

Q2 End User Marketing

Improve Engagement
and Deepen Relationships

Q2

Your account holders are rapidly moving to a multi-device, mobile lifestyle. They are checking news, buying music, shopping for cars, and managing their financial accounts on their terms—from wherever they want, whenever they want, using whatever device works best for them at that time. Their expectations have changed and they want you to provide them with the same anywhere, any device freedom for their banking needs. This change has laid the foundation for the virtual branch to take its place as the primary way your account holders engage with your financial institution (FI). It is now more critical than ever to maximize the potential of this vital channel.

Q2eBanking.com

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Many FIs recognize the importance of the virtual branch but aren't sure how to market to it. As part of our ongoing commitment to you, the End User Marketing (EUM) team helps you promote and cross-sell the online channel to ensure you are getting the most out of your partnership with Q2. Whether it's selling a particular product/feature or connecting with your account holders, our tools help you and your team actively communicate and promote the virtual banking channel.

Save up to \$16,700 per year when you convert 100 account holders to online banking.*

We deliver the tools you need to succeed.

Q2's EUM team is here to help you maximize your FI's growth potential with a variety of marketing programs to drive traffic to your online channel. We use a combination of financial services and marketing expertise to influence account holder behavior and help you acquire and maintain highly desirable, lower-cost-to-serve account holders.

You can leverage a comprehensive set of assets and campaigns that promote and/or cross-sell online banking capabilities as well as traditional branch banking products/service, including:

- Online Banking Banners
- Email
- Direct Mail
- Social Media
- Online Banners
- Landing Page Copy
- Take-Ones
- Digital Signage
- In-Branch Materials



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Highlight Your Unique Offering

Looking to promote a specific product or service? Q2 can help with the use of cohesive campaigns that encourage the utilization of functionality such as:

- Business Banking Conversion/Go-Live
- Retail Banking Conversion/Go-Live
- Upgrade
- Online Banking
- Bill Pay
- Mobile
- PFM
- P2P
- Business Banking
- Security

Available on-demand, you can use the collateral on a stand-alone basis or as part of a larger marketing campaign that your financial institution is running.

In addition to on-demand resources, Q2 offers coordinated campaigns to promote bill payment via email and online banking banners. Offered throughout the year and often accompanied by informational webinars or briefs, these campaigns help educate you and your staff on the benefits of participation.

And here's the win: FIs who have participated in these campaigns have 20% more active subscribers monthly and see 15% more payments per subscriber compared to institutions who don't participate.**

eCommerce Opportunities

eCommerce allows you to monetize your virtual branch offering. By selectively identifying candidates to advertise within the channel, account holders access to relevant information and offers, and your financial institution an opportunity to generate revenue.

* Javelin Strategy & Research, Online. "Note to Banking Industry: A Whopping \$8.3 Billion in Operational Cost Savings is Up for Grabs."

** iPay Solutions, internal study of participating financial institutions.

Contact your Q2 Relationship Manager or EUM@q2ebanking.com for more information.