

Banno™ | Geezeo®

your digital adoption campaign guide

Engage existing accountholders who are not yet enrolled in digital banking by highlighting its convenience and benefits. This campaign uses four compelling emails to encourage adoption by showcasing features that help them save, budget, and stay in control of their finances.



why the campaign matters to your financial institution

For accountholders who haven't explored digital banking, this campaign demonstrates how these tools make saving, budgeting, and managing money effortless – bringing convenience and control to everyday finances.

This campaign is designed to:

- Showcase Banno's features that simplify financial management and support smarter decisions.
- Drive adoption and ongoing engagement with digital banking tools.
- Build trust and strengthen loyalty by delivering meaningful value.



campaign essentials to drive deeper engagement

Objective: Motivate existing accountholders to enroll in digital banking by showing how it simplifies saving, budgeting, and managing money.

Target Audience: Existing accountholders who have not yet enrolled in digital banking.

Communication Style: The tone is designed to make digital banking feel approachable and relevant, focusing on real-life financial moments (big goals, daily tasks, unexpected surprises) and the simplicity of money management tools.

Key Messages:

- Positions digital banking as an essential tool for everyday financial success.
- Makes the experience feel personal, practical, and empowering.
- Highlights how your platform supports real financial goals and long-term planning.



included assets for a multi-channel campaign

Get ready-to-use materials that guide your accountholders every step of the way:



Emails

Four emails are included in the campaign and highlight saving, forecasting, and monitoring.



Landing Pages

The three landing pages go into the savings, forecasting, and monitoring related digital tool features.



Social Media and Banner Ads

Use these attention-grabbing social posts and banner ads to highlight Banno's saving, forecasting, and budgeting features.



tips to get started

Participation Checklist

- 1 Identify your target accountholder list (current accountholders not enrolled in digital banking).
- 2 Upload the list securely during the email customization process. (Visit the [Support Hub](#) to learn more.)
- 3 Choose your deployment date.

Email Functionality

After customizing and saving the emails and landing pages, send yourself a test by clicking the "Send Test" button.

When the emails arrive in your inbox, click the links and review the landing pages. Go back to the campaign to make any changes, and click "Publish," this will be the version that is sent to your accountholders.

Tracking and Reporting

Two weeks after deployment, you'll receive:

- Performance metrics including open rate, click rate, and click-to-open rate.
- A marketing support professional will follow up with additional KPIs.

the support team is ready to help!

Need help [getting started](#)? We're here to support you! For any questions or assistance, contact the Marketing Center Support Team at MarketingCenterSupport@jackhenry.com.

