



www.williammills.com



NEWS RELEASE

MEDIA CONTACT:

Angelo D. Jones II
For Gro Solutions
678-781-7209
angelo@williammills.com

From FinovateFall 2017, Gro Solutions Unveils Gro Funnel™, Innovative Technology That Connects Legacy Banking Systems and Marketing Tools to Generate More Qualified Leads

NEW YORK – Sept. 11, 2017 – Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, introduced its new solution, Gro Funnel™, at FinovateFall 2017. Gro Funnel closes the gap between legacy banking systems and digital marketing tools to leverage the rich data banks already have to deepen customer relationships and sell more products.

By connecting data from core and third-party sources directly to marketing efforts, Gro Funnel accelerates growth for banks by funneling targeted applicants into Gro Checkout™, Gro's streamlined digital checkout solution, directly from a marketing promotion or offer. This makes it easy for banks to create more valuable customers while eliminating friction and reducing marketing spend.

Gro Funnel integrates with leading CRM and marketing automation solutions, like Salesforce and Pardot, to produce a tightly-targeted marketing campaign.

“Banks have a wealth of information about almost every aspect of their customers’ lives, but they haven’t been able to effectively use that data for marketing, until now,” said David Eads, Chief Executive Officer of Gro. “Gro Funnel is unique in that it provides a digital call-to-action in the same place people are shopping for products – digital channels. This gives institutions the ability to launch tightly-targeted marketing campaigns to get the right offer to the right person, at the right time.”

About Gro Solutions

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit www.grobanking.com, or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

###