

**COMBINING BANKING EXPERTISE/PERFORMANCE MARKETING/PROVEN TECHNOLOGY****SILVERBEAN**

- ✔ Established 2002 - Proven, Trusted, Certified
- ✔ Easy to Begin - Work with Existing Bank Team
- ✔ Domestic and International Market Expertise

**IMPACT**

- ✔ Leading Partnership Industry Technology
- ✔ Secure Platform - Widely Used in Banking
- ✔ Already Supporting Leading Financial Brands

**THE OPPORTUNITY**

Cost effectively acquire new customers via a network of qualified digital partners who are primarily paid via commission for the results they generate. Significantly increase existing customer retention and lifetime value performance while also adding incremental new customers.

**THE BUSINESS CHALLENGE**

Attracting and retaining an emerging/mobile customer demographic is more challenging than ever for community bank and credit union leaders. Their criteria for selecting which banks and which products are significantly different from the traditional customers. Trusted Influencer-produced social media content, online reviews, and commerce content play a significant role in shaping Gen Z's consumer decisions. Many Regional / Community banks and credit unions are often challenged to provide the ideal and most effective financial solutions in real-time for these more demanding and more mobile consumers.

**THE SOLUTION**

Partner with Silverbean and Impact for an end-to-end performance focused affiliate and partner network that focuses entirely on results. Banks with maturing affiliate & partner channels are creating sustainable competitive advantages, capturing market share and growing revenues 2x faster than those without.

- Reach significant numbers of potential new customers and geographies
- Partner with the right "expert" partners that can help drive brand advocacy
- No need to hire expert staff to set up and/or manage these partnerships.
- Secure incremental revenue, profitability and new customers via a high-performing partnership network customized for your business/brand.

**IG****ANEIRA HENERY-MORLEY  
GLOBAL HEAD OF PARTNERSHIPS**

The Silverbean account managers are diligent, proactive and strategic. I consider Silverbean to be an extension to my team and it is a joy to work with them. Team Silverbean have been instrumental by proving the full value of Partnerships Marketing and there is still so much more growth to come.