

The SavvyMoney Difference:

Why 1,500+ Financial Institutions Trust Us to Drive Growth

In today's competitive digital banking landscape, technology alone isn't enough. Financial institutions need a partner—not just a platform. At SavvyMoney, we're on a mission to help banks and credit unions deepen engagement, grow loans and deposits, and deliver meaningful financial wellness to their consumers.

With embedded credit tools, advanced analytics, personalized lending, and account opening solutions, we help financial institutions across the country turn everyday digital interactions into funded relationships. And with dedicated service at every step, your success becomes our shared mission.

We Make Working Together Effortless

With seamless implementation and white-glove support, we make getting started simple. With integrations across 43+ digital banking platforms, partners can launch in weeks—not months. Our team handles the complexity so you don't have to.

“This has been by far, one of the easiest implementations we have ever done. Our Partner Manager was extremely proactive, communicative, prepared, and detailed and his demo/overview/kickoff presentations. He anticipated questions and got us answers quickly when we needed them. The fact they had all the email drafts ready and handy for us to review internally, as well as the various disclosures, was very impressive. I have contacts over at another credit union, and they gave SavvyMoney a raving review before we got started. And their feedback matches what I have shared here.”

- Shannon Smith, CRM & Marketing Database Specialist, Norway Savings Bank

From day one, our team works as an extension of yours—customizing your platform setting you up with plug-and-play campaigns, and ensuring everything is optimized for your unique goals.

Your Success Shapes Our Roadmap

Innovation starts with our partners. Our platform evolves based on your feedback and real-world needs—not trends. Your challenges become our priorities, ensuring that every new feature or enhancement directly supports your growth goals.

True partnership means your goals are our benchmarks. When institutions report \$42 million in new deposits or 67% credit card portfolio growth, we don't just celebrate—we optimize, iterate, and reinvest in what's working. Because when you grow, we grow.

One Unified Platform, Built for Growth

SavvyMoney combines real-time credit score access, personalized loan offers, and streamlined digital applications—all within your existing digital banking experience. With our SavvyMoney Partner Hub, you can manage campaigns, offers, disclosures, and analytics from one login.

“As a user, I love the ability to see my credit score within my online banking and mobile banking application, to see changes to my credit score, set goals, review offers, and review my credit score. As an FI user, I really enjoyed the seamless implementation of the service, as well as our ability to promote offers to customers as well as analyze information through the Analytics portion of the Hub. Our Implementation Manager was excellent. He was very responsive, engaging, and always available.”

- **Drew Perry, AVP Treasury Management Manager, Pinnacle Bank**

Campaigns That Run Themselves (But Feel Personal)

While you focus on serving your consumers, we equip your team with ready-to-launch assets and support. From rate updates to goal-driven targeting to performance reporting, we handle the behind-the-scenes work—so your campaigns stay fresh and your members stay engaged.

“Since we launched the Credit Score widget in digital banking, we have seen our enrollment increase 30-40%. At BankNewport, we pride ourselves on educating our consumers on financial literacy and credit. When our customers enroll in this free service, it increases their financial education and helps BankNewport create a full banked customer experience.”

- **Nelson Teixeira, SVP Digital Banking, BankNewport**

Our platform helps you turn data into campaigns and offers that convert—letting you identify wallet-share opportunities, track offer clicks, personalize outreach, and target by behavior, not guesswork.

Results That Scale

- American Airlines FCU drove \$42 million in deposits
- PCMCU saw a 67% boost in credit card portfolio growth
- CoVantage CU exceeded home equity goals through precision targeting.

And we're just getting started. Whether your goal is loan growth, deposit acquisition, or deeper digital engagement, our platform and team are built to help you get there—fast.

“Y’all are my favorite partners ever. This isn’t just because of the fantastic product our members and employees love—it’s because of the support and relationships we have built with your team. SavvyMoney has one of the best cultures I’ve ever seen, and I’m so lucky to work with you. I’ve said it before, and I’ll say it again: SavvyMoney is just as invested in our success and the success of our members as we are—that is what makes you so special!”

- Kelly Mobley, VP, Digital, Payments & Lending Solutions, Vantage West Credit Union

Ready to See the SavvyMoney Difference?

SavvyMoney helps financial institutions nationwide turn credit data into decisions, digital engagement into funded loans, and technology investments into measurable growth. Want to learn more? [Schedule a call with us today.](#)