

OPPORTUNITY: INCREASE DEPOSITS TO YOUR INSTITUTION

Analyzing transaction data can reveal patterns of financial behavior, highlighting services or products that customers seek outside of their primary institution. For instance, high-value transactions could indicate a customer's use of high-yield savings accounts, investment platforms, or other loan services from competitors. By identifying these external engagements, institutions can develop strategies to promote their own comparable services, encouraging customers to consolidate their financial activities, increase deposits, and enhance product usage within their institution.

Examples of Using Transaction Data to Increase Deposits

