

KASASA®

Kasasa's ORB Marketing Wins FinTech Breakthrough Award for "Banking Innovation Award"

AUSTIN, Texas, March 11, 2020 – [Kasasa®](#), an award-winning financial technology and marketing provider, announced today that its ORB (Optimized, Results Based) marketing program won the [FinTech Breakthrough](#) "Banking Innovation Award," which recognizes those that stand out in the crowded fintech market. This Kasasa's second year in a row being recognized by FinTech Breakthrough – a rare occurrence in the program.

Kasasa's ORB marketing is reinventing consumer acquisition for community banks and credit unions. The service attracts consumers and deposits with marketing proven to convert. As the competition for acquiring profitable, new account holders increases, community financial institutions know that to succeed, institutions must understand the consumer and keep up with the latest marketing technology and data science. ORB marketing helps clients stay ahead of the competition by creating a turnkey account acquisition program by bundling science, technology and media costs into one simple to own program.

"While fintech at-large is transforming many challenging aspects within the financial services industry, Kasasa breaks through the market by addressing a largely ignored issue, reinventing consumer acquisition for community banks and credit unions," said James Johnson, Managing Director, FinTech Breakthrough. "Kasasa's ORB marketing attracts consumers and deposits with marketing proven to convert, making Kasasa the clear winner of our 'Banking Innovation Award.'"

ORB takes the uncertainty out of marketing investment using Kasasa's tested multi-channel programs proven to ensure financial institutions get industry-leading results every time. With the help of innovative technology, the marketing team identifies the right consumers, schedules the multi-channel marketing program and continuously optimizes that program to drive acquisition for community financial institutions.

Using proprietary segmentation, predictive analytics and audience optimizations, ORB prevents financial institutions from wasting marketing budget on consumers who are not likely to open an account. With ongoing performance reporting and continuous optimization, financial institutions can easily track ROI and adjust the marketing program to receive maximum results. ORB users also benefit from the ongoing refinement of the prospecting models.

"Marketing is more scientific and precise than any time in history and ORB's uncompromising marketing performance works," said Keith Brannan, Chief Marketing Officer at Kasasa. "On average, clients running on ORB longer than three months see a 215 percent ROI. By utilizing data, technology and experienced marketers, we can identify the right consumers and cut through the clutter to get their attention and create real marketing returns more efficiently than ever before."

About FinTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for technology innovation and leadership, the FinTech Breakthrough Awards program is devoted to honoring

excellence in Financial Technologies and Services companies and products. The FinTech Breakthrough Awards provide public recognition for the achievements of FinTech companies and products in categories including Payments, Personal Finance, Wealth Management, Fraud Protection, Banking, Lending, RegTech, InsurTech and more. For more information visit FinTechBreakthrough.com.

About Kasasa

Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit www.kasasa.com, or visit them on [Twitter](#) or [LinkedIn](#).

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