



FOR IMMEDIATE RELEASE

Finalytics.ai and CUNA Strategic Services Announce New Alliance to Drive Personalization and Growth for Credit Unions

MADISON, WI – February 27, 2025 – CUNA Strategic Services is pleased to announce their new alliance with Finalytics.ai. Finalytics.ai is the first community financial institution platform to apply real-time AI, dynamic segmentation, and machine learning to create personalized digital experiences at scale.

"As credit unions advance on their digital journeys, leveraging data to personalize the member experience is becoming paramount," said Barb Lowman, President, CUNA Strategic Services. "Our collaboration with Finalytics.ai provides access to key insights and data that (in conjunction with their marketing tools and expertise) enables credit unions to identify and assist members with their needs, based on their geographical location, behaviors, and their own personal journey. Ultimately, this positions credit unions to unlock the value of key microsegments of their membership and bring consumers greater value than the big financial institution down the street!"

Through this collaboration, credit unions can leverage Finalytics.ai's powerful platform to quickly and effectively understand member needs and deliver relevant products, services, and messaging – enabling them to stay competitive in an evolving financial landscape.

"Our alliance with CUNA Strategic Services underscores our commitment to helping credit unions harness the power of data and AI," said Craig McLaughlin, CEO of Finalytics.ai. "Together, we're enabling member-centric innovation that drives both loyalty and tangible business results."

Finalytics.ai are pioneers in real-time personalization by offering a comprehensive AI platform tailored to community financial institutions that promotes rapid growth with proven ROI through improved member satisfaction, increased product uptake, and accelerated digital transformation.

Visit [Finalytics.ai provider page](#) to learn how Finalytics.ai can transform your credit union's member engagement strategies.

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About CUNA Strategic Services:

CUNA Strategic Services develops strategic alliance relationships to offer quality products and services to your credit union that contribute to your bottom line, add to your peace of mind, and enhance your relationships. The company is jointly owned by [America's Credit Unions](#) and the state leagues. For more information, visit www.cunastrategicservices.com.

About Finalytics.ai:

Finalytics.ai is a leading provider of AI-driven personalization solutions designed specifically for credit unions and community financial institutions. Leveraging real-time data analytics and dynamic segmentation, Finalytics.ai empowers credit unions to deliver relevant, one-to-one engagements at scale. The company's mission is to enable every credit union to compete effectively in the digital arena without losing the personal touch that defines member relationships. Headquartered in San Francisco, California, Finalytics.ai is committed to innovation, client success, and the growth of the credit union movement. For more information, visit <https://finalytics.ai>.

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