



# PLINQIT

A Millennial-centric Savings Platform

## Plinqit

Plinqit helps financial institutions expand their mobile presence. It is an interactive savings platform, geared toward millennials that enables them to:

- Securely link their checking account to your financial institution
- Set a savings goal in Plinqit and automate the savings
- Earn money by using Plinqit to reach a specific goal

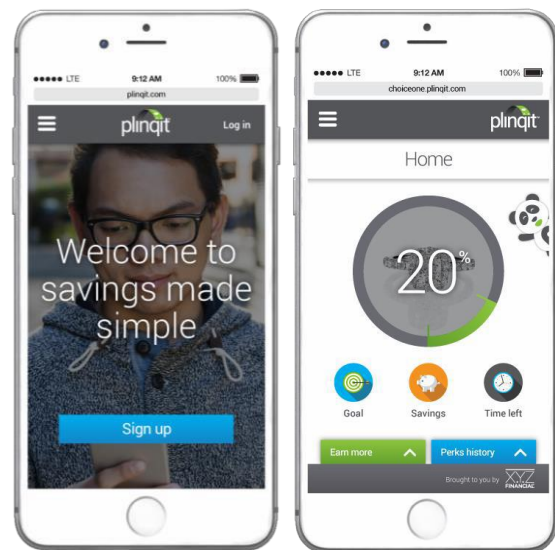
By automating the savings process, users can work toward their goals without even realizing it.

## Benefits

Plinqit accounts reduce operating costs and increase deposits. The platform provides multiple benefits including:

- Easy onboarding and administration of Plinqit accounts
- Analytics across all Plinqit users and activity
- Publishing tools to provide content, financial advice and cross sell

Plinqit helps financial institutions increase deposits, build deeper relationships and provide meaningful insights.



Empowering the Financial World **FIS**

## Robust Implementation Services

- Build custom microsite and application for financial institution
- Create the database
- Set-up automated ACH processing, enable Build Skills and upload institution's content
- Train co-workers, develop rollout strategy and design marketing and communication materials
- Develop key performance indicators (KPIs) and goals with institution

## Base Platform Services Include

- System of record, application upgrades, hosting fees and Office of Foreign Assets Control
- Financial institution support – monitoring and resolution within one business day
- End user support – monitoring and resolution within one business day

## Adoption Marketing to Enable Growth

Plinqit provides ongoing campaign design and development to grow user adoption. Acquisition marketing development and execution to grow user adoption beyond your current base. And Plinqit supplies metrics on marketing activities and user growth.



Fun size savings

Savings made simple



## Account Services Include

- Onboarding of new users
- ACH fees for automated transactions
- API end-user data analysis

## Contact Us

For more information, contact your strategic account manager.