



CHANNELNET

ChannelNet and Analytic Marketing Partner to Deliver Next Gen Digital Personalization for the Financial Services Industry

DEARBORN, MI (November 1, 2022) — ChannelNet has entered a strategic partnership with Analytic Marketing, LLC to further enhance ChannelNet's OneClick Financial™ digital engagement platform. OneClick Financial creates an individualized, progressive, digital conversation with accountholders to drive share-of-wallet and loyalty.

“The days of accountholders visiting a branch or an advisor and discussing their financial needs and life events are long gone. The challenge for the financial services industry is how to replace those face-to-face conversations and personal relationships in a transaction heavy, digital-first world. OneClick Financial creates an automated dynamic digital conversation between accountholders and their financial institution by engaging with them to better understand their needs and life events,” says ChannelNet CEO Paula Tompkins. “Think of it as extending the branch representative, call center, or advisor’s reach by automating and supporting the on-going conversations your firm is having with your accountholders. Accountholders will feel seen and heard and most importantly UNDERSTOOD.”

Analytic Marketing, LLC works with ChannelNet to append financial behavioral data on every accountholder along with personas, segmentation, and propensity scores, to help paint a complete household picture based upon a full financial profile. This enables ChannelNet to deliver contextually rich and relevant experiences for each individual accountholder. OneClick tracks interactions at an individual accountholder level, which tells the FI the most relevant experience to deliver next.

ChannelNet's OneClick Financial, a patented data-driven digital engagement platform, is designed to generate a one-to-one dialog between FIs and their accountholders. OneClick Financial collects behavioral data from accountholders and creates a dynamic personal experience that is embedded in Online and Mobile Banking as well as brand websites.

OneClick Financial displays curated content and functionality such as videos, educational content, credit applications, calculators, offers, surveys, and other tools to gather feedback and generate high-quality leads that drive a measurable ROI. This powerful platform enables financial institutions to deliver a targeted personal experience that encourages relationship growth while creating consistent, positive interactions.

“Analytic Marketing is excited to integrate with OneClick Financial to deliver complete accountholder financial profiles, financial behavioral segmentation, and insights to bring an accountholder’s needs to life. It’s the realization of **One-to-One Marketing** that we’ve all been striving for. The time is now. It is exciting to partner with ChannelNet to make a marketer’s dream a reality,” says Analytics Marketing President, Kristina Vaughn.

About ChannelNet

ChannelNet is a leader and pioneer in delivering customer engagement and retention via web and mobile solutions that work across sales and service channels. Its patented SaaS digital engagement platform connects financial institutions with their accountholders to engage, inform and learn about financial products and services. The privately held company, founded 38 years ago, is based in Dearborn, Michigan

About Analytic Marketing, LLC

Analytic Marketing LLC’s innovative solutions leverage a Financial Institution’s internal data, and marry it with a complete financial profile, financial behaviors, as well as advanced modeling techniques to deliver accountholder insights that drive the most efficient, effective, and profitable interactions.

More information is available on www.channelnet.com, or follow us on Twitter @ChannelNet and LinkedIn: ChannelNet.

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