



Prisma Campaigns and Jumio partner to digitally automate ID verification for Financial Institutions

New integration eliminates the need for financial service customers to visit their branch for a multitude of account services

(BOSTON, MA — April 15, 2020) — Today, [Prisma Campaigns](#), an agile marketing platform for Financial Institutions to deliver personalization at scale, has announced a new partnership as a reseller of [Jumio](#), a global leader in AI-powered identity verification.

Prisma Campaigns has been working as an integrator of Jumio since early 2019 with many success stories. Now, existing customers of Prisma Campaigns can benefit from Jumio's core services without needing to sign an additional vendor agreement.

The out-of-the-box solution provides banks and credit unions seamless access to features such as secure ID verification, proof of life via facial recognition, and pre-population of fields pulled from IDs to speed up administrative processes. This reduces strain on branches and call centers through the digital automation of tasks that have, until now, required in-person ID authentication.

"Our partnership with Jumio is coming at the right time, particularly given the unprecedented circumstances we are in with COVID-19," said Felipe Gil, CEO of Prisma Campaigns. "Financial Institutions are experiencing an overwhelming volume of inquiries and are struggling to keep up with demand."

"Typically, banks and credit unions have needed to meet with their customers and members in-person for account opening, account changes, and product-based requests," continued Gil. "What we're seeing is that requiring in-person ID verification for products in today's context (such as W8 and W9 forms, applying for a loan or credit card, and making changes to personal information), is creating an unnecessary bottleneck. Pandemic or no pandemic, authentication of identity can be digitalized."

Jumio is widely considered to be the largest and most accurate solution in the market and used by leading companies in the financial services, sharing economy, retail, travel, blockchain, and online gaming sectors.

"We use informed AI, machine learning and biometrics to verify credentials from passports and driver licenses issued by over 200 countries to ensure the user is who they claim to be," said Mike Groat, Head of Strategic Partnerships for Americas at Jumio. "Our partnership with Prisma

Campaigns is reflective of how our technology powers businesses with scalable, secure and compliant identity verification, which enables us to build and sustain trust in an increasingly unsafe digital world.”

The new partnership pairs nicely with Prisma Campaign’s existing integration of [DocuSign](#), which automates the agreement process through e-signatures. This combination of Jumio, DocuSign means that any task that required banking customers and credit union members to go to their branch to verify identity can now be solved without the burden of negotiating an additional contract.

For more information on how Prisma Campaigns and Jumio can help Financial Institutions innovate better digital banking solutions for their customers via secure ID verification, please contact Clara Hori at [clarahori\(at\)prismacampaigns.com](mailto:clarahori(at)prismacampaigns.com) or visit prismacampaigns.com and jumio.com.

About Jumio

Jumio’s mission is to make the internet a safer place by protecting the ecosystems of businesses through cutting-edge online identity verification and authentication services that quickly and accurately connect a person’s online and real-world identities. Jumio’s end-to-end identity verification solutions fight fraud, maintain compliance and onboard good customers faster.

About Prisma Campaigns

Prisma Campaigns is the first agile marketing platform designed for small to mid-sized Financial Institutions to deliver personalization at scale. By leveraging existing data, banks and credit unions can segment and execute relevant, personal and contextual communications across all channels in order to make each client feel seen and heard. The result? Deeper customer relationships and increased share of wallet. Prisma Campaigns is a spin-off of [Infocorp](#).