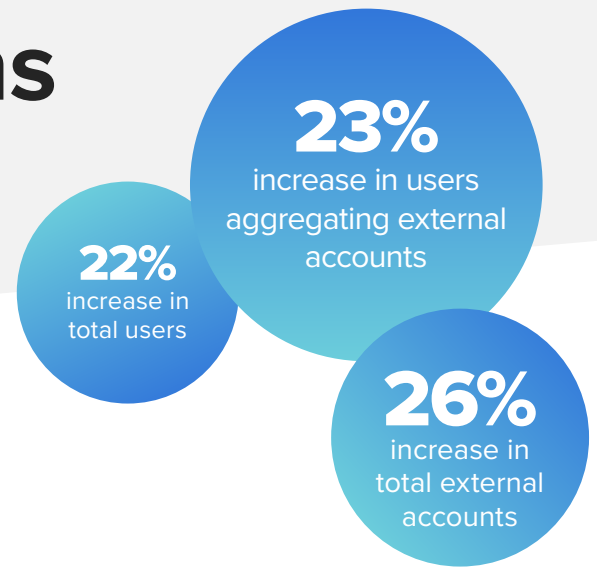


Increased Adoption with Deeper Integrations



Summary

Without pouring additional money into marketing efforts, Affinity Federal Credit Union increased engagement, improved member insights, and enhanced member experience.

Challenge

Affinity's money management product (powered by MX) was buried in the online experience, making it hard for users to find it. This led to low adoption and engagement rates.

Solution

Affinity implemented MX widgets in more prominent and accessible locations on their online dashboard and increased engagement and external accounts within six months!





Profits for the **People**

Affinity Federal Credit Union is a member-owned, not-for-profit, full-service financial institution that serves as the largest credit union headquartered in the state of New Jersey. The mission of Affinity is to push profits back to its members in the form of great rates, fewer fees, and a better banking experience.

This member-first mentality was one of the driving factors behind Affinity's desire to increase the experience around their online and mobile banking products. More users in the platform would provide additional insight for ways to improve member experience. "Specifically, we wanted to ensure that more of our members could access the services from a device of their choice and add their external account connections," said Shireen Davis, AVP,

Digital Information Technology at Affinity Federal Credit Union. "Aggregating all those external accounts would allow us to capture a much larger data set from which we can gain further insight into ways to more effectively serve our members."





Mini Widgets, **Massive Results**

Although money management features were available on Affinity's online banking site, adoption was low because of placement. The decision was made to add mini-widgets onto the main interface, and the results were staggering.

11%
increase in total
users of the
new tools

11%
increase in
external accounts
added





Go Mobile or **Go Home**

Motivated by the successful early adoption rates in the first three months, Affinity made another push by introducing mobile widgets to the offering. By including these widgets on mobile, members would have more direct access to the tools, being able to interact with them in their pocket

33%

increase in active users
in just three months

12%

increase in the number of
users with external accounts

14%

increase in the total number
of external accounts

Conclusion

Affinity increased engagement and deepened the pool of available user and account data for future insights by integrating responsive and visible MX financial tools.

If you're interested in learning more about how MX products can improve your current digital and mobile offerings,

visit mx.com or contact us at 801-669-5500.