

Banno™ | Geezeo®

your digital banking re-engagement campaign guide

Re-engage accountholders by showcasing digital banking tools that help them save, budget, and manage finances with the Digital Banking Re-Engagement Campaign.



why the campaign matters to your financial institution

For inactive users, the emails and landing pages showcase how your digital banking tools simplify saving, budgeting, and money management – giving them a reason to log back in.

This campaign is designed to:

- Demonstrate how Banno’s features support smarter financial planning.
 - Drive digital banking engagement.
 - Strengthen accountholder loyalty.



campaign essentials to drive deeper engagement

Objective: Inspire inactive accountholders to re-engage with tools that simplify saving, budgeting, and money management.

Target Audience: Existing digital banking accountholder who have not logged in recently.

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:

- Reinforces confidence in managing everyday finances.
- Makes digital banking feel personal and approachable.
- Showcases how your platform supports real financial goals.



included assets for a multi-channel campaign

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



Emails

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



Landing Pages

Matching the email, 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 (existing inactive Banno users).
- 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.