

KASASA®

Kasasa “Report Card” Provides Actionable Insights to Financial Institution Clients

Kasasa Year in Review 2020 report offers an innovative view of consumer behavior and industry trends

AUSTIN, Texas, Feb. 23, 2021 – [Kasasa®](#), an award-winning financial technology and marketing provider, has developed an annual [year-in-review “report card”](#) to provide industry, client and consumer data to form actionable insights for community financial institutions. Kasasa’s innovative take on the traditional annual report acknowledges the successes community banks and credit unions achieved in partnership with Kasasa, despite the events and economy of 2020.

By providing access to important trend data, Kasasa is helping community banks and credit unions better understand how the current economy and consumer behaviors are impacting their financial institution in comparison to others. With good macro-to-micro data about their business, Kasasa institutions can make more informed strategic decisions.

“At Kasasa, we are passionate about partnering with locally owned financial institutions that are built on helping people at the heart of their communities,” said Gabe Krajicek, CEO of Kasasa. “In the wake of the coronavirus pandemic, it’s especially critical for community banks and credit unions to understand changes in consumer behaviors and the industry. Our clients depend on us for accurate, actionable insights that enable them to adapt, thereby providing better support to their account holders and improving overall performance. Last year made things difficult for community financial institutions, and Kasasa is here to assist in any way we can.”

Last year, Kasasa clients showed impressive strength, consistently outperforming other banks. This is likely due to a range of factors that includes partnering with Kasasa and extends far beyond the partnership. Banks and credit unions partnering with Kasasa continue to execute on high-performing strategic plans that transcend asset size, location or consumer demographics.

“We have a lot to celebrate, such as the incredible growth in accounts, deposits and loans. I’m thrilled to share the first of these ‘how-did-we-do-together’ reports that both assess and inspire community banks’ and credit unions’ performance as Kasasa partners,” Krajicek added.

Kasasa’s goal is to work with community banks and credit unions to recapture market share from megabanks, neo-banks and local competition. The company does so by providing innovative banking solutions that increase loan volume and non-interest income to help drive immediate sources of revenue in a low-rate environment.

By rewarding the right type of consumer behaviors, Kasasa’s reward checking establishes banks and credit unions as the primary financial institution and drives 68% higher loan balances and 45% more non-interest income when compared to standard checking accounts. That, combined with the Kasasa Loan that is proven to generate 52% more loan volume than a traditional loan and a referral program that easily created new revenue streams by providing value-added offers 76% of

consumers are open to receiving from their primary financial institution, is a win-win for community financial institutions and consumers alike.

About Kasasa

Based in Austin, Texas, 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 by providing innovative banking solutions that increase loan volume and non-interest income to help drive immediate sources of revenue in a low-rate environment. Its branded retail products, world class marketing and expert consulting enable community banks and credit unions to recapture market share from megabanks, neo-banks and local competition. For more information, please visit www.kasasa.com, or visit them on [Twitter](#) or [LinkedIn](#).

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