

So, where do we start?

First, Find a trusted partner

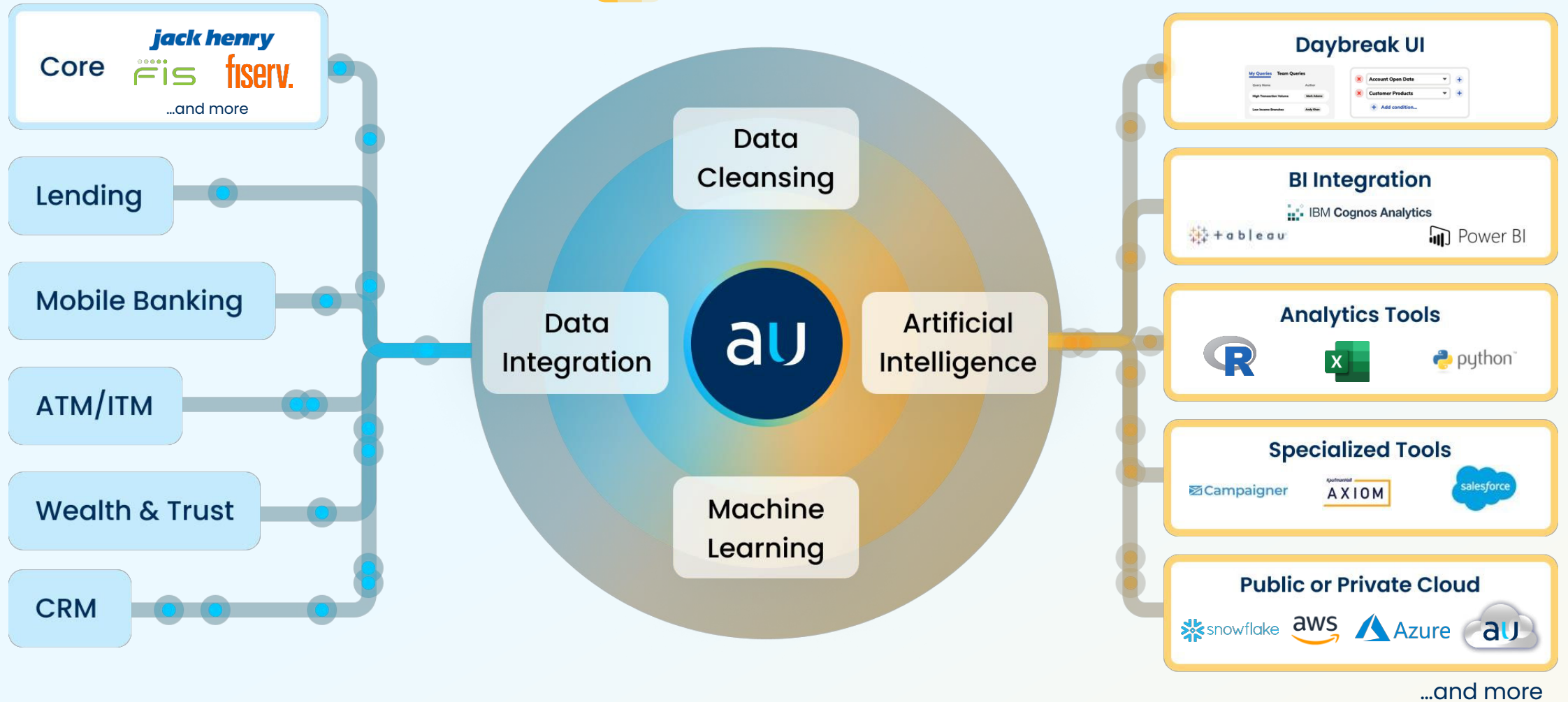
Focus on Business Outcomes



“70% of Data & Analytics deployments will fail to meet cost savings and revenue generation objectives due to skill and integration challenges.”

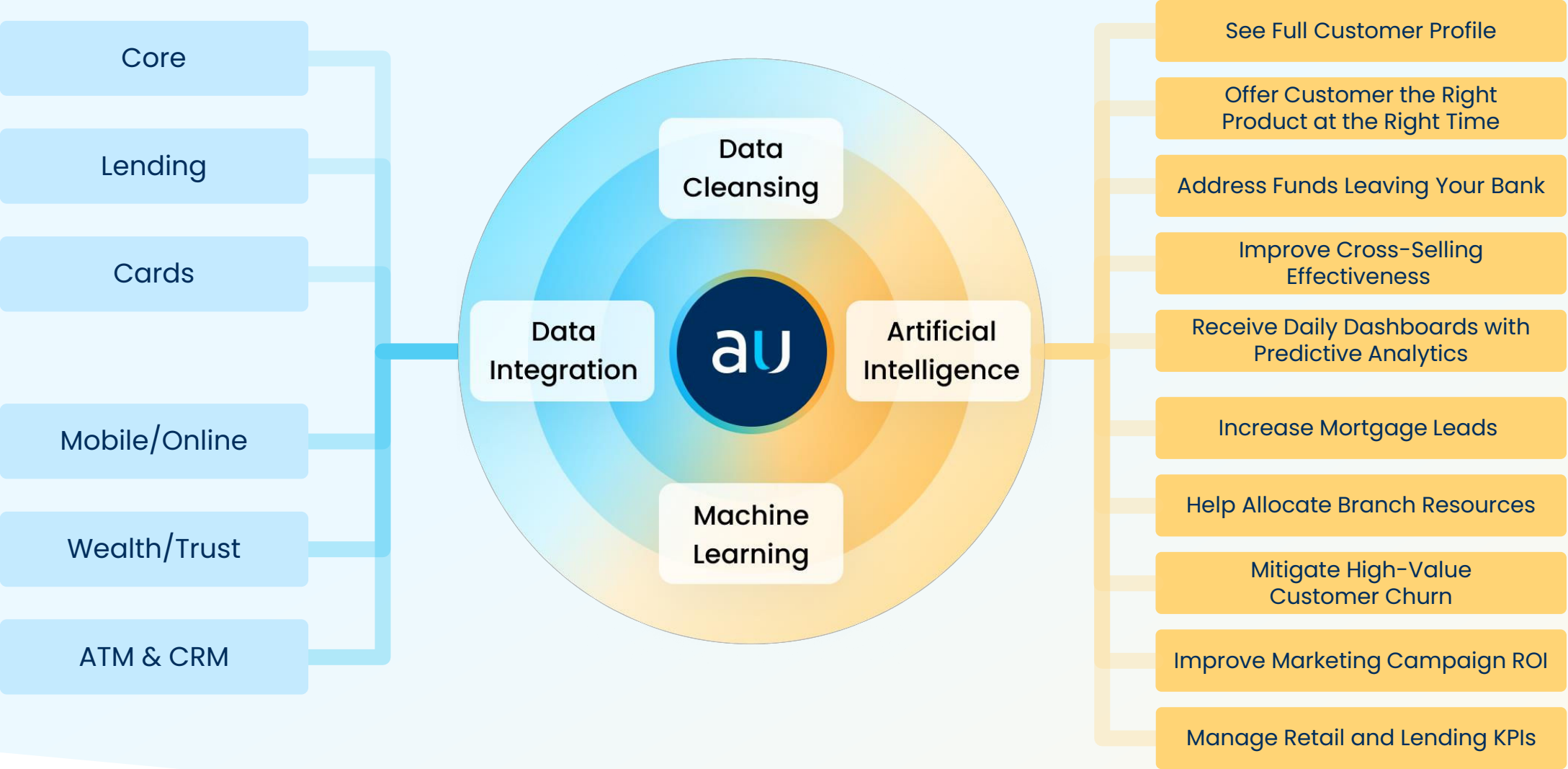
Merv Adrian – VP of Research, Gartner BI Summit

Daybreak



We have a wide variety of connectors and integrations to transform your data into sharable business information.

An End-to-End Analytics Solution

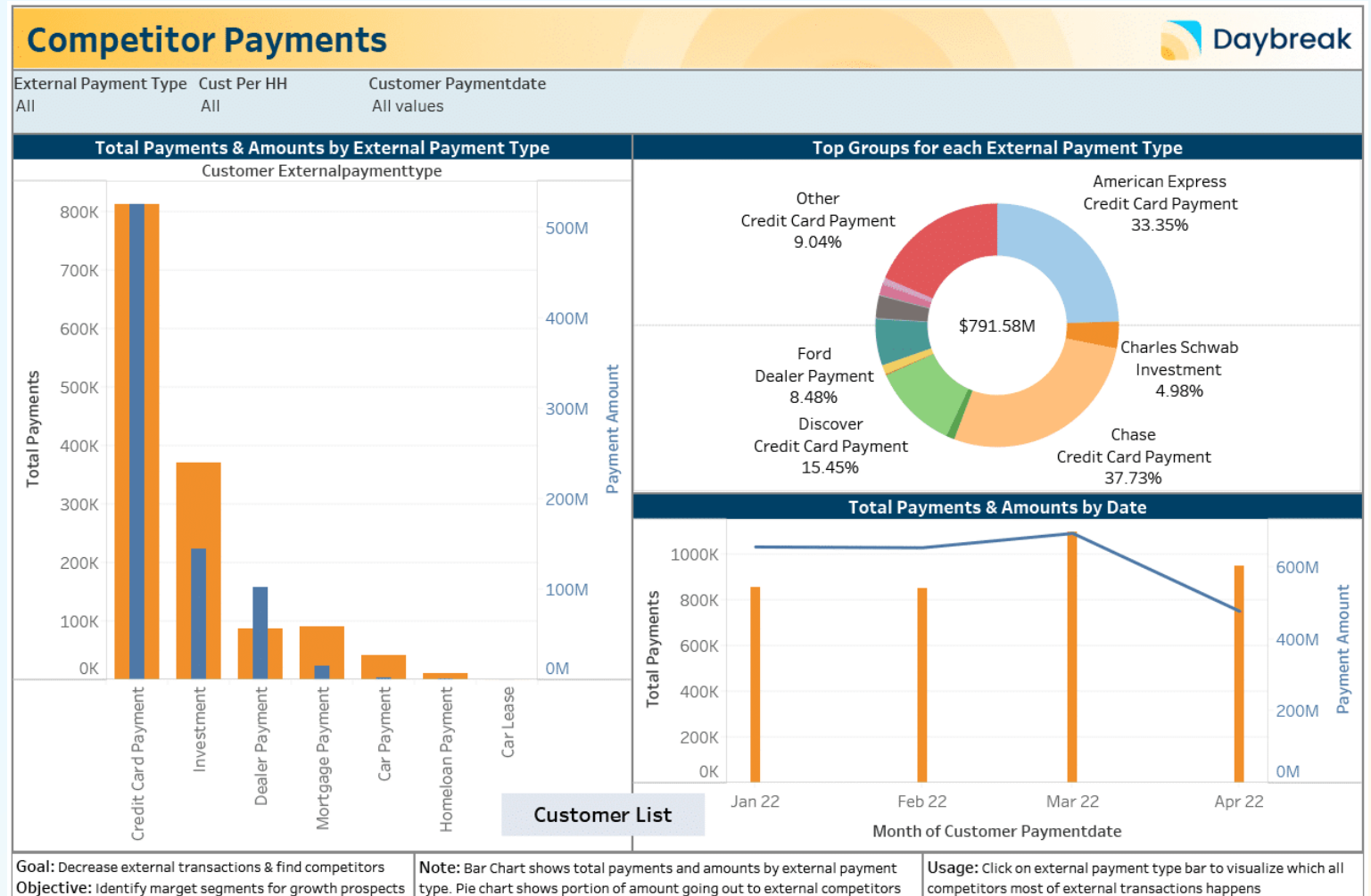


Recapture Competitor Payments

Objective: Increase wallet share of current customers by identifying the relationships they have with competing organizations so they can be targeted more effectively.

Key Measures:

- Product Type
- Competing Organization
- Total Payments
- Payment Amount
- Crypto / P2P



Dashboard – Customer 360, Marketing ROI

Customer Profile

ABC0 WXYZ04 (DAA8704) – Type: Non-Personal – Adelanto, CA Akron, IN – Age: 49 Cust Since 1936 – Personal Score: 5.02

Account Summary (Active)			Highest Product Propensities		Competitor Payment Summary		Addr and Orig Branch Locations	
Account Product category	Avg. Account C...	Distinct count of A..	Auto	0.32	Customer Paymentamount	\$2,324,266,183		
Demand	\$52,417	25,870	IRA	0.30	Customer Totalpayments	3,285,037		
Investment	\$26,518	753	HELOC	0.27	Amount / Month	\$581,066,546		
Loan	\$185,594	3,375	Savings	0.24	Payments / Month	821,259		
			Checking	0.20				
			Mortgage	0.19				
			CD	0.10				

Accounts									
Account Status	Account Productcategory	Account Producttype	Account Productname	Account Opndate	Account Closeddate	Account Currentm aturitydate	Avg. Account Interestrate	Avg. Account Currentbalance	Distinct count of Account Primar..
Null	Null	Null	Null	Null	Null	Null	Null	59,298	0
Active	Demand	Checking	Business Checking	1/27/1965	Null	Null	0.00%	22,201	1
				3/27/1970	Null	Null	0.00%	244,877	2
				1/1/1973	Null	Null	0.00%	300,365	2
				5/16/1974	Null	Null	0.00%	300,365	1

Competitor Payments						
Customer Externalpaymen..	Customer PaymentGroup	Customer Paymentdescription	Customer Paymentdate	Customer Totalpaym..	Customer Paymenta..	
Car Lease	Toyota	TOYOTA ACH LEASE	1/4/2022	1	\$432	
			1/18/2022	1	\$712	
			1/28/2022	1	\$634	
			2/1/2022	1	\$757	
			2/2/2022	2	\$415	
			2/8/2022	1	\$37	
			2/22/2022	5	\$300	
			2/23/2022	8	\$516	
			2/28/2022	1	\$400	

Campaign Tracking KPIs

Start Quarter: (All) Start Year: (All)

Campaign Name	Campaign Type	Product Category	Start Date	End Date	Acquisition Type
(All)	(All)	(All)	3/10/2020	4/1/2021	5/29/2020
			8/29/2020	9/29/2021	(All)

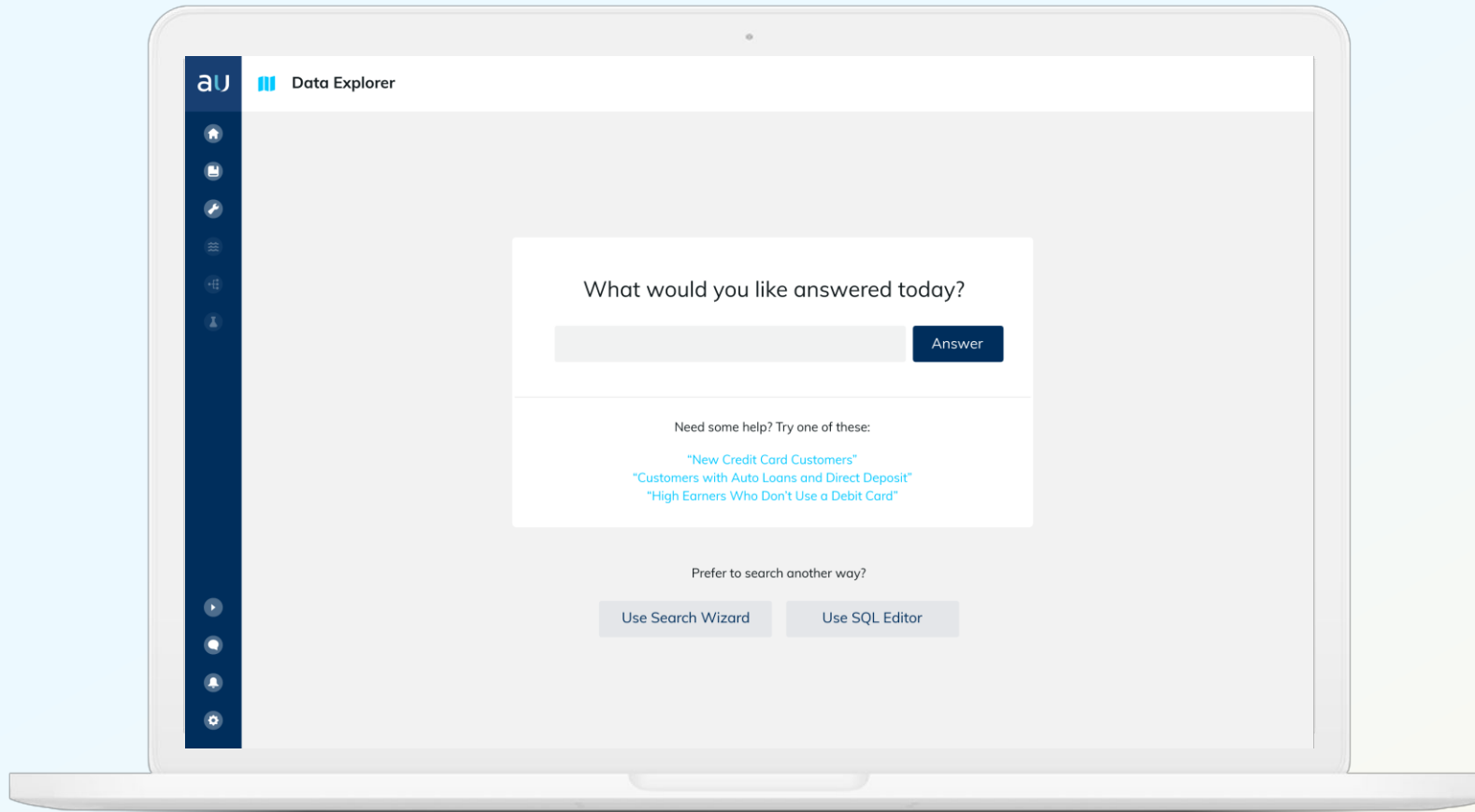
Total Interactions	Cost per Campaign	Take Rate	COAA Total	Distinct Campaign Accounts	Campaign Deposit Account Balance	Campaign Account Loan Face Value
98,546	\$23M	360.23%	\$63.51	354,993	\$4,144M	\$2,759M

Campaign Name	Campaign Type	Campaign Productcategory	Campaign Startdate	Campaign Enddate	Acquisition Type	Take Rate	COAA Total	Distinct Campaign Accounts	Campaign Deposit Account Balance	Campaign Account Loan Face Value
cid_107-TV	TV	Demand	8/14/2020	2/10/2021	Direct	180.26%	\$151.25	411	\$4,635K	\$3,729K
cid_109-TV	TV	Demand	5/25/2020	11/21/2020	Indirect	182.61%	\$82.44	420	\$4,701K	\$3,131K
cid_113-Email	Email	Demand	12/17/2020	2/18/2021	Direct	188.70%	\$206.80	451	\$5,478K	\$3,881K
cid_121-Signage/Billboard	Signage/Billboard	Demand	3/23/2021	5/22/2021	Indirect	174.90%	\$223.13	418	\$4,463K	\$5,300K
cid_125-Facebook	Facebook	Demand	10/8/2020	4/6/2021	Direct	174.39%	\$53.96	429	\$4,595K	\$3,110K
					Indirect	181.71%	\$61.38	447	\$5,583K	\$2,694K

NEW ACCOUNTS BY PRODUCT TYPE	REGION	BRANCH	CUSTOMER BY TENURE



A new era for analytics



Thank you!

aunalytics