


How to Find Hidden Revenue From Your Internal Data

MX



Kroger uses purchase history to extend relevant offers to their customers, resulting in a 70% redemption rate.

In 2000 Capital One pivoted to focus specifically on data and digital offerings, experiencing double-digit growth by 2003 and catapulting them to become the 5th largest credit-card issuer in the US.

American Express uses transaction data to predict churn and accurately target the 24% of accounts that will close within a 4-month window.

Use Data to Find Hidden Revenue

Data-driven is more than just a buzzword. It's the future. Organizations that build their business strategy around capturing and acting on data with the goal of providing more relevant interactions with their consumers are going to win. Financial institutions have a unique advantage; they have access to the most valuable and personal data an account holder generates. From restaurant preferences to pet supplies, favorite grocery stores or budget-busting hobbies – transaction data offers a full and complete view of an individual and what matters most to them.

We've seen the benefit of using data to align with preference in companies like Amazon, Netflix, and Facebook. Similarly, in the financial services space we're seeing organizations like Capital One and American Express emerge as big time data players. At MX, we believe every financial institution should leverage the valuable data they have to promote healthier, more user-centric experiences for their account holders.

One of the ways MX helps you realize this goal is through Discovered Accounts. With Discovered Accounts from MX, your transaction data is automatically cleansed, categorized, and classified — empowering you to find users who have accounts with your competitors.

Discovered Accounts Shows You:

- How much money is leaving your institution to your competitors each month
- What account types (auto loans, mortgages, etc.) your users have with your competitors
- Which competitors are taking the most from you

How Does it Work?

MX runs all transactions through our cleansing, categorizing, and classifying process. This means that we take the garbled mess of a typical transaction feed and make it useful. We then take the cleansed, categorized, and classified data and put it in aggregate format. For instance, we show you how many of your account holders have an auto loan with one of your competitors.

To show you the value of Discovered Accounts, we've included actual data from a top ten US credit union in this report.

Top Credit Union Data Findings

Data based on monthly payments made in a single month



268,266

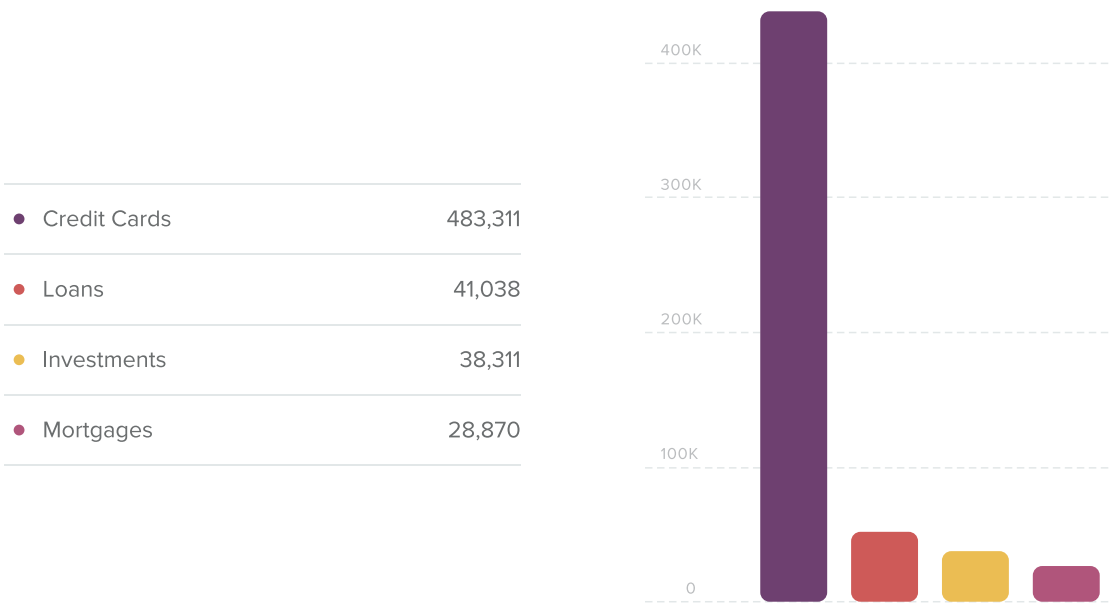
Total number of users with Discovered Accounts



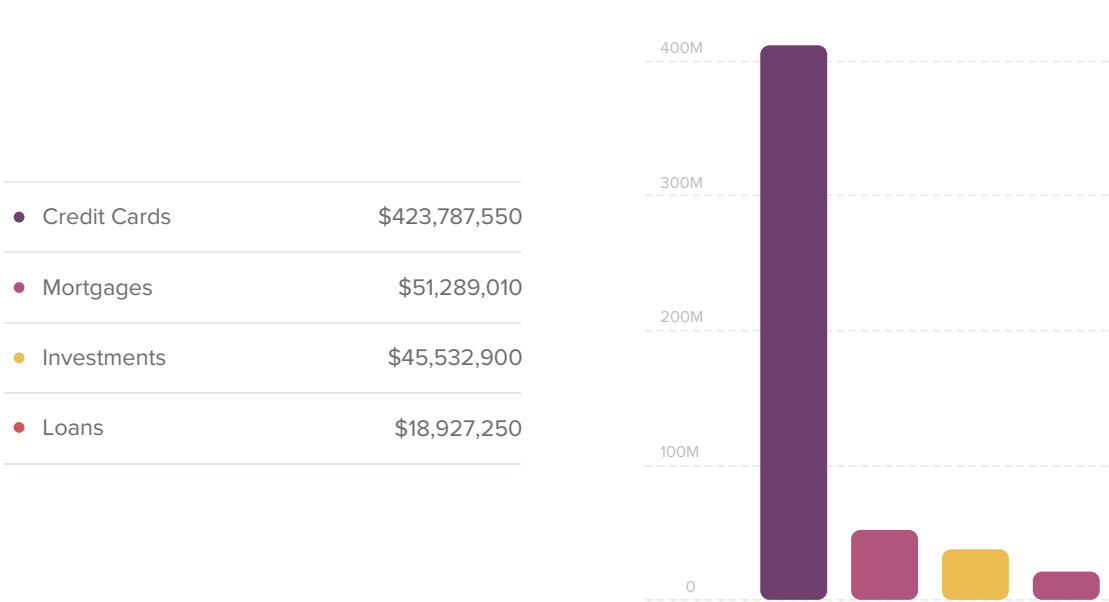
\$571,679,462

Total value of Discovered Accounts

Total Discovered Accounts by Account Type (count):

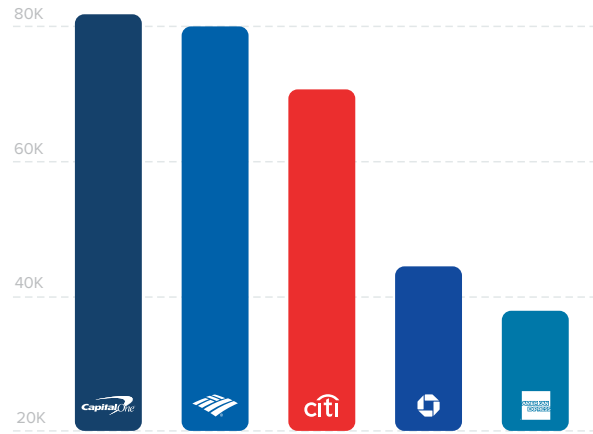


Total Discovered Accounts by Account type (dollars):



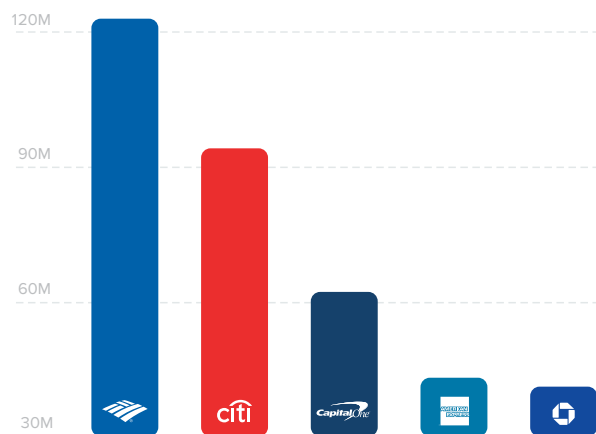
Total Discovered Credit Cards by Competitor - Top 5 Competitors (count)

● Capital One	83,584
● Bank of America	80,687
● Citibank	72,009
● Chase	44,812
● American Express	38,015



Total Discovered Credit Cards by Competitor - Top 5 Competitors (dollars)

● Bank of America	\$120,871,310
● Citibank	\$94,635,230
● Capital One	\$62,977,310
● American Express	\$49,776,030
● Chase	\$37,295,380





Discovered Accounts

Converting your internal user data to revenue.

Visit mx.com or contact sales@mx.com for more info.

