

Advanced Analytics and Reporting

gain new insights about your accountholders

Access digital banking analytics about your users to make better informed decisions and target marketing campaigns.

make quality decisions faster

Understanding your people is important as you make business decisions and build strategies – and some decisions are impossible to make without data to inform them. How can you gauge whether your in-app marketing campaign was successful, or how it could be improved?

We are excited to provide access to an ever-growing set of insights about how your accountholders are using Banno™ – both in the mobile app and online, via Google BigQuery. With access to Advanced Analytics and Reporting, you can understand more about who is using your digital banking experience, their most common workflows, and where users may be dropping off.

what kind of data can be leveraged?

Once you gain access to analytics, you can view data starting from the time Jack Henry began collecting it, so you can track behaviors and trends for existing data no matter when you sign up to access it. Our list of data being captured is ever-growing, and today you can gain insights to the following data for each event for the consumer-facing experience:

- Institution ID ("parent Institution ID" used for Dual Core institutions)
- Institution name
- User ID (GUID only, can be left blank for unauthenticated users)
- Platform (web, mobile)
- Browser & version

- Operating system (can be used to determine device type)
- Mobile manufacturer
- Client version (browser, iOS, Android version)
- Product domain (e.g. dashboard, bill pay, accounts, ACH, etc.)
- Geographic location

Privacy is top-of-mind

View, filter, sort, and group data across your entire userbase or specific segments, and even drill down to the user-level and see the flows an individual person took – of course specific users' identities are kept anonymous by their User ID.

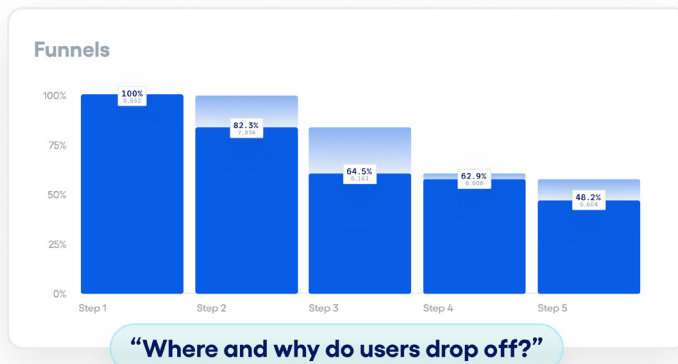
build marketing strategies from real user data

With the insights you gain from usage data, you can start to build campaigns that encourage your users to go beyond simply checking balances to using more of your products and services. Your creativity is the limit for how you capitalize on this data, but here are a few power moves:

Monitor where users drop-off in a workflow

If your analytics reveal that a segment of accountholders is dropping off before taking a certain action, you can start serving an ad that boosts users' confidence in taking that action in the future.

You can also monitor the success of a campaign – if your campaign is set to drive people to a certain part of your app, you can see the dropoff rate to show how many people click through.



See which accountholders stick around

Who are your "power-users," and which users open the app, never to return? Track the retention of your accountholders across days, weeks, or months, to see which types of users are continuing to use your app and online banking, and develop strategies around building retention in those who aren't.



“Which types of users are staying and for how long?”

Track engagement with top features

Rather than take a shot in the dark on which features or offerings need the most promotion, you can see statistics on which parts of the system are most popular with your accountholders, and then dig into which users are utilizing which features most often.



“Which features are most popular?”

Google BigQuery

access data using a trusted warehouse

When you sign up for access to Advanced Analytics and Reporting, our team will set you up with Google BigQuery, a data warehouse powered by Google Cloud Platform. BigQuery is capable of handling massive amounts of data, and because it's cloud-based and serverless, you never have to worry about a report taking hours to generate or needing a database administrator.

When it comes to visualizing the data, you will gain access to Google's visualization tool, Looker Studio, or you can integrate BigQuery data with one of many other popular tools, like Tableau.

this is just the beginning

Our goal is to continue adding more advanced analytics over time – and expand it to back office usage data. Plus, we're already planning for the ability to capture activity in third-party SSOs (like Geezeo®, iPay, PowerOns, Zelle®, and plugin cards).

Our vision is to capture value moments, rather than just page views – we want you to walk away with insights like, "users are most frequently paying bills to multiple people at the end of this common flow" rather than trite facts like "users are viewing the bill pay screen."

Building a more-informed product

What's more – our product team is continually using this same exact data to better inform and design the best user experience in digital banking software and back-office management, so you can trust that Banno innovation is always informed by the way you and your accountholders are actually using the software.

frequently asked questions

How will pricing work for this service?

Advanced Analytics and Reporting will be available for a \$5,000 install fee and \$0.05 cents per active user per month.

When will Advanced Analytics and Reporting be available?

You can expect to be able to get access to Advanced Analytics and Reporting beginning in Q2 2023.

How will the data be accessed?

Upon purchasing access, our team will get your financial institution set up with Google BigQuery, a tool that gives you full control over the way you analyze your data.

access new insights about your accountholders

Let's talk about this together. digitalexperience@jackhenry.com

For more information about Jack Henry, visit jackhenry.com.