.DAMCH

FINANCE & INSURANCE

More than data: a complete journey experience

Understand your customer. Build a strategy. Boost your results.

THE LANDSCAPE

Financial customers expect personalization and security at once

Bills, offers and authentication compete for the same customer's attention. Those who use data to say the right thing, on the right channel, sell more and suffer less fraud.

83%

of the 240.8 billion banking transactions in Brazil in 2025 were digital, 78% on mobile

Source: Pesquisa Febraban de Tecnologia Bancária 2026 (Deloitte)

HOW WE CAN HELP

- **Digital billing and TransPromo**
  The bill becomes a channel for offers and cashback.
- **Anti-fraud**
  SIM Swap, Silent Verification and 2FA + RCS.
- **Big data and machine learning**
  Insights to decide with trusted data.
- **AI-personalized offers**
  The best product for each customer segment.
- **KYC onboarding**
  Validated registration and provable opt-in.
- **Voice of the customer**
  Surveys and polls to improve service.

ANALYTICS .DAMCH

SECTOR EXPERIENCE

Banks, lenders and insurers: 100% automated card statements via email with PDF, print and end-to-end traceability.

Data validation and authentication to reduce fraud at onboarding and login.

10B+	1.2B+	R$ 17B	45+
emails sent	PDFs generated	in document journeys	clients

Security, Reliability & Objectivity.
Technology & Journey Design

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