

drive digital banking engagement with targeted campaigns



help your accountholders take control of their money

As a financial leader, you already know that digital banking should fit people’s financial lives, not the other way around. This suite of campaigns meets accountholders where they are – so you can guide them to digital banking features that support how they save, budget, and manage their finances.



how it works

This suite of campaigns is designed around common financial behaviors. Each accountholder gets emails that highlight the digital banking tools matching these financial behaviors.

Common
Financial Behaviors

Save and Stash

Building a cushion for the future.

Forecast and Budget

Planning ahead with confidence.

Monitor, Manage, and Move

Keeping finances flexible and in motion.

Managing money isn’t one-size-fits-all. People need the **right tools** at the **right time**.



three targeted journeys

- **Awareness:** For new accountholders who haven’t activated digital banking yet. This journey walks them through the benefits, from planning ahead to staying prepared.



- **Re-Engagement:** For inactive users who need a reason to log back in. Emails and landing pages highlight how digital banking makes saving, budgeting, and managing money easier.

- **Adoption:** For existing accountholders who never signed up for digital banking. The first email builds urgency with a fear of missing out message, followed by practical reasons to get started.



everything you need to hit the ground running

Rolling out these campaigns is simple with prebuilt assets.



Customizable Emails

Personalized outreach that encourages action. Each journey consists of three to four emails.



Customizable Landing Pages

Landing pages that correspond to each email, showcasing the behavior-specific benefits of digital banking.



Social Media and Banner Ads

Eye-catching assets that highlight how digital banking simplifies financial management.



make every interaction count

Accountholders don’t just want digital banking – they want solutions that fit their financial habits. Give them the right message at the right time to strengthen their connection to your financial institution.

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For any questions or assistance, contact the Jack Henry Marketing Center Support Team at MarketingCenterSupport@jackhenry.com.