

## Changing Consumer Expectations Requires a Shift in Mentality for Banks

Every customer touchpoint is an opportunity to engage and create value. Recent events have further impacted how consumers interact with their banks, accelerating the pivot to digital channels. The ability to cultivate the relationship is no longer readily available due to declining lobby traffic. Personalization remains critical: consumers expect it and have a wealth of online alternatives. Why then do financial institutions continue to deliver one to many, non-relevant messaging?

For over 15 years, DataOceans has partnered with leading banking institutions to preserve customer value and promote growth. Oceanus Launch is a nimble, configurable solution that enables banks and credit unions to quickly create personalized engagement that increases revenue through better experiences.

Oceanus Launch combines modern technology and best practices for banks to use their existing core data to increase revenue while reducing resource constraints.



### DATAOCEANS HELPS BANKS RAPIDLY



Centralize Data for **Personalization**



Increase Debit Card Usage by **5%**



Double **Conversion** of Cross Sell Lending Products



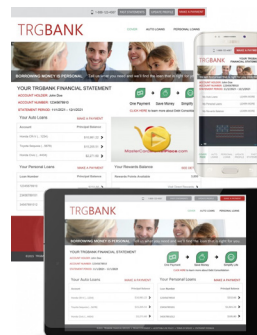
Drive Paperless & Mobile Engagement by **10-25%**

## Consumer Engagement, Consistent Across All Channels: 3 STEPS TO SUCCESS



### Mine the Data

Create actionable data segments, campaigns, and profiles



### Personalize Messaging

Deliver personalized and targeted messaging



### Optimize

Track conversations and manage campaigns in real-time

# Market with Intelligence Deliver Real Results in 45 Days

## WHAT YOU GET

- Email Marketing Capabilities
- Prescriptive Segmentation
- Interactive Reporting
- Digital Engagement
- Personalization
- Actionable Data



Deployed in 45 days  
with 90 day ROI.



Choose from tested and  
optimized designs to  
increase engagement.



Configured to your  
brand, supporting your  
key financial products.



Personalized messaging  
to connect your brand  
with your target audience.



Regular shared learnings and  
opportunities to collaborate  
with our community of users.



[Request a Demo](#)

[www.dataoceans.com/contact-us/](http://www.dataoceans.com/contact-us/)

### History of Success



200+ Clients

### End-to-End Platform



Hosted Solution

### Proven Process



90 Day ROI

### Measurable Results



White-Glove Service