



**MONEYTHOR**

## Data-Driven Personalisation For Digital Banking

Helping banks and fintech firms deliver personalised and actionable recommendations, insights and nudges powered by real-time data, machine learning and behavioural science techniques.



# OUR SOLUTIONS

Enhance your digital banking services with personalised recommendations for customers:



## **PERSONAL FINANCIAL MANAGEMENT**

Increase customer engagement by providing personalised forecasts and spending alerts based on budgets, goals and spending patterns.



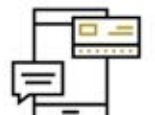
## **FINANCIAL LITERACY & ADVISORY**

Reduce call centre costs and engage users by providing interactive financial advisory through contextual messages.



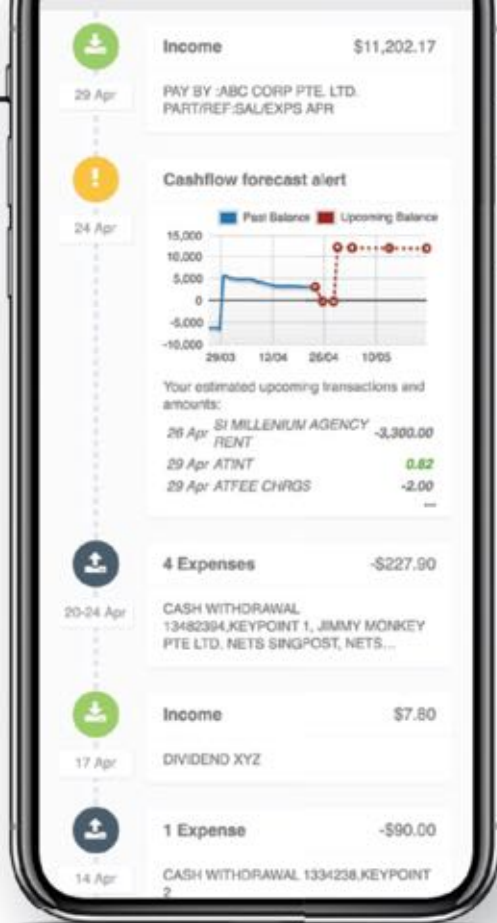
## **CONTEXTUAL CROSS-SELLING**

Drive campaign conversions through precision targeting for product cross-sell.

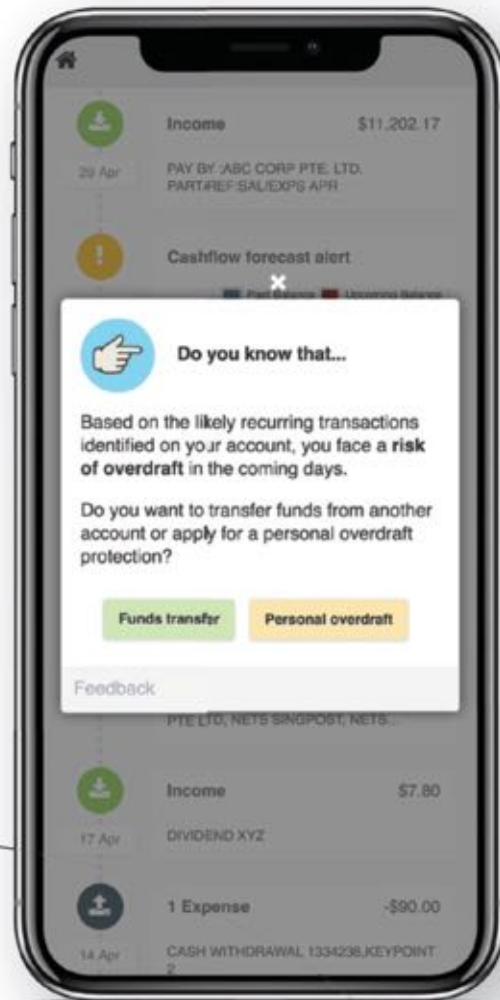


## **CARD-LINKED OFFERS**

Improve customer loyalty by offering smart card-linked offers and rewards.



Example of Moneythor's solution in action: predictive money management based on cashflow forecasting.



## OUR VALUE PROPOSITION



### CUSTOMERS

Our technology provides end-users with a more relevant digital banking experience and personalised guidance contributing to improving their finances.

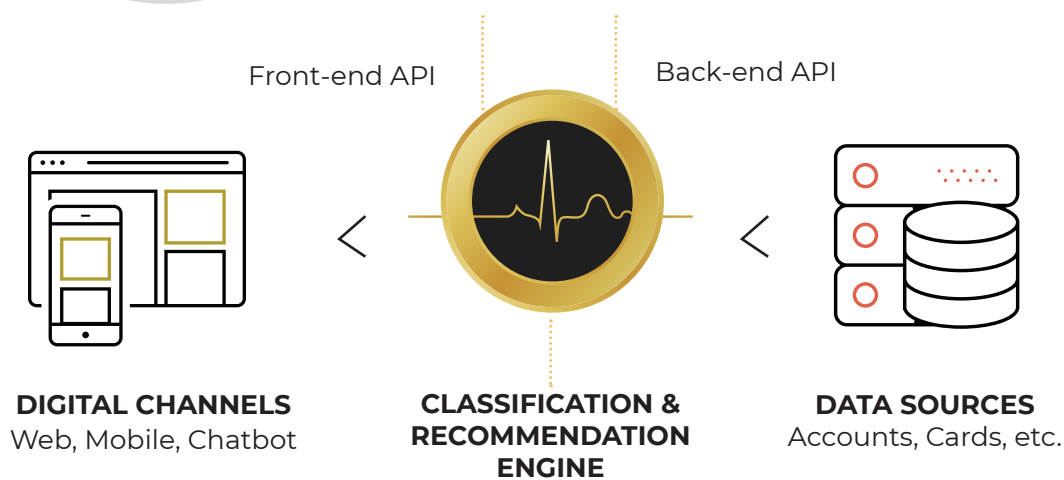


### FINANCIAL INSTITUTIONS

Our solution helps banks and fintech firms boost customer satisfaction with increased digital channel usage and engagement, while improving marketing effectiveness

## OUR PRODUCT

The Moneythor software solution is a channel-agnostic data-processing engine with a rich API, enabling banks and fintech firms to offer improved functionality and experience to their customers through their digital banking services.



## SOME OF OUR CLIENTS

### CONTACT US

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