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ePayResources and Segmint Sign Partnership Agreement

Dallas, TX, August 1, 2019 – ePayResources™ and Segmint have entered into a partnership agreement under which Segmint’s Payments Analytics service will be offered to clients of ePayAdvisors™, a wholly owned subsidiary of ePayResources.

Pam Rodriguez, President and CEO of ePayAdvisors, states, “We are excited to partner with Segmint and create awareness of their innovation in enabling financial institutions to use their data to better serve account holders and make more informed strategic decisions.”

The banking industry is experiencing enhanced competition from non-banks, disruption by FinTechs, and market consolidation due to mergers and acquisitions. Digital technology is further intensifying the market, revolutionizing the way consumers research banking products, conduct their banking, and open new accounts. Segmint’s Payments Analytics provides a detailed analysis of transactions to identify retail and commercial account holder spend at an aggregate level as well as by product category, including auto lending, credit card, investments, residential lending, and student loans, exposing new market opportunities based on account holder transactions.

“The Segmint mission is to provide a platform that empowers professionals of all skill sets to easily understand and leverage data, interact with customers, and measure results,” says Nate Shahan, co-founder of Segmint. “Payments Analytics provides transformative insight to all types and sizes of financial institutions.”

About ePayResources™: For over 40 years, ePayResources has been empowering financial institutions and businesses to be informed, compliant, and competitive by providing payments expertise, professional development, and industry leadership. Dallas-based ePayResources is a payments association member of Nacha and a founding sponsor of the Center for Payments. Our wholly owned subsidiary, ePayAdvisors, provides payments-related risk management, compliance, and consulting services to financial institutions and businesses throughout the U.S. Find us at ePayResources.org, and follow us on Twitter (@ePayResources_), LinkedIn, and Facebook.

About Segmint: Segmint empowers financial institutions to easily understand and leverage data, interact with customers, and measure results. Derived from billions of transactions, Segmint provides the fastest and most accurate customer insights through advanced data tagging, categorization, and contextualization. Our insights enable all functions of an organization to inform strategies including competitive analysis, risk, marketing, customer experience, and product innovation. For more information visit Segmint.com.

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