

Adoption Marketing Playbook



Increase Adoption, Increase Value

Data shows that consumers who adopt MX tools have higher deposit balances and better debt service. Additionally, financial institutions with higher user adoption have a larger share of wallet and greater customer loyalty.

The Adoption Marketing Playbook allows financial institutions to maximize the value of their MX products by helping them understand current adoption levels and examine their public-facing adoption efforts. It provides financial institutions with specific steps they can take—based on proven methods—to increase adoption of and engagement with MX tools.

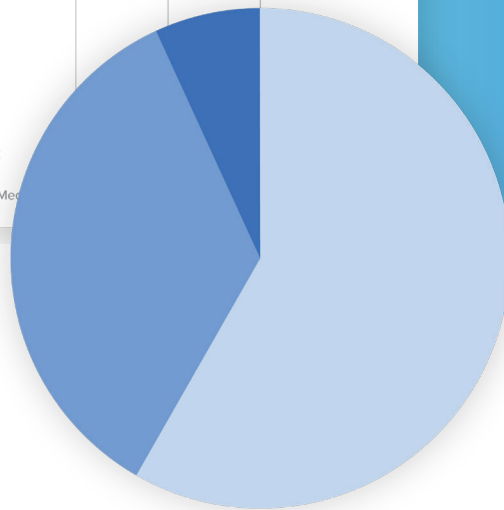
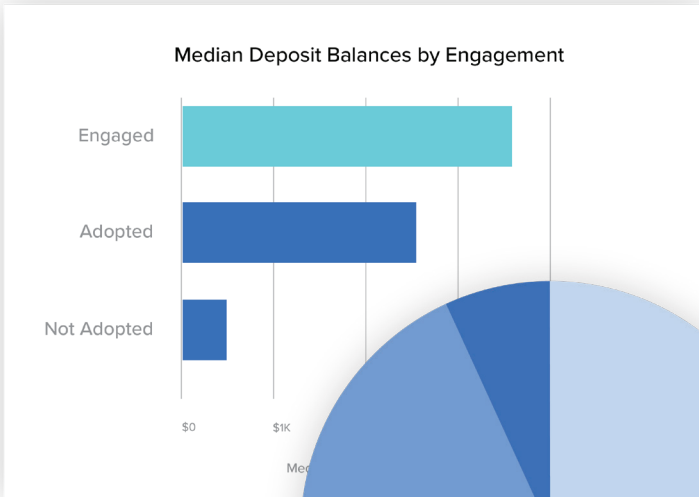
How Do You Stack Up?

Want to know how your financial institution stacks up against similar institutions in the industry?

The Adoption Marketing Playbook includes a diagnostic analysis of your institution's adoption performance and provides industry averages for comparison so you can easily see your opportunities for growth.

Personalized Plays for Your Institution

Get personalized recommendations from our marketing experts, so you know exactly how to improve your promotion campaigns to drive adoption and engagement immediately.



Number of Users by Engagement Level

Learn More Today

See how the Adoption Marketing Playbook can help you maximize the value of your MX tools. Reach out to your Client Strategy Consultant today or email catalyst@mx.com to learn more.