

BrownBoots



We make
creativity & technology
play nicely together

brownboots.com



A bit about BrownBoots

We believe banks should demand more from their website vendors. Not only do we possess the expertise to produce successful bank websites, but we are faster, more flexible and often more affordable than the competition.

And a BrownBoots website is more than just a pretty face. We focus on statistics, usability and conversions to ensure your website is effective so that your investment pays off.

Our History

1999

BrownBoots Interactive, Inc. is founded with a focus on custom website design and development.

2003

BrownBoots grows, increasing the number of team members and services to become a full-service marketing agency.

2014

The agency starts specializing in serving the banking industry, creating website features, a simple content management system (CMS) and robust hosting network to meet the specific needs of financials.

2021

BrownBoots surpasses 50 active banking clients across 15 states.



What's in a name?

More than 20 years ago, Alan left a large marketing agency to strike out on his own. While brainstorming names that would convey loyalty, a commitment to working hard and family-friendly values, his 2-year-old son danced into his home office wearing Alan's brown work boots and singing a song about his daddy's brown boots. And just like that, BrownBoots Interactive had its name!

A step above the rest

Our Clients



The average size of our banking clients (in assets) is \$555,000,000.



We collaborate with marketing departments from 0.5 FTE and up.



The average number of branches for our banking clients is eight; largest is 38 locations.



Six of our banking clients have more than \$1 billion in assets; the largest exceeds \$3 billion.



Seven of our banking clients have less than \$100 million in assets.



We work with any core or internet banking provider: Fiserv, UFS, FIS, Netteller, Finastra and others.

Our Team

We have everything you need to build an amazing bank website – in-house! The collaboration begins with the project kickoff meeting. One unified team:

- Project manager
- Content specialist
- Graphic designer
- Web developers

Why banks working with us



Our **custom designs** complement your brand and drive conversions.



Our **proven process** can launch an engaging website in as few as three months.



Our **powerful content management system** puts you in control of your content.



Our focus on **ADA compliance and usability** serves every visitor to your site.



Our **secure, multilocation hosting network** severely reduces interruptions.



Our relationships are rooted in **collaboration**, not long-term contracts.



Our websites integrate the **features and functionality** your customers demand.



Are you ready for a better website?



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Let's do this!

Learn more about our websites, see samples of our work and contact us at brownboots.com.