



The gold standard in digital banking

# Flux Premium by Alkami: Data & Analytics Solution to Power Your Digital Banking Experience

For many financial institutions (FIs), data is stored in silos making it hard to get a complete view of a customer banking relationship.

**69%** of FIs are missing a solution that orchestrates internal and third-party data - AITE GROUP, 2021

Furthermore, consumers want personalized banking experiences, including tailored advice and guidance, but many FIs can't truly deliver personalized experiences because of their limited ability to extract insights from their data.

Due to these challenges, data transformation is necessary.

## Unlock Your Full Data Management Potential With Flux

Flux is Alkami's robust business intelligence and data analytics solution. With Flux, your organization can leverage the following:

- Thorough access to your online banking data
- Deep insights into your end users' behaviors
- Comprehensive identification of marketing segments

Our priority with Flux is to give you powerful tools to do more with your data. While raw data is useful, the real power of data is unlocked when your data is connected to a flexible analytics system. Within Flux, you can find the single source of truth for both internal and third-

party data, all in one platform. Flux isn't just about canned marketing reports; it gives you a 360-degree view of your users, their online behaviors, and their banking habits.

## Target Audiences

With Target Audiences, you'll be able to engage with the right users on the right channels. The Flux Target Audience tool makes it easy for you to find the right audience with prebuilt lists of users that you can export and automatically refresh for marketing purposes or use in the Alkami content management system.

*Basic Target Audiences comes standard with every Flux package, and Extensive Pre-built Target Audiences and Custom Target Audiences are premium package offerings.*

**80%** of CMOs reported that they would invest more in marketing analytics and attribution - NIELSEN

## Advanced Analytics and Reporting

We understand the need for personalized messaging in your marketing communications — it's critical to building a 1:1 relationship with your users. Leverage advanced analytics and reporting tools to find the right audiences for your promotions and offers. View rich detail behind the scenes across all of your users to gain actionable insights for segmentation and targeted marketing efforts.

*Advanced Analytics and Reporting comes standard with every Flux package.*

## Dashboards

Engage in a rich visual data discovery with 16 analytics dashboards that expose trends, exceptions, and insights through interactive visualizations customized for each dashboard. Each dashboard provides a unique view of the relevant data and matches it to corresponding end users through demographics, types of accounts held (and not held), and proprietary scores such as user relationship score.

Executive dashboards are also available to support your business intelligence efforts. Get at-a-glance visibility into KPIs and performance of your online banking platform and a comparison to other FIs that are also using the Alkami Platform.

*The Executive Dashboard comes standard with every Flux package, and Content Dashboards are a premium package offering.*

## Data Extracts

Gain deep data insights on users, login activity, spending and savings, budget, account aggregation, business banking, and much more. You can use data extracts for your internal data warehouse, and we're here to help you understand and take action on the data you receive.

*Data Extracts is a premium package offering.*

## Flexible Options to Fit Your Needs

The standard Flux package includes marketing and analytics solutions that we believe will set you and your users up for digital success. If you would like an enhanced experience, we offer three additional Flux Premium packages to give you the flexibility to customize your desired access that will best support your marketing and analytics needs.

To learn more about these package offerings, contact your Alkami representative or visit [Alkami.com](http://Alkami.com)

