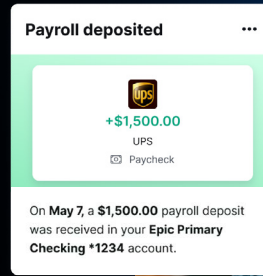




CASE STUDY

# Transforming Digital Engagement:

## How VeraBank Enhanced User Experiences and Grew Adoption with MX Insights



### Category spending



You've spent more than usual in the Food & Dining category. Do you want to create a budget?

## Client Overview

VeraBank is a Texas-based community bank with more than 95 years of experience, offering personal and business banking, loans, and digital solutions. Committed to innovation and trust, it blends traditional community banking values with modern technology to serve and empower local communities across East, Central, and Southeast Texas.

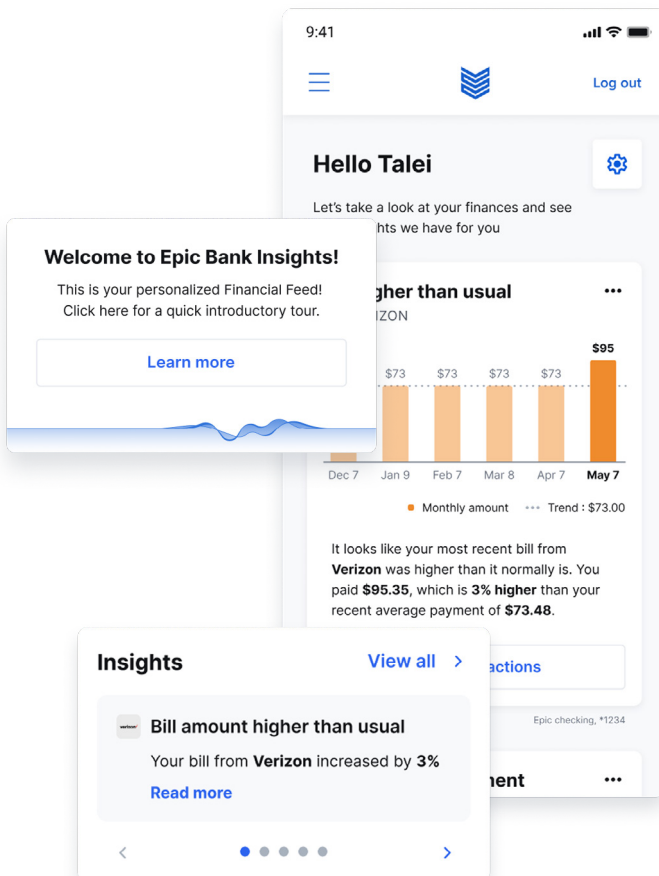
## Challenge

VeraBank recognized an opportunity to increase user engagement and drive deposit growth. While its services were well-positioned, the bank saw potential to create a more dynamic, user-focused experience to better connect with their customers.

VeraBank's goal was to foster higher engagement — which would not only support deposit growth but also unlock new marketing opportunities to further strengthen customer relationships and expand the bank's reach. By addressing these areas, VeraBank wanted to build a more vibrant, active user base and create long-term value for both its customers and business.

## Solution

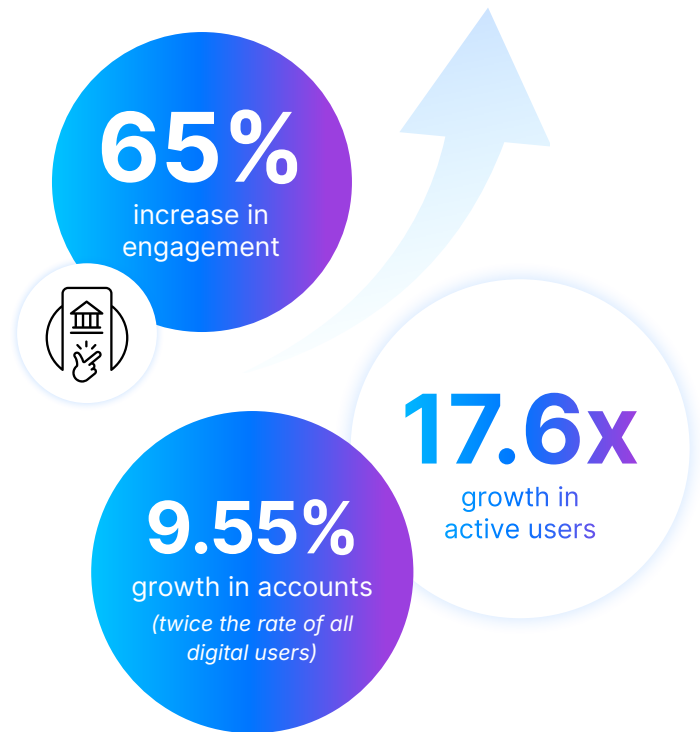
VeraBank implemented MX Insights, adding to the suite of MX products already in use, including Data Aggregation, Data Enhancement, and Personal Financial Management (PFM). The integration of Insights to increase user engagement and deliver more value to its customers was immediate — driving a significant increase in engagement, user adoption, and competitive differentiation.



### Increasing User Engagement and Retention

The introduction of personalized Insights into its digital experience has created a more valuable, lasting, and useful experience for customers. VeraBank experienced an increase of 65% in engagement with its financial tools. In addition, digital adoption is strong — active users have grown by 17.6x since the integration of MX Insights.

Today, users engage nine times more frequently with VeraBank's tools, contributing to a 9.55% growth in accounts — nearly twice the rate of all digital users.



### Improving Financial Wellness

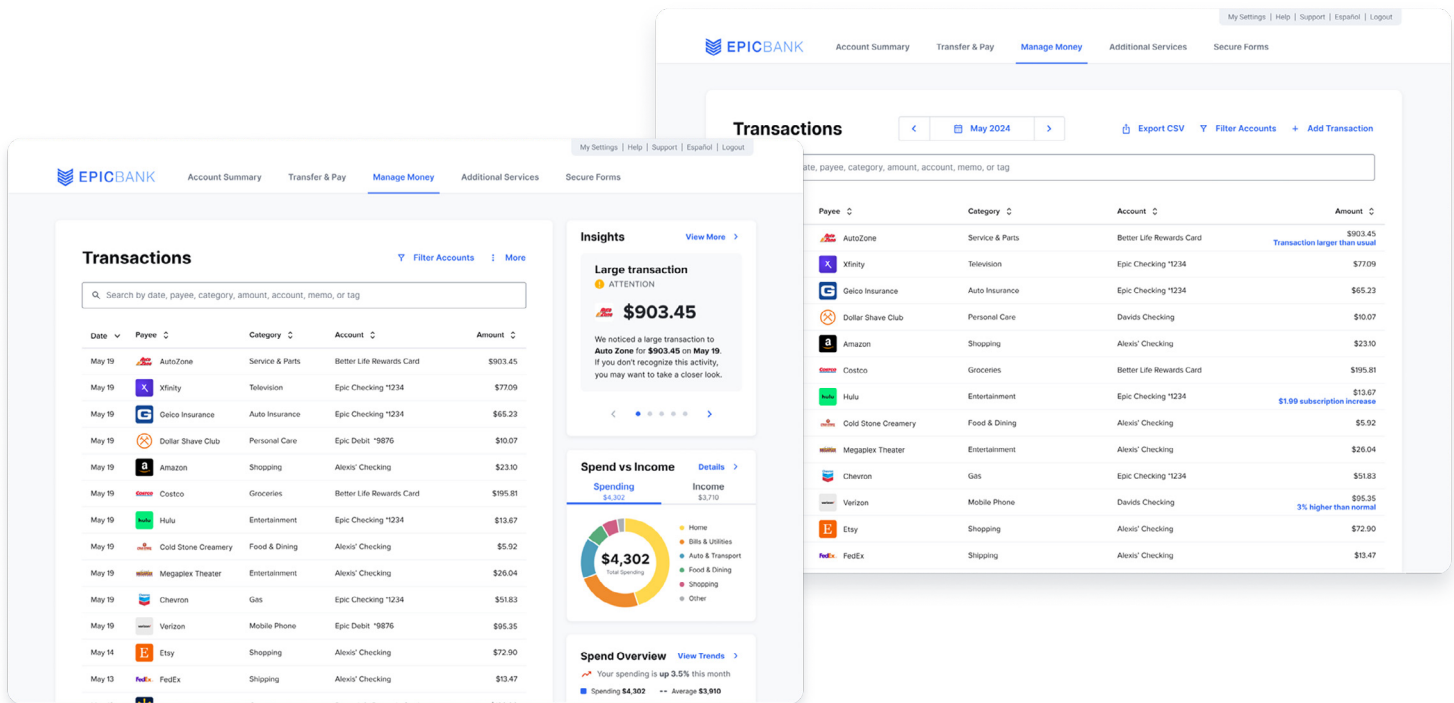
Over six months, VeraBank created 6.3 million personalized insights with almost 200 insights per user. These data-driven insights and recommendations enable consumers to better understand and take charge of their finances, as well as make smarter financial decisions.



“VeraBank is dedicated to helping our customers achieve better financial lives for themselves and their families through top-tier financial tools. **Working with MX to implement Insights was quick and easy — and it has significantly enhanced our financial wellness suite.** We’re now providing customers with valuable insights and actions regarding their spending habits. And, **this increased customer engagement allows us to further educate them about our other tools, products, and services to support their needs.**”

**Jeremy Cartwright** - Vice President at VeraBank

VeraBank's digital banking experience is driving higher engagement, smarter financial decisions, and stronger customer relationships with richer data and personalized insights. With this integration, VeraBank is now poised to accelerate deposit growth, optimize marketing efforts, and deepen customer loyalty.



## About MX Insights

MX Insights delivers a combination of personal financial management, predictive financial guidance, and financial wellness capabilities that helps organizations to translate data into actionable insights. It enables organizations to gain more value from their data, power the best experiences, and improve engagement so their consumers can become financially strong.

## Key Benefits

- **Empower consumers** to take charge of their finances with insights into their financial behaviors, trends, and needs, driving improved financial wellness.
- **Drive stronger user adoption** and engagement with personalized, data-driven insights that create lasting experiences.
- **Enhance customer relationships** with actionable insights and outcomes.

