

# Bring the best fintech experiences into your digital channel

## Q2 Partner Marketplace

**Monetize your digital banking platform by offering fintech products.**

In today's crowded market, all banks and credit unions want to be their account holders' primary financial institution (FI). The Q2 Partner Marketplace is designed to make that a reality by enabling FIs to evaluate, select, and deploy pre-integrated, branded third-party applications to their end customers and members. It turns digital banking into an eCommerce platform where FIs can offer sticky, innovative products in an app store-like environment.

And the best part? When your account holders purchase and use these products within their digital banking platform, you earn non-interest income. This helps you finally monetize digital banking while driving deeper engagement between your account holders and your brand.

It's simple to get started. Traditional product integrations aren't required, there is no cost to the FI to offer these apps to end users, and there is no disruption to ongoing operations.

## How does it work?

Partnering with fintechs has never been easier. At Q2, we're actively researching and building partnerships with best-of-breed fintechs that are highly sought-after by consumers and small businesses alike.



We handle the integration work; all you have to do is select which fintech experiences you want to add to your digital banking environment. By eliminating the need for you to integrate directly and putting the control in your hands, we'll help you build a personalized digital offering that's unique to you and your account holders in a model that's fast, scalable, and easy to manage. We even simplify marketing and adoption, using our extensive trait and behavioral data to help you target account holders who are most likely to convert.

## Why Partner Marketplace?

Q2 Partner Marketplace is the only no-cost, no-implementation way to partner with fintech companies—helping you:

- Generate incremental non-interest income
- Meet and exceed account holder demands
- Increase engagement and stickiness
- Drive cutting-edge third-party functionality through your digital channel
- Deliver relevant, personalized solutions for real account holder pain points
- Dramatically increase speed to market for new products and tools

## Why Q2?

Q2 is a financial experience company headquartered in Austin, Texas. As a key partner to financial institutions, fintechs, and other financial services providers, we empower them to be ever-present companions on their customers' financial journeys—helping them unlock new opportunities, increase efficiency, and grow their businesses in innovative ways. Our commitment to the digital transformation of banking through smart solutions, selective acquisitions, and partnerships with innovative technology leaders can help you thrive.

**If you're an existing Q2 customer, simply contact your Relationship Manager to get involved with Q2 Partner Marketplace. Not a Q2 digital banking customer yet? Let's chat—call 1-833-444-3469 or email [info@Q2.com](mailto:info@Q2.com).**

# 70%

of businesses wish  
their FI would partner  
with more fintechs

Source: Aite Group 2019 survey of over  
1,000 U.S.-based small businesses

