

# Q2 SMART

Promote your products to the account holders most likely to buy

Leverage the power of your online banking data with Q2 SMART, a behavior-based marketing platform that lets you serve personalized ads to the right customers at the right time, transforming your digital channel from a cost center to a revenue driver.

## Game-changing data at your fingertips

Using millions of data points from online banking transactions, Q2 SMART identifies behaviors that suggest interest in particular products. You can then use these suggestions to build out and manage targeted marketing campaigns—all within a single, easy-to-use platform. Developed with a user-centric design, incorporating years of research and informed by hundreds of financial institutions, Q2 SMART is reinventing what consumer data analytics means to FIs like yours.

## Key Benefits

### Efficient Campaign Management

Oversee multiple campaigns at once with our intuitive reporting dashboard, which tracks engagement, feature usage, product adoption, and more.

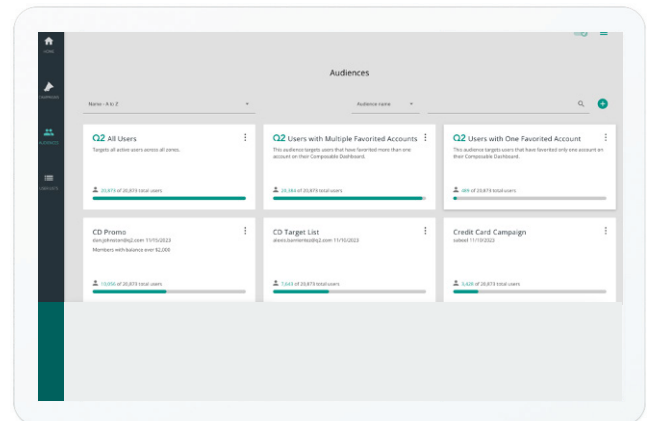
### Message with Extreme Precision

Crafting an effective message is only possible if you know who's listening. Segment, export, or promote to granular audience groups in minutes.

### Trustworthy, data-driven targeting

When machines interpret the data, human bias can't influence the results. Double-down on what works and stop what doesn't.

For more information, go to [Q2.com](https://Q2.com) or call (833) 444-3469.



## How SMART works

1. **Collects data.** When account holders pay bills, submit transfers, or check balances, these actions create a data point. Q2 SMART collects and analyzes these activities so you can make better-informed marketing decisions.
2. **Identifies patterns.** Q2 SMART's machine-learning algorithms identify patterns and optimize them over time.
3. **Translates data into traits.** Building from patterns in the data, traits are defined that provide you with actionable insights into products and features that each account holder might want.
4. **Drives campaign direction.** With these insights, you can more effectively build customized, multichannel campaigns to target the right offer to the right customer at the right time.
5. **Tracks performance.** Q2 SMART also tells you how well each campaign is performing based on customer response data, helping you hone your marketing efforts even further.

