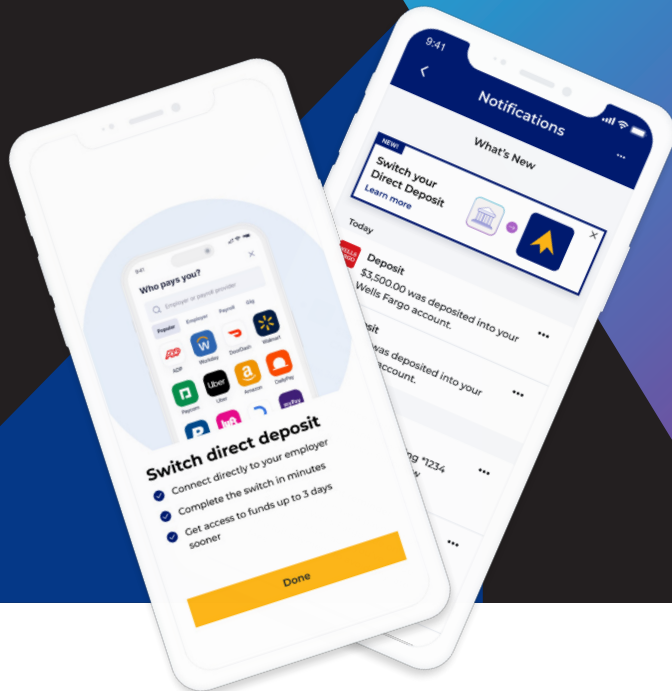


Growing Revenue and Winning the Fight for Deposits

How MX Helps Leading Banks Drive New Account Growth



Key Result

MX Direct Deposit delivers immediate impact. In one week, Global Credit Union went from implementation to launch — projected to see deposit growth surge by 40x compared to its existing solution in just 72 hours.

Over 30 days, accelerated deposit switches drove nearly 9x increase in Customer Lifetime Value (CLV) — unlocking meaningful, long-term revenue potential.

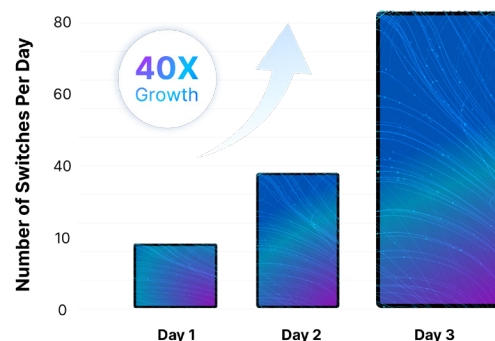
Challenge

Global Credit Union, one of the largest credit unions in the U.S. serving more than 750,000 members across the country and around the world, sought to grow revenue and improve customer retention by increasing core deposits and making it easier for customers to set up or switch direct deposits.

However, without the right tools to identify, target, and convert customers, Global Credit Union risks losing valuable deposits and revenue opportunities to competitors. And, traditional deposit growth strategies often fall short due to:

- **Limited Visibility:** It's difficult to track where deposits are being lost to competition.
- **Ineffective Engagement:** Generic marketing campaigns fail to resonate with customers who need relevant, personalized incentives to encourage them to make a switch.
- **Customer Friction:** Switching direct deposits is often cumbersome, leading to high abandonment rates.

72 Hour Adoption



Deposits Drive Global Credit Union's Success

Deposits are the foundation of a financial institution's success, but growth is harder than ever. Competition from fintechs, rising rates, and shifting consumer behavior drive higher customer attrition and make recovery next to impossible. Without the right deposit growth strategy, banks risk losing both deposits and customers.

MX's Direct Deposit solution helps combat deposit loss by identifying attrition, delivering personalized offers, and driving sustainable growth — all within the digital experience. By implementing MX Insights with the newly launched Direct Deposit solution, Global Credit Union easily identified account holders with deposits at external accounts and delivered targeted messaging to specific segments through its digital banking experience

Global Credit Union guided these customers through a seamless direct deposit switching process using MX's solution that made it simple for them to set up or switch deposits — and turn this institution into their new primary banking relationship.

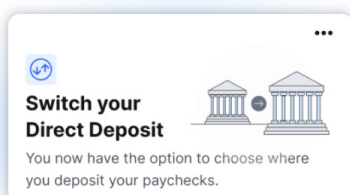


“At Global, we’re continuously innovating new ways to make financial services more convenient for the members we serve. We know which members will most likely benefit from switching their direct deposit to Global, and this simple Direct Deposit solution from MX allows us to identify and communicate directly with those members. This method is more effective at providing a quick and easy way to move their direct deposit.” said Elizabeth Pavlas, Chief Operating Officer at Global Credit Union. “We are pleased with the early results and look forward to seeing more members utilize this feature moving forward.”

Direct Deposit Switching in 3 Easy Steps

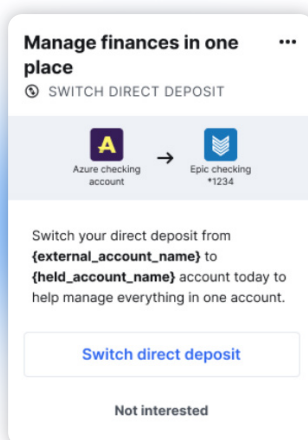
1.

Receive Targeted Message



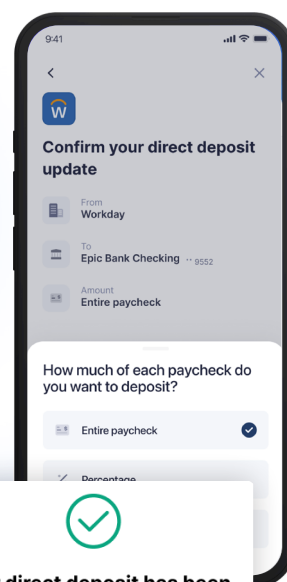
2.

Confirm Account



3.

Switch Direct Deposits



Timeline to Results for MX Clients

