

SIMPLE CONSUMER CASH-FLOW ANALYTICS

Powered By



SPENDiD is a radically simple to adopt “stateless” REST API allowing digital banking and fintech developers to easily build more insightful and engaging PFM experiences.

End-users can quickly discover and finally understand their cash-flow health by comparing core categorized spending and saving behaviors with their demographic peers.

This gift of simple “cash-flow health awareness” offers a predictive, personalized starting point for creating profitable opportunities for providers of SPENDiD including:

- More responsible spending behaviors (leading to higher FI cash balances)
- Realistic “done for you” predictive budgets in just minutes
- Addictive engagement inviting users to tell the provider more & more key info
- Clear cash-flow health scoring metrics valuable to user and provider
- Confidence to begin or increase automated savings transfers
- Translation of “spending vs peer insights” into more personalized marketing
- Opportunities for early and profitable wealth client conversations
- Efficient prioritization of marketing outreach based on unbiased facts

Positive financial health outcomes can only begin by clearly modeling user spending with available net income. SPENDiD is expertly and maniacally focused on this critical factor for the benefit of the end-user and our providing client.

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Schedule a
Zoom or Call

90-Second
Explainer Video

5-Minute
Narrated Demo