



Leverage Plinqit to launch a turnkey savings program that pays your users to learn about financial wellness.

Automated Savings + Engaged Financial Literacy = Strong Customer Relationships and Share of Wallet

How Plinqit Benefits Your Financial Institution

Plinqit is an automated savings platform that helps financial institutions provide a non-traditional tool for their customers to meet their savings goals. All while being paid to learn about various financial concepts, from first-time home buying to building credit, using Plinqit's patented Build Skills™ platform.



Unique combination of financial literacy and automated savings programs.



Build brand loyalty and drive new relationships.



Incentivizes use of platform by paying users to save with technology via gamification.



Targeted cross-sell opportunities through meaningful insights and dashboard data.



Turnkey & affordable program designed to promote both new account acquisition and cross-sell opportunities.



Lower operating costs than traditional Club Accounts or on-core savings accounts.

“

Plinqit has helped our member credit unions connect with their members in a meaningful way. The platform offers a fun, rewarding and social experience that unites credit unions' brands with their digital consumers as they pursue financial wellness.”

*Courtney Moran, Executive Director
Cornerstone Foundation*

Visit us at info.plinqit.com to learn more about our offerings and request a demo today.



59% of users are ages 18 - 44



\$6M saved by Plinqit users



80% of users reach their savings goal



55% of users engage with financial education content



71% of users who Break the Safe™ continue saving



20+ months average customer length



20% of Plinqit accounts are new bank deposits

How Plinqit Benefits Your Customers



Patented Financial Literacy Content

Where users earn rewards through engaging with financial content - Pay to Learn.



It's Free!

They pay nothing if they reach their goal - AND earn rewards.



Easy Functionality

For setting up an automated savings account and up to 5 goals.



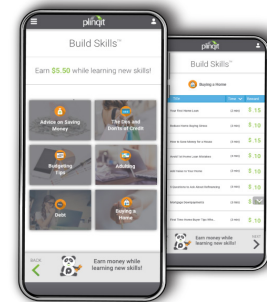
Save for Specific Goals

A savings experience that makes it fun and rewarding to save.



It's Automatic - No Need to Remember

Out of sight, out of mind - and automated. They work toward their goals without even realizing it.



“We opened 88 new accounts in October! Officially surpassed all of my branches in opening regular savings account put together.”

Adom Greenland, COO, ChoiceOne Bank

Schedule a demo to see how Plinqit can drive expanded share of wallet, greater customer engagement and enhanced financial wellness. Visit info.plinqit.com to learn more.