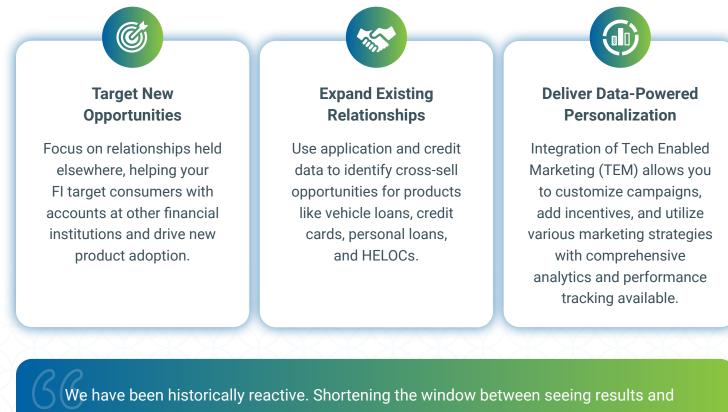
meridianlink meridianlink consumer

Share-Of-Wallet Growth: A Key Pillar in Your Digital Progression

The Share-Of-Wallet (SOW) add-on module for MeridianLink® Consumer and MeridianLink® Opening is designed to help financial institutions (FIs) capture a greater portion of their consumers' financial business. By combining lending and deposit pipeline generation with existing loan origination system (LOS) capabilities, your FI can effectively expand your consumer base, increase wallet share, and boost the lifetime value of your consumers, all while lowering acquisition costs.



We have been historically reactive. Shortening the window between seeing results and acting on results shifted us away from the typical post-mortem analysis. Now it's real-time and we can tweak things in the moment based on the data. Any adjustments are a great step towards quicker decisions.

- Brian Fleming , Business Intelligence Analyst, FedChoice Federal Credit Union



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Why Add the Share-Of-Wallet Module?

Bolster Existing Cross Selling Capabilities Ľ Increase range of cross sell opportunities using additional data from application and credit report.

Seamless Execution Manage the end-to-end process of campaign execution, ensuring timely and effective delivery.

Enhanced Insights

Post-campaign analytics provide valuable insights into consumer behavior and campaign performance.



Revenue Generation

Managing and executing strategic marketing campaigns, helps your FI identify and capitalize on unique revenue-driving opportunities.

Accelerate Growth With Digital Progression

Standing out in a crowded market demands more than visibility. Share-of-wallet growth, one of the five pillars of digital progression, plays a crucial role. The Share-Of-Wallet module for MeridianLink Consumer and MeridianLink Opening goes beyond simply capturing attention – it helps you digitally evolve your connection with consumers by driving personalized, data-driven offers.

Expand Membership and Customer Base By gaining deeper insights into consumer financial behaviors, your FI can attract and retain more consumers.



• Enhance Cross-Selling Opportunities Effectively identify and capitalize on opportunities to offer additional financial products and services.



Increase Customer Lifetime Value

Create stronger, more profitable relationships with consumers over the long term.

Optimize Acquisition Costs Efficiently allocate resources by targeting high-potential consumers with personalized offerings.

DISCOVER HOW IT WORKS

Check out our process infographic for detailed insights.





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