

attract more people to your digital front door

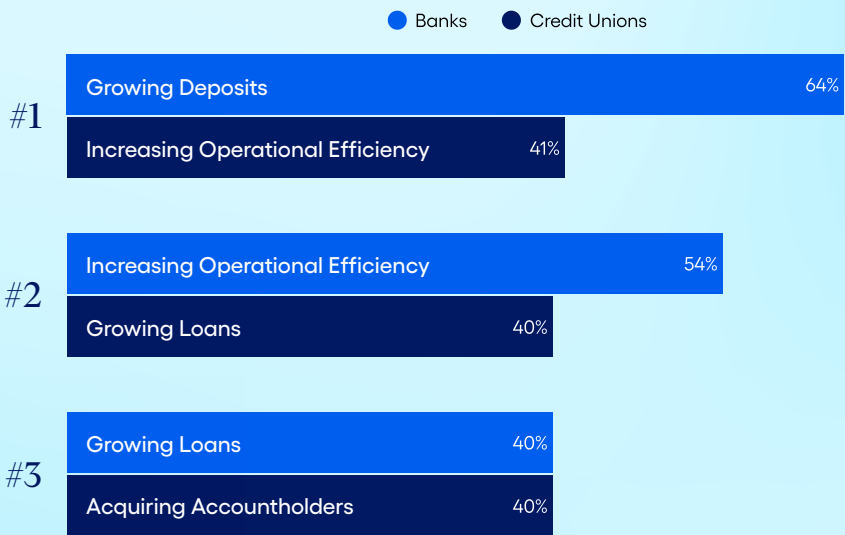
Build Lasting Relationships and Drive Growth With Digital-First Experiences

Your digital front door is where trust begins and plans turn into action.



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Top Strategic Priorities for Financial Institutions



43%

of financial institution CEOs ranked **Digital Banking** as a top technology investment priority over the next two years.



Fraud Prevention Priority

Fraud prevention is the **second-highest technology investment** CEOs plan to make over the next two years.¹



Simple, Omni-Channel Experiences

40% of consumers do not feel their financial institution delivers a personalized, omni-channel experience that meets their expectations.²



Partnerships That Enable Growth

Fintech partnerships were cited as a driver of growth by **83% of credit unions** and **60% of banks** in 2025.³

Experiences for the Next Generation

Banking is expected to be simple, secure, and available anytime, anywhere – and your accountholders now expect mobile-first experiences.



prefer banking via their mobile phone.

prefer banking via their mobile phone.

banking via their mobile phone.⁴



Serving Small Businesses

Small businesses want experiences built for them – meeting that need drives growth.

\$130B

is the annual revenue market opportunity.⁷

34.8M

small businesses exist in the U.S.⁶



13% to 35%

of retail accountholders are micro and small business owners.⁵

Personalization of Website Content and Offers

People choose financial institutions that reflect their values and understand their needs. Sharing your mission and offering personalized content help build lasting relationships.

Willingness To Share Data for Specific Services:



ready to turn digital visitors into accountholders?

[Explore our blog](#) for strategies.

For more information about Jack Henry, visit [jackhenry.com](#).

sources:

1. [2025 Strategy Benchmark](#), Jack Henry, accessed July 30, 2025.
2. [2025 Financial Sentiment Study](#), Jack Henry, accessed October 28, 2025.
3. [2025 Strategy Benchmark](#)
4. [2025 Survey: Banking Habits by Generation](#), MarketWatch, accessed July 30, 2025.
5. Julie Morlan. [Using a Business Banking Strategy to Keep Your Accountholders for Life](#), Jack Henry, accessed July 30, 2025.
6. [New Advocacy Report Shows Small Business Total Reaches 34.8 million, Accounting for 2.6 million Net New Jobs in Latest Year of Data](#), U.S. Small Business Administration, accessed July 30, 2025.
7. [US Small Business Administration Office of Advocacy](#), accessed July 11, 2025.
8. [2025 Financial Sentiment Study](#)