

FinSmart™

CASE STUDY

Hyper-personalized offers, driven by data.

MX



Mountain America Credit Union is an innovator in financial services that has partnered with MX to offer data-driven money management and FinSmart technology.

FinSmart enables financial institutions to dynamically populate messages to account holders with the aim of improving financial well-being. It's a prime example of advocacy in action — a way to counter the idea that this industry doesn't care about individuals in the digital age. With FinSmart, financial institutions can create hyper-personalized offers in a matter of minutes without the help of IT, adding a personal touch and building brand loyalty in the process.

Mountain America deployed a FinSmart campaign for members who were paying high interest rates on credit cards held with Mountain America's competitors. Using data provided via the MX aggregation feed, Mountain America presented a tailored message that showed each user's current interest rate as well as the annual savings they could enjoy upon switching to a Mountain America credit card with a lower rate.

The campaign resulted in a 6% click-through rate, with 27% of those who clicked converting, and \$3,307 in average balances transferred per user. In addition, based on finance charges, balances, and interest rates (which averaged 22% on the old card and 10% on the new one), these users are now set to save \$408 a year as a result of the transfer. In short, FinSmart benefited Mountain America while simultaneously benefiting their members.

MACU FinSmart™ Campaign Results:

6% 

Click-through rate

\$3,307 

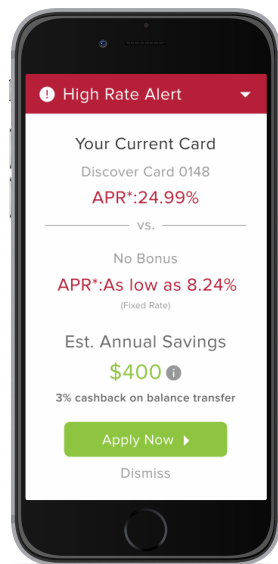
In average balances transferred per user

\$408 

Average of \$408 savings per year
(based on finance charges and interest rate)

MX

Hyper-personalized Offer

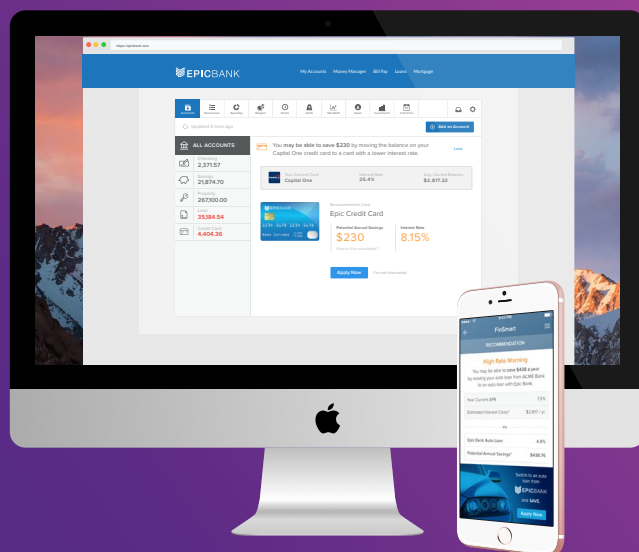


This FinSmart offer shows the user exactly how much they could save each year by switching their credit card to Mountain America.

Interest Rate Reduction

-12%

Members who switched their credit card saw an average interest rate reduction of 12%.



FinSmart represents the perfect mix of intelligent outreach and account holder advocacy, improving lives on a one-on-one basis.

Test it out for yourself.

Phone **801.669.5500** or email **sales@mx.com**