



KNOWING SIMPLIFIED

Translation & Categorization for ACH Transactions



REAL-TIME INSIGHT

Normalize | Recognize | Capitalize

What if the key to effective marketing and strong customer relationships lies in your ACH transactions? Insight Financial Marketing can give that key to you. Trusted by the largest financial institutions in the U.S., we use transaction data to clarify consumer behaviors, events, and more. These insights aren't anonymized or user permissioned, but normalized and distributed to support your analyses, marketing, and modeling.



Very personalized service. I was treated with respect with each interaction. They're always looking to help improve business strategy in a successful partnership.

- A VALUED CLIENT

Opportunities We Unlock



SALES & MARKETING

Focus your efforts on the right audience at the right time



CAMPAIGNS

Target customers who are more likely to buy a certain product/service



PERSONALIZATION

Personalize every message and offer

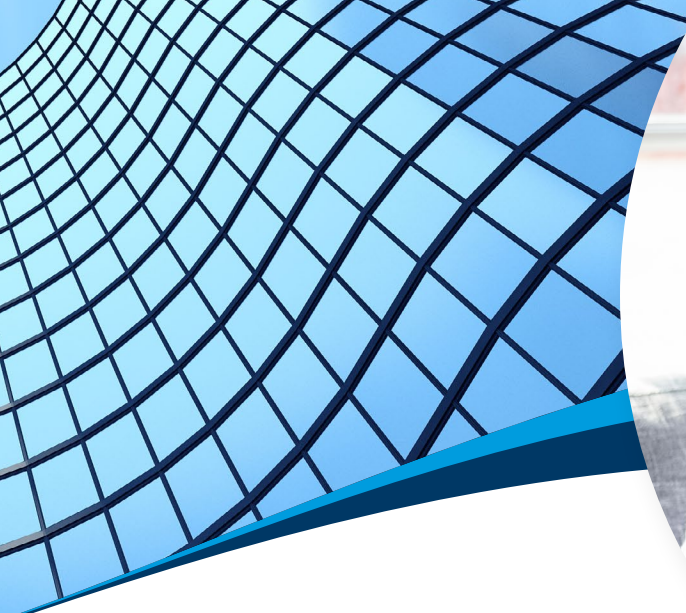


AI & MACHINE LEARNING

Rely on cutting-edge tools for clean, standardized data

Founded on Data, Driven by People

- ❖ Most of our clients have been with us for **at least a decade.**
- ❖ We rely on **raw NACHA-formatted files**, allowing us to translate and categorize a higher percentage of transactions.
- ❖ All insights are customizable for your needs and **deliverable on a daily, weekly, or monthly basis.**
- ❖ We use **60+ event alerts and marketing triggers** based on day-to-day ACH activity.



HOW WE DO IT

Maximizing Customer Value One Transaction at a Time



DATA NORMALIZATION

We clean and sort data from ACH transactions, credit/debit cards, and wire transfers as a foundation for your current or future AI tools. This provides the standardization it needs to improve productivity, automate tedious processes, and boost ROI.



BEHAVIORAL ANALYSIS

Our experts help you understand consumer trends to prepare for the future of finance and take advantage of sales opportunities. From unusual transactions to international activity, we identify a range of behaviors you can use to cross-sell, upsell, or offer support.



EVENT DETECTION & ALERTS

Covering a range of banking products and services, we deliver tactical leads so you can meet customers' changing financial needs. These include transfer risk indicators, earned income stops, large deposits, mortgage/home equity payment increases, and more.



The relationship we've built with IFM is a partnership, and we appreciate the service they provide. Our account rep is on top of everything we change, understands what we're trying to do, and accommodates everything we ask for.

— A VALUED CLIENT

With Us, You Can:

- ❖ Retain Customers
- ❖ Mitigate Deposit Risk
- ❖ Be Proactive in Cross-Selling
- ❖ Grow Your Deposits
- ❖ Identify Consumer Life Events
- ❖ See Private Banking Prospects
- ❖ Pinpoint Business Accounts
- ❖ Find Home Equity & Mortgage Leads

Proven Expertise & Scope

- ◆ 20+ Years of Excellence
- ◆ 23 Transaction Categories
& 220 Subcategories



What possibilities are hiding in your transaction data to be capitalized on?

Call Insight Financial Marketing to schedule a demo.

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