



Account holder engagement made easy

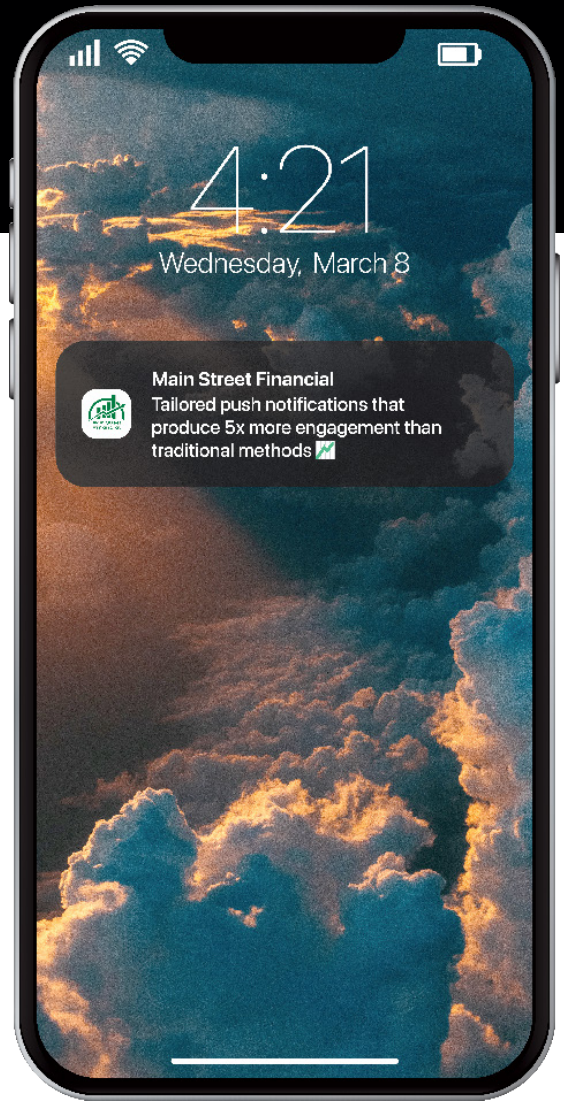
Larky solves the problem of trying to get account holders' attention by using a new channel to proactively communicate with them – one they are already on.

The Larky platform provides tailored push notification campaigns through the mobile banking app, delivering **7x** more engagement than traditional marketing.

As a result, Larky helps financial institutions grow sales of their products and services and create meaningful, lasting relationships with their account holders.

Why Larky nudge®

- **Proactive, personalized communication:** Send your audience a friendly reminder about specialized services when it's most relevant.
- **Turnkey messaging:** Choose from a variety of campaigns to consistently stay top of mind for your account holders. Or, create your own.
- **Results you can see:** See ROI on specific programs such as mortgages, auto loans, HELOC and more.
- **Easy to get started:** nudge® is already baked into your mobile app. Simply turn it on.



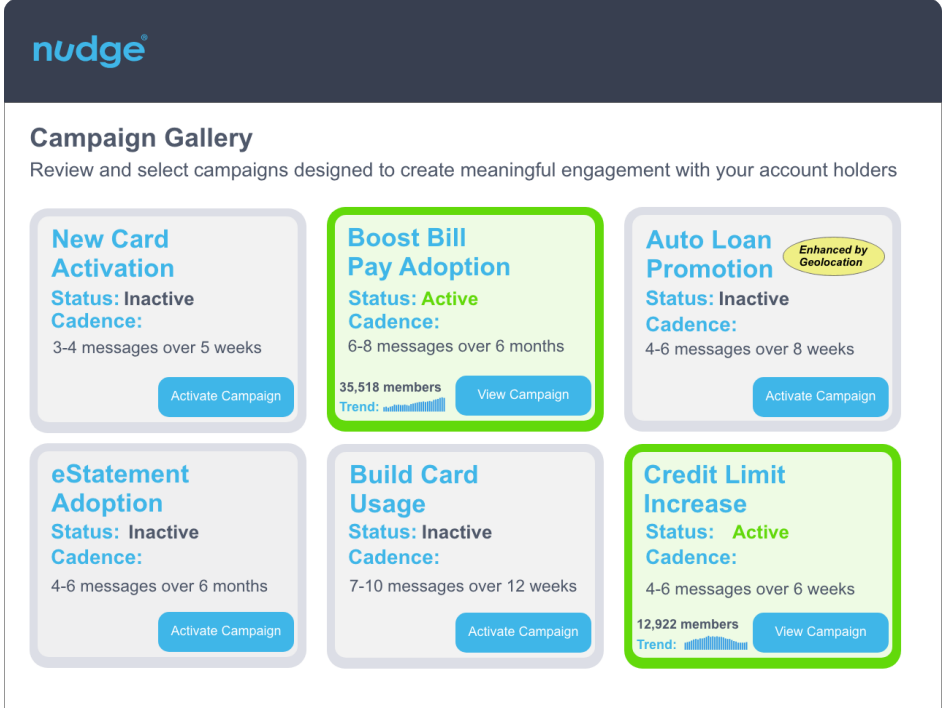
With the Larky nudge® platform, financial institutions can proactively offer specialized services and loans on the lock screen of the user's phone – without even waiting for them to log in to the mobile banking app.



Turnkey, Segmented Campaigns

Campaigns are compelling messages that help drive your marketing or sales objectives. With Larky nudge® campaigns, choose from several topics to engage your audience over a period of time.

- Easily accomplish specific marketing goals
- Promote additional products and services via your mobile banking app
- Geolocation can be used to enhance campaigns where relevant



The screenshot shows the 'nudge' Campaign Gallery interface. It features a header with the 'nudge' logo and the title 'Campaign Gallery'. Below the title is a subtitle: 'Review and select campaigns designed to create meaningful engagement with your account holders'. The main content area displays six campaign cards in a 2x3 grid. Each card includes the campaign name, status, cadence, and an 'Activate Campaign' button. The 'Boost Bill Pay Adoption' and 'Credit Limit Increase' cards are highlighted with a green border. The 'Boost Bill Pay Adoption' card also shows '35,518 members' and a 'View Campaign' button. The 'Credit Limit Increase' card shows '12,922 members' and a 'View Campaign' button. A small yellow badge on the 'Auto Loan Promotion' card says 'Enhanced by Geolocation'.

Use nudge® campaigns to send tailored, personalized messages to your audience based on specific data points or simple holiday events.

Key Features

- ① Turnkey, customizable campaign library to send multiple messages to your audience over time
- ① Comprehensive nudge® dashboard allows you to edit campaigns on the fly and easily see tap rates and views in real time
- ① Time-based locations to communicate with your audience at a global scale
- ① A/B testing to quickly refine your message
- ① Optional geo-based locations so your audience receives the right notifications at the right place

What does Larky nudge® ENHANCED include?

Larky nudge® Enhanced includes:

- ✓ Unlimited broadcast messages
- ✓ Unlimited active campaigns
- ✓ Dynamic membership in automated multi-message campaigns
- ✓ Dynamic segmentation based on nudge activity
- ✓ Advanced analytics, including trend analysis, exportable results, and full conversion tracking
- ✓ Geolocation-based notifications:
 - Location management to easily set up and manage geo-locations
 - Location-based messaging
 - Location-enabled campaign triggers, including time at location, proximity, and more
 - Geolocation-based segmentation

