Share-Of-Wallet Growth: A Key Pillar in Your Digital Progression

The Share-Of-Wallet (SOW) add-on module for MeridianLink® Consumer and MeridianLink® Opening is designed to help financial institutions (FIs) capture a greater portion of their consumers' financial business. By combining lending and deposit pipeline generation with existing loan origination system (LOS) capabilities, your FI can effectively expand your consumer base, increase wallet share, and boost the lifetime value of your consumers, all while lowering acquisition costs.

Target New Opportunities

Focus on relationships held elsewhere, helping your FI target consumers with accounts at other financial institutions and drive new product adoption.

Expand Existing Relationships

Use application and credit data to identify cross-sell opportunities for products like vehicle loans, credit cards, personal loans, and HELOCs.

Deliver Data-Powered Personalization

Integration of Tech Enabled Marketing (TEM) allows you to customize campaigns, add incentives, and utilize various marketing strategies with comprehensive analytics and performance tracking available.

> We have been historically reactive. Shortening the window between seeing results and acting on results shifted us away from the typical post-mortem analysis. Now it's real-time and we can tweak things in the moment based on the data. Any adjustments are a great step towards quicker decisions.
>
> — **Brian Fleming** , Business Intelligence Analyst, FedChoice Federal Credit Union

Why Add the Share-Of-Wallet Module?

Bolster Existing Cross Selling Capabilities
Increase range of cross sell opportunities using additional data from application and credit report.

Enhanced Insights
Post-campaign analytics provide valuable insights into consumer behavior and campaign performance.

Seamless Execution
Manage the end-to-end process of campaign execution, ensuring timely and effective delivery.

Revenue Generation
Managing and executing strategic marketing campaigns, helps your FI identify and capitalize on unique revenue-driving opportunities.

Accelerate Growth With Digital Progression

Standing out in a crowded market demands more than visibility. Share-of-wallet growth, one of the five pillars of digital progression, plays a crucial role. The Share-Of-Wallet module for MeridianLink Consumer and MeridianLink Opening goes beyond simply capturing attention — it helps you digitally evolve your connection with consumers by driving personalized, data-driven offers.

Expand Membership and Customer Base
By gaining deeper insights into consumer financial behaviors, your FI can attract and retain more consumers.

Increase Customer Lifetime Value
Create stronger, more profitable relationships with consumers over the long term.

Enhance Cross-Selling Opportunities
Effectively identify and capitalize on opportunities to offer additional financial products and services.

Optimize Acquisition Costs
Efficiently allocate resources by targeting high-potential consumers with personalized offerings.

DISCOVER HOW IT WORKS

Check out our process infographic for detailed insights.

Let's connect!

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