

Abrigo acquires 360 View to power data-driven growth for financial institutions

RALEIGH, NC — March 6, 2026 — **Abrigo**, a leading provider of compliance, credit risk, lending, and data and analytics solutions for U.S. financial institutions, has acquired 360 View, an industry leader in banking CRM, marketing automation, and profitability analytics. The acquisition marks the latest in a series of strategic investments by Abrigo to help financial institutions deepen customer relationships and drive measurable growth.

360 View’s platform, purpose-built for banks and credit unions, unifies customer data, workflows, marketing automation, and profitability analytics into a centralized growth engine. Known for its “made by bankers, for bankers” approach, 360 View enables financial institutions to turn relationship data into cross-sell, onboarding, and retention strategies.

By integrating 360 View’s relationship intelligence and marketing automation capabilities into Abrigo’s suite of risk management, lending, and broader analytics solutions, financial institutions will gain a more connected and complete view of performance and opportunity. These additional capabilities create a data environment that clears the path for the deployment of Abrigo’s AI-driven innovation in concert with analytics expertise.

“Financial institutions are looking for smarter, more practical ways to grow,” said Jay Blandford, CEO of Abrigo. “360 View brings powerful capabilities that transform customer data into actionable intelligence. These capabilities will build on our holistic approach to data analytics — an important part of our corporate strategy — to better serve customers in an increasingly competitive banking market. Together, we will help banks and credit unions move from fragmented data to a cohesive approach and measurable results.”

360 View’s modular platform includes:

- Centralized CRM with referral tracking, workflows, and pipeline visibility
- Automated onboarding and cross-sell marketing interactions
- Advanced segmentation and financial analytics
- Account- and portfolio-level profitability insights
- Incentive and goal management tools to drive employee alignment

The acquisition enhances Abrigo’s ability to help financial institutions unify data, streamline growth efforts, and help frontline teams focus on customer strategies that work.

“360 View’s deep industry expertise and hands-on implementation model are perfect complements to Abrigo’s commitment to partnership and long-term customer success,” said David Acevedo, President of 360 View. “This acquisition accelerates our shared strategy to equip financial institutions with the intelligence and automation they need to compete and grow.”

360 View employees will join Abrigo, and customers will continue to receive uninterrupted service and support.

About Abrigo

Abrigo is a leading provider of risk management, financial crime prevention, and lending software and services that help more than 2,400 financial institutions manage risk and drive growth in a rapidly changing world. Our AI-powered product portfolio helps institutions harness their data and leverage AI while maintaining trust, compliance, and explainability. We deliver transformational technology, product innovation, world-class support, and unparalleled expertise so our customers can face complex challenges and make big things happen.

About 360 View

360 View is the CRM for financial institutions, combining marketing automation, analytics, profitability, and goal tracking to boost performance, strengthen customer relationships, and deliver a true 360-degree view for smarter, data-driven decisions. Built by bankers for bankers, 360 View has been helping financial institutions since 2001.

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