

# KASASA®

## Kasasa Debuts the Kasasa® Exchange

*New platform offers educational content, actionable insights, best practices and peer roundtables to help community financial institutions engage with consumers*

**AUSTIN, Texas, June 4, 2019** – [Kasasa®](#), an award-winning financial technology and marketing provider, today launched the [Kasasa® Exchange](#), a free content platform that includes videos, podcasts, roundtables, articles and surveys on topics that inspire leaders within the community financial industry.

“There is one ‘north star’ that guides us: making communities better by empowering the local banks and credit unions that are the heart of those communities,” said Keith Brannan, Kasasa’s Chief Marketing Officer. “Competition is fierce and Kasasa is in a unique position to see what works for different types of institutions in different situations. We realized that this information was critical for ALL community financial institutions – whether or not they’re our clients. We turned the traditional sales model on its head and put THEIR needs at the top of it, not ours.”

An intuitive, user-first platform, the Kasasa Exchange is the place where best practices meet real experience. Created to provide educational content to community banks and credit unions, the site aims to deliver actionable insights and tools to help community financial institutions engage with consumers in a powerful and meaningful way. Community banks and credit unions will also have access to research and peer-tested courses of action.

Additionally, the Kasasa Exchange will feature the company’s new podcast, *Thinking Outside the Vault*, which shares inspiration and opportunities for community financial institutions. Community bank and credit union leaders will also have the option to participate in Kasasa’s new digital roundtables to share their personal wisdom and experience on a variety of topics with their peers. Infographics with the latest insights from consumer research studies will also be featured.

“Kasasa is on a mission to help community banks and credit unions take back their rightful share of the market,” said Gabriel Krajicek, CEO of Kasasa. “By offering real-time research, peer engagement and truly transparent thought leadership in a free platform – no sign-in required – we’re helping leaders and communities get engaged. The Kasasa Exchange creates a place for community banking professionals to be curious, a space to connect and a way to contribute.”

Kasasa is revolutionizing community banking by providing the tools needed to meet consumer needs and better compete with megabanks. The company works with community banks and credit unions to provide products and services that deliver a compelling consumer value. Kasasa has earned consistent recognition for its innovative banking products and services along with its responsive websites, data-driven marketing platform and world-class consulting.

### **About Kasasa**

Based in Austin, Texas with around 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by

attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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