

# INSIGHT & TARGET

## DATA-DRIVEN MARKETING

See how you can get a 25% click-through rate with intelligent analytics & targeted offers.



## The Problems Bank and Credit Union Marketers Face

In its 2014 State of Bank and Credit Union Marketing, The Financial Brand surveyed roughly 300 financial institutions and found that marketers worry about their limited data analytics tools.

These marketers have reason to worry. As Gallup showed in a recent study, 53 percent of fully engaged account holders received an ad from their primary financial institution for a product they already had and 66 percent felt like the offer could have applied to any other account holder.

# 66%

OF ACCOUNT HOLDERS  
THINK MOST ADS ARE  
IMPERSONAL

## The Solution

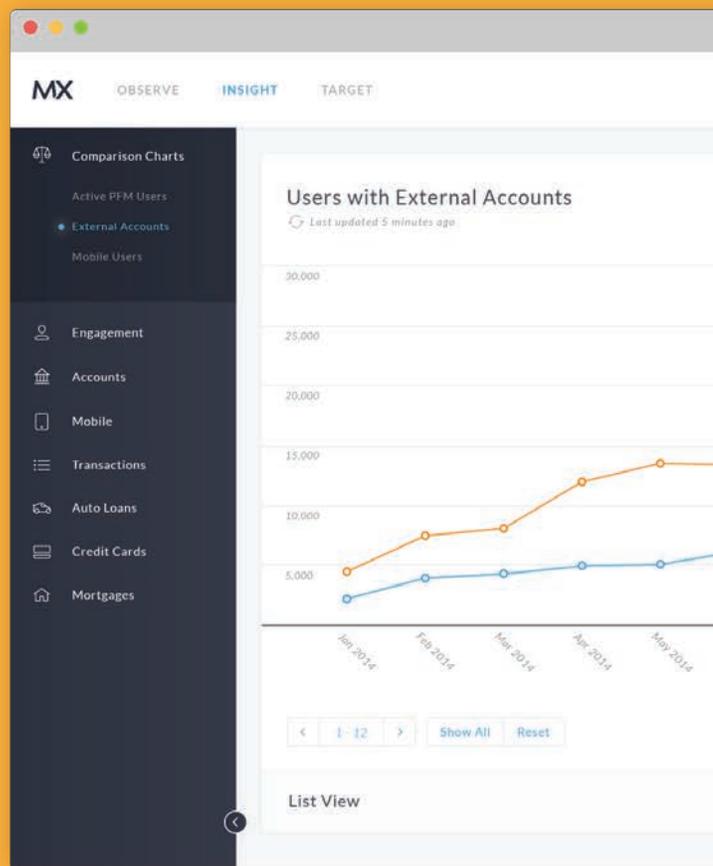
Fortunately, with Insight & Target from MX™, you can see the data you need and create targeted ad campaigns in less than five minutes without any help from your IT department.



**INSIGHT**  
Data Analytics

Insight is built on the MX platform and brings together data from multiple sources, including internal data fed through the MX Data Exchange (MDX), external aggregated data, and even data generated by users through digital money management tools.

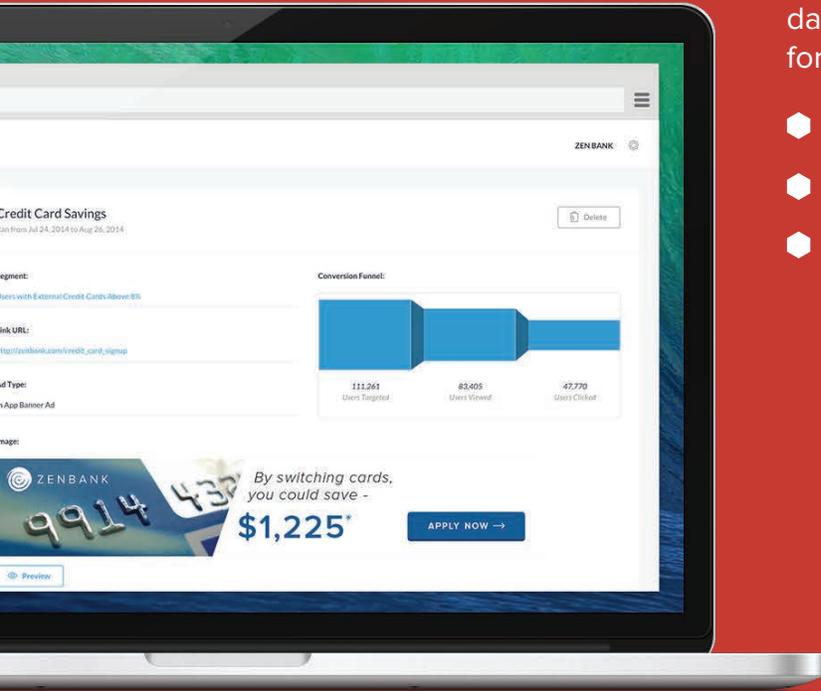
- View nearly 100 pre-loaded charts
- Create your own visualizations
- Analyze internal and external account data, including:
  - Mortgages by interest rate
  - Direct deposit transactions with competitors
  - Total users over time



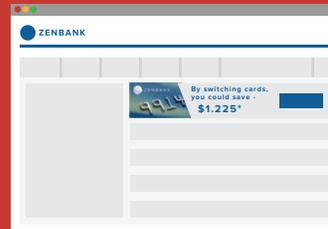


Target leverages the internal and external account data in Insight so you can create personalized offers for specific user segments.

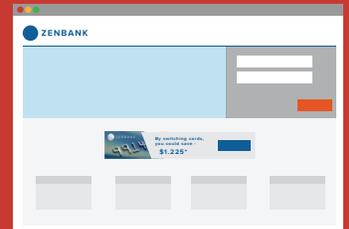
- ◆ Upload your own assets and branding
- ◆ Track your campaign performance
- ◆ Choose from several campaign types, including:



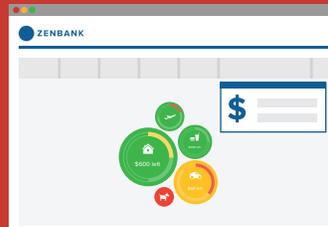
#### IN-APP BANNERS



#### EMBEDDABLE BANNERS



#### IN-APP NOTIFICATIONS

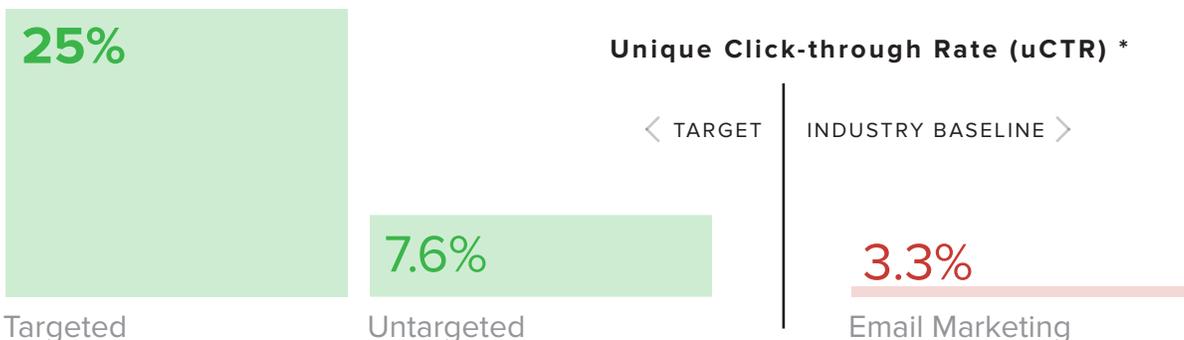


#### MOBILE BANNERS



## Advertising Results

We've compiled months worth of data from client campaigns, showing the difference between those that targeted specific segments and those that didn't.

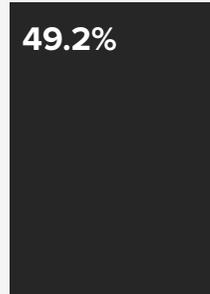


# Client Spotlights



**What:** Wilson Bank & Trust sent an in-app notification to let users know that everyone who added an external account by a certain date could enter a drawing to win an iPad mini. This campaign directed users to an entry form.

**Why:** Deepen relationships - increase PFM engagement - increase data to enhance cross-sell capabilities



EMAIL  
MARKETING  
BASELINE

**3.3%**

Campaign Results - uCTR

Targeted  
Type

Users w/ External Accounts  
Segment

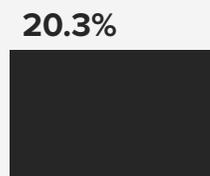
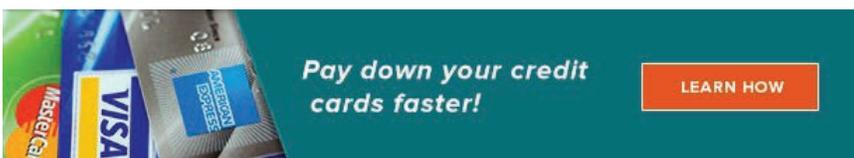
In-app Banner  
Campaign Type

16 Days  
Length of Campaign



**What:** ISU targeted all users with credit cards with an ad that offered information on how to pay down their credit cards faster.

**Why:** Enhance cross-sell - increase share of wallet



EMAIL  
MARKETING  
BASELINE

**3.3%**

Campaign Results - uCTR

Targeted  
Type

Users w/ Credit Cards  
Segment

In-app Banner  
Campaign Type

3.5 Months  
Length of Campaign



**What:** FB&T sent a message to all users about their update to their mobile PFM app.

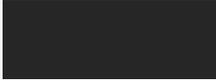
**Why:** Increase mobile adoption - strengthen the brand - attract a younger audience

Notifications

SPECIAL MESSAGE A FEW SECONDS AGO

 Did you know that you can use Clarity on your mobile device or tablet? Click here for step-by-step instructions on getting the app!

12.3%



EMAIL MARKETING BASELINE

3.3%

Campaign Results - uCTR

Untargeted Type

All Users Segment

Notification Campaign Type

Contact us to get a free 30-minute consultation on how you can improve your marketing efforts with Insight & Target.



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