



**INSIGHT**  
Data Analytics

MX.com

## HOW WELL DO YOU KNOW YOUR USERS?

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Do you know how many of them have car loans, mortgages, or checking accounts with your competitors?

If not, your marketing efforts might soon lose traction. The biggest banks have started to use extensive data systems to improve their marketing, and KPMG listed improving data analytics as the number one priority for banks and credit unions in a recent report. Financial institutions are discovering that big data makes all the difference in building successful marketing campaigns.

That's why we've built Insight specifically with marketers in mind. You get immediate access to the data you need to understand your users and outsmart your competition.

# SEE INTERNAL AND EXTERNAL DATA

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Insight contains nearly 100 pre-loaded interactive visualizations that show data such as interest rates, engagement, account types and more. It's the simplest way to understand your users and how to position yourself against your competitors.



## 1. KNOW WHAT YOUR COMPETITORS ARE UP TO

It works like this: When users add their internal and external accounts into the MX platform, you get instant access to collective user data about your competitors. This data will give you the upper hand in winning market share.



## 2. INSTANTLY UNDERSTAND COMPLEX DATA

You don't need a degree in statistics to understand Insight. Every chart is clean and alluringly readable; every datapoint can be exported straight to Excel.



## 3. ENABLE SMART MARKETING

You'll not only know where your users have car loans, mortgages and checking accounts, but also what interest rates they carry. Imagine how you could use that info to fine-tune your marketing campaigns against those specific competitors.

# NEARLY 100 PRE-LOADED INTERACTIVE VISUALIZATIONS

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- Total users over time
- Logins by month
- Accounts at competing organizations
- Users with direct deposit
- Number of accounts by type
- External mortgages by interest rate
- Average balance per checking account
- Total users with mortgages
- Active mobile users by month
- Credit cards at competing organizations

Be the first financial institution in your region to get Insight, and you'll be the first to get the inside scoop on your competitors. Use that information to craft compelling strategies to better serve current and potential users — and win market share.

If you don't get there first, your competitors gladly will. They'll peer under your hood, and they won't ask permission.



# ***INSIGHT***

*Data Analytics*

FULLY UNDERSTAND  
YOUR ACCOUNT HOLDERS.

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