**Sensibill Reaches Significant Client and Company Milestones in 2021**

*Toronto-based fintech concludes 2021 with strong momentum, poised for continued success*

TORONTO—Jan. 6, 2022-- [Sensibill](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fgetsensibill.com%2F&esheet=52551944&newsitemid=20211216005385&lan=en-US&anchor=Sensibill&index=1&md5=09fa64a3cf6e5d69038e924c5551b5f6), the only customer data platform designed specifically for the financial services industry, today shared highlights from 2021, including notable client wins, technology innovation, and strategic additions to the leadership team.

Last year, the fintech continued to partner with clients of all sizes from community financial institutions like [AbbyBank](https://www.businesswire.com/news/home/20210415005026/en/AbbyBank-Supports-Consumers-Small-Businesses-and-Agribusinesses-with-Sensibill%E2%80%99s-Technology), [Leaders Credit Union](https://www.businesswire.com/news/home/20210126005205/en/Leaders-Credit-Union-Goes-Live-with-Sensibill-for-Digital-Receipt-Management) and [SkyPoint Federal Credit Union](https://www.businesswire.com/news/home/20210520005134/en/SkyPoint-Federal-Credit-Union-Partners-with-Sensibill-to-Harness-the-Power-of-SKU-Level-Data) to a top three U.S.-based bank. Sensibill also established relationships with leading technology companies like [CAARY](https://www.businesswire.com/news/home/20210805005086/en/Sensibill-and-CAARY-Partner-to-Bring-Robust-Digital-Finance-Solution-to-Small-and-Medium-sized-Enterprises), [FreeAgent](https://www.businesswire.com/news/home/20210826005115/en/Sensibill-and-FreeAgent-Partner-to-Offer-Digital-Receipt-and-Expense-Management-Solutions-to-Small-Businesses), and [FreshBooks](https://www.businesswire.com/news/home/20211209005137/en/FreshBooks-and-Sensibill-Partner-to-Help-Small-Business-Owners-Improve-Expense-Management), offering small businesses and accountants intuitive digital receipt and expense management tools.

In addition to adding these new partnerships, the company expanded its suite of offerings to meet the growing needs of its customers and the broader market. Sensibill launched the [Sensibill Platform](https://www.businesswire.com/news/home/20210112005129/en/Sensibill-Introduces-the-Sensibill-Platform-Providing-More-Powerful-Data-to-Financial-Institutions-and-Driving-Digital-Engagement), including Spend Manager and Spend Insights, to enable financial services companies to dive beneath the surface of customer data, down to the SKU-level, to better understand their customers and their timely financial needs and triggers. The company also expanded its leading extraction services to include [Invoices](https://www.businesswire.com/news/home/20210928005194/en/), offering another rich source of customer data. Financial institutions and technology companies can use both the Invoice and [Receipt Extraction API](https://www.businesswire.com/news/home/20200924005498/en/Sensibill-Launches-Smart-Technology-to-Rapidly-Extract-Receipt-Data) to gain deeper insights into customer spend and personalize experiences at scale.

Sensibill launched its monthly Sensibill [Barcode Report](https://www.businesswire.com/news/home/20210506005738/en/Sensibill-Releases-The-Barcode-Report-on-Home-Improvement-Spending-Trends) last year, delivering deep and relevant insights into everyday consumer spending. The report leverages Sensibill’s extensive first party database of 220,000 merchants worldwide, including all the top 100 merchants in the U.S. and Canada, analyzing millions of receipts to uncover shifts in consumer spending habits and behaviors. Areas explored last year included consumer spending trends around [travel](https://www.businesswire.com/news/home/20210610005115/en/Sensibill-Publishes-The-Barcode-Report-on-Consumer-Travel-Spending-Trends), [pets](https://www.businesswire.com/news/home/20210707005668/en/Sensibill-Publishes-The-Barcode-Report-on-Pet-Related-Spending-Trends), [holiday shopping](https://www.businesswire.com/news/home/20211207005313/en/Sensibill%E2%80%99s-Barcode-Report-Explores-Black-Friday-and-Cyber-Monday-Spending) and more.

Sensibill’s success gained attention last year; the company won the [Fintech Breakthrough Award](https://www.businesswire.com/news/home/20210316005037/en/Sensibill-Recognized-by-FinTech-Breakthrough-Awards-Program-for-%E2%80%9CPersonal-Finance-Innovation-Award%E2%80%9D) for its development of the Sensibill Platform and was named one of [Canada’s Top Growing Companies](https://www.businesswire.com/news/home/20210924005043/en/Sensibill-Named-a-Top-Growing-Company-by-The-Globe-and-Mail-for-the-Second-Consecutive-Year) by *The Globe and Mail* for the second consecutive year. This recognition of the company’s impact and innovation helped attract talented new members of the leadership team, such as [Craig Agulnek](https://www.linkedin.com/in/cda023/), Vice President of Product, who brings more than 20 years of experience.

[Corey Gross](https://www.linkedin.com/in/coreygross/?originalSubdomain=ca), Co-founder and CEO of Sensibill, said, “Our mission is to make financial wellness more attainable for all, and we have made significant strides in that direction through deepening partnerships, evolving our technology and expanding our client base. Our growing team constantly innovates, ultimately delivering greater transparency and accessibility into financial services. I expect our momentum to only accelerate this year, as we continue to bridge the gap between banking and buying and empower financial institutions and technology companies to treat each customer like a segment of one.”

**About Sensibill**

Sensibill is the only customer data platform designed specifically for the financial services industry. The AI-powered platform combines ethically sourced first party data with real-time, actionable insights, helping financial institutions drive personalization at scale while creating compelling digital experiences for their customers. More than 60 million users across over 150 financial institutions in North America and the U.K. leverage Sensibill’s platform today. Visit [www.getsensibill.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.getsensibill.com%2F&esheet=52551944&newsitemid=20211216005385&lan=en-US&anchor=www.getsensibill.com&index=10&md5=290bc19c1c121442066b27c0ca7af389) for more and check out our monthly [Barcode Report](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fgetsensibill.com%2Fbarcode&esheet=52551944&newsitemid=20211216005385&lan=en-US&anchor=Barcode+Report&index=11&md5=8bf56263eff84f7c77c2a341b7f52b72) for consumable and actionable insights based on consumer spending trends.

| Press Contact: | Ivy Lee |
| --- | --- |
|  | VP of Marketing |
|  | ivy@getsensibill.com |