



More Than 150 Financial Institutions Enhance Marketing Analytics with Raddon

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Banks and credit unions streamline marketing segmentation, planning and reporting

LOMBARD, Ill.--(BUSINESS WIRE)--Dec. 17, 2018-- Raddon®, a Fiserv company and provider of innovative research, insightful analysis and strategic guidance to financial institutions, today announced that in the past year, more than 150 financial institutions have selected or implemented Integrator Advance™ from Fiserv to enhance their approach to customer marketing.

The intuitive [Integrator Advance](#) platform, which is also offered with [several tiers of outsourced support and execution](#), helps financial institutions accurately segment their members or customers and market directly to them – extending offers to the right individuals and households based on analytics that help identify specific opportunities.

“We use Integrator Advance to help us with big decisions and tactical execution,” said Karen Church, CEO, ELGA Credit Union. “For example, we have a scorecard that we share with our entire team of associates to track cross-sales, products per household, profitability per household, loan balances and deposit balances. We use that data in combination with other Raddon insights to structure our marketing and business strategy to be successful both short- and long-term.”

Integrator Advance makes data from an MCIF system (Marketing Customer Information File), which is typically available only to staff in marketing roles, available and actionable to additional financial institution staff who can benefit from a better understanding of members or customers. This may include people in roles such as loan officer or financial institution management. With a web-based architecture that works on any device and an intuitive user interface, Integrator Advance makes complex marketing segmentation, planning and reporting sharable and digestible. This facilitates better decisions and helps drive demonstrable results.

“With Integrator Advance, we’re able to eliminate guesswork about which products and offers will best meet the needs of members,” said Darin Moody, CEO, Utah First Credit Union. “It’s not a flavor of the month approach – it’s a specific answer to a specific need. With the right insights we’re not just marketing, we’re engaging our members.”

Integrator Advance is part of the [Market Performance EdgeSM suite of solutions from Raddon and Fiserv](#) that enables financial institutions to grow and better serve customers via integrated multi-channel marketing. Integrator Advance can be used by any financial institution on any core account processing platform.

“Integrator Advance enables a holistic approach to marketing based on an understanding of each individual,” said Bill Handel, vice president of research, Raddon. “ELGA Credit Union and Utah First Credit Union exemplify how data and insights can be harnessed to help credit unions know, act and grow by delivering a more relevant and engaging experience – which is key in today’s increasingly crowded and competitive financial environment.”

Additional Resources:

- Integrator Advance - <https://fisv.co/integrator>

About Raddon

Raddon, a Fiserv company, has been providing financial institutions with research-based solutions since 1983. Raddon works exclusively with financial institutions and has a unique understanding of the industry, resulting in the ability to apply practical know-how to the challenges and opportunities financial institutions face. Raddon combines best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

About Fiserv

Fiserv, Inc. (NASDAQ:FISV) enables clients worldwide to create and deliver financial services experiences in step with the way people live and work today. For nearly 35 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE® 500 and has been named among the FORTUNE Magazine World’s Most Admired Companies® for five consecutive years, recognized for strength of business model and innovation leadership. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

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