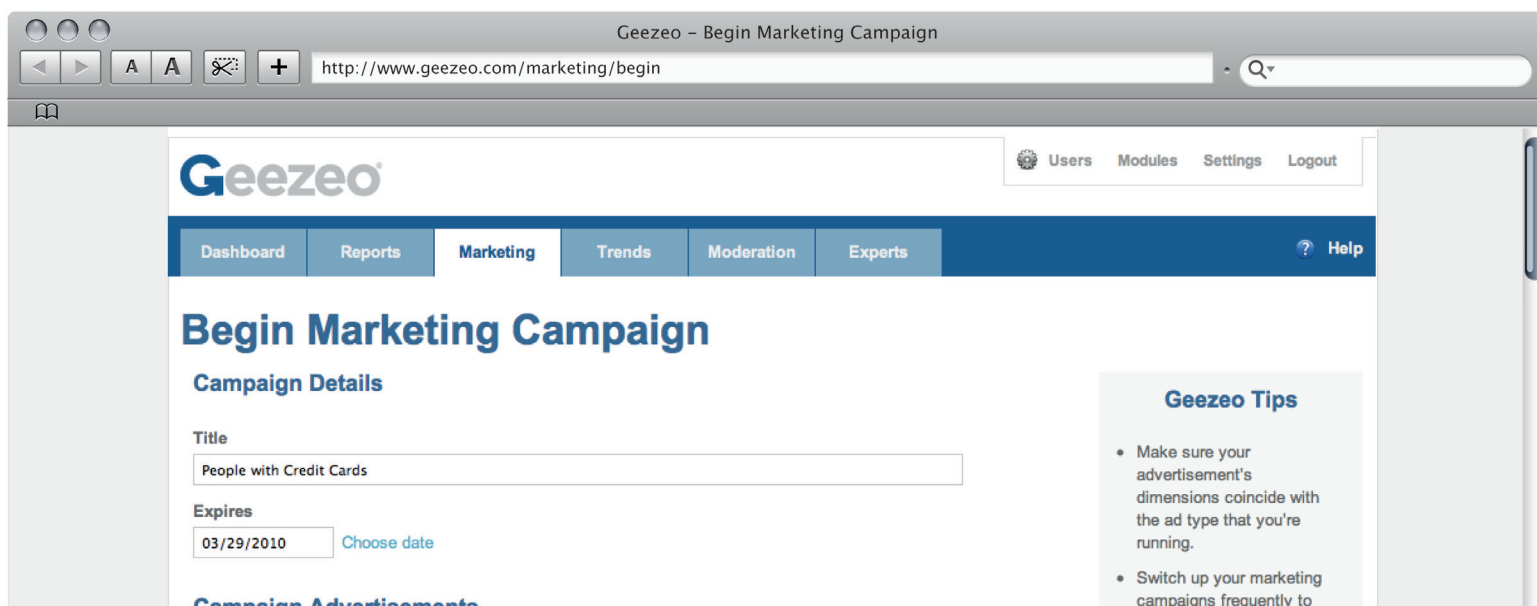


# Integrated Marketing Platform

Leverage data to improve relationships



*Target communications to specific members of your online community*

An integrated online marketing platform gives you the ability to present targeted communications and marketing content directly to your online users. Create segments based on demographic profile, types of financial accounts, and transaction data. The Integrated Marketing Platform is standard, at no additional cost, with Geezeo PFM and Community Answers Platform.

## Increase share of wallet & expand your market

Build deeper relationships with your online users. Geezeo powered PFM includes account aggregation, so you'll see where your online users bank, borrow and invest. The Geezeo Integrated Marketing Platform lets you present relevant messaging by leveraging account and budgeting data, as well as

information analyzed from users' online dialogs. You can use your own banner or tile ads, 3rd party ads or we'll design them for you. We can even utilize targeted text messaging.

## Increase retention and satisfaction

You'll be utilizing trust-based marketing, in an environment you monitor and manage. The Geezeo Integrated

Marketing Platform gives you the power to build online dialog in a way never before possible. Relevant, timely and high propensity offers, will support your retention needs and demonstrate to your users how in-tune you are with their needs.

## Specific Features

The Integrated Marketing Platform provides a robust set of out-of-the-box solutions for your financial institution.

- Data Rich Platform
- Market Segmentation
- Data Export
- CRM Data Integration
- Goal Management
- Integrated Advertising Management
- Comprehensive Reporting
- Additional Marketing Support Available

To learn more about Geezeo's Integrated Marketing Platform contact Steven Nigri:

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