

Apiture IQ

MX

Built on the MX platform, Apiture IQ provides actionable access to your account holders' internal and external data to make your marketing efforts even smarter.

Insight™

Insight contains 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.

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.

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

Simple is good.



Target™

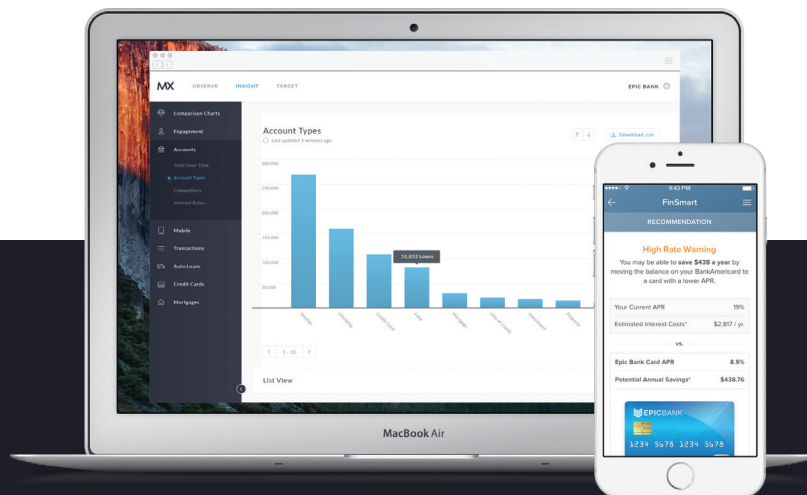
Target lets you create segments, deploy adaptive offers, and start tracking a campaign in under five minutes with absolutely no assistance from IT. It's all about using the data from Insight to place the right offer in front of the right account holders at the right time.

You can segment by users who have auto loans with your direct competitor, users who pay a certain percentage on a competitor's mortgage loan, users who log in most frequently, and so on.

Use in-app notifications, embedded banners, or customized methods to send targeted offers to your account holders.

Target has frequently given MX clients click-through rates of 25% when implementing hyper-personalized offers.

One client offered to add users to a drawing for an iPad when they added an external account to DMM, resulting in a 49% click-through rate. This shows how powerful the right message is at the right time.



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

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