

# Q2 Discover

Discover data-driven insights, help account holders make the most of digital banking, and deepen relationships in the digital channel

The digital channel presents countless opportunities for account holder engagement. Financial institutions (FIs) have access to helpful data; with the right tools, this resource can help FIs maximize their marketing efforts while helping account holders make the most of their digital banking experience.

Q2 Discover, powered by Pendo Adopt, empowers FIs to leverage valuable information available to them so they can make informed, data-driven decisions, take action on their discoveries, and provide the rich, meaningful experiences account holders demand.

## Intelligent account holder analysis for improved messaging

Q2 Discover tracks account holders' digital banking behaviors to provide FIs an enhanced understanding of their activity. In turn, FIs are empowered to provide effective, tailored product awareness campaigns and inapp messaging to guide their customers and members. By making use of these capabilities, FIs are set to employ smarter product engagement campaigns, boost adoption, and educate account holders about available digital banking products and features that best meet their needs.

**With Q2 Discover, FIs can better connect with account holders through an array of methods, such as:**

- Tooltips
- Product guides and walkthroughs
- User notifications
- Surveys
- Embedded, pre-built videos



# Making the most of user data

By training a closer eye on analytics, Q2 Discover helps align cross-functional teams and reduces planning friction. Your central data source for app usage analytics—with a clear view of what customers want most—Q2 Discover provides many benefits, including:

## **On-site behavior tracking**

FIs can quickly gain perspective on the paths online visitors take, their level of engagement, and other valuable behavioral patterns that can be tracked and analyzed for use in campaigns and in-app messaging.

## **Useful UUX performance and usability information**

Q2 Discover provides essential testing data to help identify the most effective strategies for design, layout, and content.

## **Helpful metrics for marketing and other business goals**

Q2 Discover can track numerous metrics against a range of segments, user behaviors, and paths.

## **Visitor segmentation analysis**

Q2 Discover can segment online visitor populations by type for analysis and use the resulting information to refine messaging strategies, site content, and design tactics.

## **Resource Center**

Users can easily seek help with their digital banking functions through an on-demand resource hub that improves end-user education, accessibility, and engagement.

## Closer account holder engagement

With Q2 Discover, FIs can use analytics to intelligently guide account holders to their real needs—from adopting new features or obtaining a loan—anywhere, on any device, at any time.

**Q2 Discover empowers FIs to make informed, data-driven decisions, take action on their discoveries, and provide the rich, meaningful experiences account holders demand.**

With Q2 Discover's guides and in-app messaging, FIs can benefit from:

### **Increased product adoption**

A clear view of which account holders are—and aren't—using products lets FIs build more effective targeted marketing efforts.

### **Better product engagement**

FIs can monitor engagement within specific products and encourage users to re-engage with products they may have stopped using.

### **More effective product education**

In-app messages and pop-ups help account holders learn what's possible within products, and how to use them more efficiently and effectively.

### **The ability to tailor custom outreach**

From community outreach to FI event announcements, institutions can easily communicate important news with account holders.

Q2 Discover's insights can become a part of an FI's data and enablement strategy surprisingly fast. With Q2 Discover as part of a sound digital plan, it's never been easier to exercise the power of data to provide the digital experiences account holders want. By taking advantage of this easy-to-use tool, FIs can gain efficiencies, deepen relationships, and strengthen their status as the ever-present companion on their account holders' financial journey.

**For more information on Q2, go to [Q2.com](https://www.q2.com) or call (833) 444-3469.**