



## PRESS RELEASE

### **Finotta Achieves Record Year After Successful Launch, Industry Recognition & Strong Growth**

**OVERLAND PARK, Kan., Jan. 18, 2023** – [Finotta](#), a provider of embedded fintech for digital banking, announced a record year after hitting several milestones and achieving strong growth, including the successful launch of its platform, Personified.

Finotta's Personified Platform officially launched to customers at First United Bank & Trust, a \$14.5 billion bank based in Durant, Oklahoma in November. Within the first 30 days, First United saw incredible results, including:

- 120 new savings account opportunities within the first 24 hours;
- 20X increase in savings account opportunities compared to an average physical branch;
- Five savings account referrals per hour within the first 24 hours;
- 86% reduction in marketing acquisition costs compared to industry average for savings accounts;
- 400+ account opportunities after 30 days;
- 1,000+ account opportunities after 60 days; and
- A sustained 12% user engagement rate over 60 days.

This past year, Finotta was also selected to demo its platform at FinovateFall 2022, where it showcased Personified to more than 1,600 bank and fintech leaders. Finotta also partnered with Q2 to integrate its Personified Platform with Q2's Digital Banking Platform. Now, Personified is available to the more than 450 financial institutions that work with Q2, providing a way for those FIs to add compassion back into banking at scale.

Finotta is also a part of the Q2 Partner Accelerator program and was a winner of Q2's Innovation All-Stars Contest. Additionally, the company's Founder and CEO, Parker Graham, was named an Innovator of the Year by [Pipeline](#), a network of high-performing entrepreneurs in the Midwest.

To support its growth, Finotta also expanded its team, adding several key positions including Cory Miller as Head of Sales. With nearly 15 years of technology-specific sales experience, Miller previously held a similar role at V2Verify, a digital authentication platform, where he served as Vice President of Sales. Finotta also promoted integral members of its team, including Kelsey Houghton to Chief Product Officer and Eric Swanson to Chief Technology Officer.

"Backed by an amazing team, this past year has been incredible for Finotta," said Graham. "Not only did we successfully launch Personified, but the results far surpassed our expectations. As we start the new year, our team is working in full force to further our success as we bring Personified to more financial institutions. I look forward to what Finotta accomplishes this year."

#### **About Finotta**

Finotta helps banks and credit unions personalize their digital banking experience. Built by bankers, Finotta's Personified Platform is a combination of embedded technologies that help financial institutions generate new revenue streams, reduce costs, and better meet the needs of their customers directly in

their digital banking channel. For more information, visit [www.finotta.com](http://www.finotta.com) or follow us on [LinkedIn](#) or [Twitter](#).

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