

Factsheet – Fusion Digital Banking

nudge® by Larky – Build engagement with relevant one-to-one communication

The Larky nudge® engagement platform empowers community banks and credit unions to connect with account holders, at the right place and time, using targeted geo-notifications.

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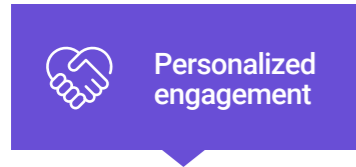
Easily add geo-location notifications and universal broadcast promotion to your marketing campaigns – whether it's promoting auto loans, mortgage rates, or a summer engagement event."

Located within [Fusion Digital Banking](#), The Larky nudge® platform, acts as an additional feature inside your digital banking application.



Creating a nudge to your end users is easy with Larky.

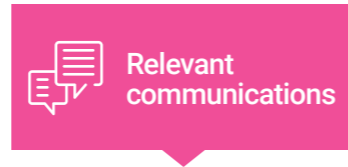
Key features:



Engage users through data-driven marketing within digital banking apps.



Using geo-location, community banks and credit unions can increase product sales and revenues. Location-based offers appear on the mobile device at the right time and place.



Ensure you are sending the right message at the right time. Every geo-targeted or time-based alert placed on your users' mobile devices can be tied back to your digital marketing campaigns and strategic goals. Your institution identifies which of your account holder segments get distinct and specified loan offers.



Targeted communications support the local businesses while increasing your revenue with cross-sell opportunities for additional products and services. You can also use this technology to welcome account holders to sports events, offer additional support to not-for-profits, and to promote local activities, like shred days.



Data is vital to making business decisions. Every geo-targeted or time-based alert can be directly tied back to your digital marketing campaigns and strategic goals. Larky's real-time analytic dashboard shows you which account holders visited the chosen nudge locations, such as car dealerships, realtors, or home improvement stores.



Users are more likely to stay with a community bank or credit union that can offer a tailored experience. Increase your account holder loyalty with offers that are relevant to their unique lifestyles.

Want to learn more? [Let's talk!](#)

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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