



FOR IMMEDIATE RELEASE

Strivve Brings One-of-a-Kind Cardholder Experiences as CUNA Strategic Services Newest Alliance Provider

MADISON, WI – August 26, 2025 – CUNA Strategic Services (CSS) is pleased to introduce their newest strategic alliance with Strivve – a forward-thinking fintech dedicated to helping payment card issuers strengthen their position in the digital payments landscape.

This collaboration empowers credit unions to drive engagement, ensure cardholder security, and deliver a seamless experience by enabling members to safely update their payment credentials with over 100 leading merchants in just seconds.

"Strivve enables credit unions to increase card usage by making it easy to position their cards at top-of-wallet at literally hundreds of online payment sites," said Barb Lowman, President, CUNA Strategic Services. "Their innovative solutions help credit unions grow non-interest income, while they create experiences that truly delight members and inspire loyalty."

Consumer reliance on stored payment methods continues to rise, making it essential for financial institutions to secure the primary payment position for zero-friction checkouts. According to the FIS Global Payments Report 2023, U.S. consumers display a remarkable attachment to the use of cards, accounting for more than two-thirds of POS transaction value and half of e-commerce spend.

"Strivve is revolutionizing digital card engagement for issuers and cardholders alike. With our industry-leading Top of Wallet CardSavr platform and the new CardLinks Engage tool, issuers can seamlessly drive online card usage by integrating personalized, secure links into their existing engagement campaigns," said Chris Hopen, Strivve co-founder and CEO. "This allows cardholders to quickly and securely link their payment card to their favorite online merchants, reducing friction and enhancing their overall payment experience."

Find out how Strivve can help you transform your credit union's digital card-on-file management as a revenue-driving, competitive advantage.



For more information, visit [Strivve's provider page](#).

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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 Strivve:

Strivve is a fintech innovator empowering financial institutions with cutting-edge solutions to enhance digital payments and cardholder engagement. With a mission to empower payment card issuers to Capture More Commerce™, Strive is simplifying and accelerating card usage in online payments. Strivve partners with top issuers and payment networks to drive seamless, secure, and scalable card-on-file experiences.

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