



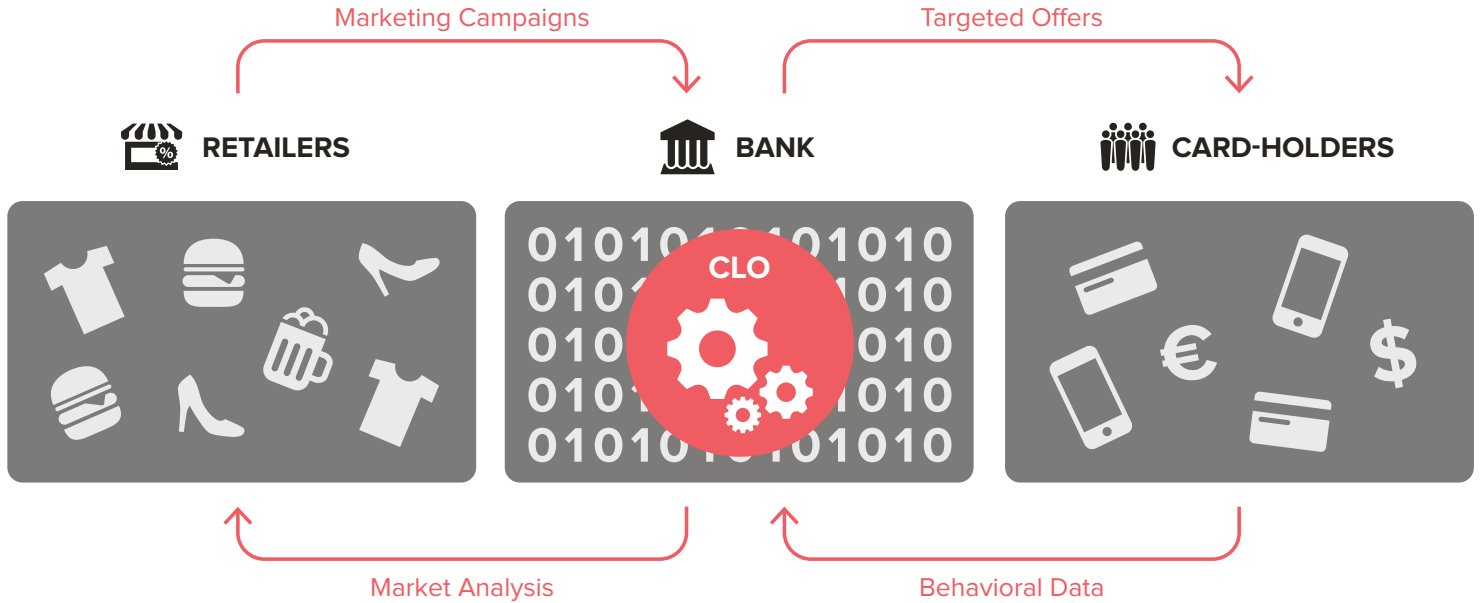
STRANDS

CARD-LINKED OFFERS

Turning digital banking into a marketing
channel for retailers

STRANDS CLO

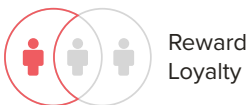
Marketing tool that enables retailers to target highly relevant deals to card-holders through digital banking channels



- > Simple and convenient tool to design and manage marketing campaigns
- > Helps to reach out to more clients and increase customer loyalty by offering relevant deals
- > Enables monitoring of campaign performance and analysis of market trends

- > Safe and secure platform with on-premise installation keeping all the data within the bank
- > A new source of revenue with a customizable pricing model
- > Boosts engagement with digital channels and increases payment card usage

- > A new way to receive and redeem great deals from retailers
- > Improves customer experience by sending personalized and contextual offers
- > Discounts automatically credited to customer account after purchase with bank payment card or mobile wallet



RETAILERS



Simple and convenient



Predefined marketing strategies



Reporting and monitoring



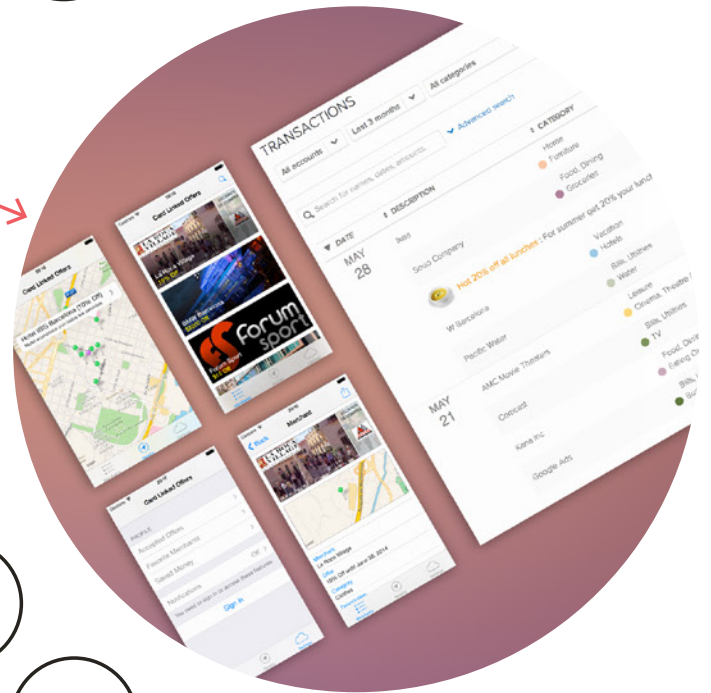
Relevant discounts



Contextual offers



Automatic redemption



CARD-HOLDERS

UNLEASH THE VALUE OF CUSTOMER DATA AND CREATE A WIN-WIN-WIN SITUATION FOR ALL THE PARTIES INVOLVED

ABOUT STRANDS

Strands is a global provider of personalization and recommendation solutions for digital banking and retail markets, serving customers worldwide, including Barclays, BBVA, BNP Paribas, Bank of Montreal, Carrefour, Panasonic, and Skymall. Strands serves its customers via two business units:

STRANDS FINANCE

Develops innovative fintech, empowering financial institutions to offer superior customer experience within their digital channels.

STRANDS RETAIL

Drives the businesses of over 100 online retailers with industry-leading recommendation and customer segmentation solutions.

In 2008 Strands revolutionized online banking by deploying the first PFM in Europe and since then our solution has been implemented by a growing number of leading financial institutions worldwide.



BBVA



PostFinance



FIDUCIA
Ihr IT-Partner



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