



The Key to Your Data-driven Growth Strategy

“When analyzing the winners and losers in banking over the last five years, the most common characteristic we see in the winners is a heavy focus on aggregation. The ones who don’t, are letting customers slip away.”

MX Account Aggregation

Ryan Caldwell
Founder and CEO, MX

The Easiest Way to Grow Deposits

Put the power of data to work with aggregation at the center of your growth strategy. Your customers are holding external accounts and looking to others for loans, savings accounts and more. With the ease of switching and the rise of fintechs, the choice is becoming increasingly easier for customers to move their accounts to an institution that meets their needs. With MX account aggregation you gain clear visibility into where your customers have accounts and insight into their spending and saving behaviors.

The Smartest Way to Market to Customers

To make informed decisions, you need to access current account information to verify income, account, asset, and liability history with accuracy. MX simplifies the customer journey by reducing friction points to verify accounts, assets, and identity. With real-time access to accurate, up to date financial data, you have the data needed to win customers over through personalized messages and offers.

The Fast-Track to Becoming the Primary FI

A data-driven growth strategy should permeate every part of your bank or credit union. MX helps identify those external accounts and target those customers with offers and services that help you become the center of their financial lives. If your customers are choosing other institutions for their lending and savings accounts, you can now effectively message to those customers offering them new services or a better interest rate for switching.

Why your institution needs MX Account Aggregation

- See **where** your customers are holding accounts and loans
- Uncover **why** they are not banking with you
- Know **who** your customers are and how to market to them
- Understand **how** you can grow deposits and become the primary FI



Why MX?

MX has relationships with top financial institutions to ensure consumer financial data is accurate, reliable, and secure so that you can offer your consumers a seamless and easy path to all of their financial accounts — in the palm of their hand.

MX Aggregation is powered by an industry-leading 50,000 connections with 16,000 financial institutions. In addition to our patented technology that keeps backup connections on standby to increase aggregation success and minimize outages, MX also offers the latest OAuth open banking connections, currently covering over 50% of bank accounts, with more coverage in development.

MX's Data Enhancement engine converts aggregated transaction data into legible descriptions, categorizes it with industry-leading categorization coverage (99%) and accuracy (97%), and appends it with logos, transaction types, and more so that it's digestible by your customers, and your machine learning tools.

Open banking connections are modernizing connection capabilities and expectations by offering:

Value for Banks and Credit Unions

- Real-time access to accurate, secure, and reliable customer account data.
- Instantly connect to customer account information and verify and authenticate identity, assets, balances, and amounts.
- Insight into accounts and transaction history to provide customers with richer experiences, strengthen brand loyalty, and increase wallet share.

Value for Customers

- Snapshot of all their balances, transactions, and related data in one place.
- Ability to make better financial decisions with better insight into their financial health
- Data needed to power digital money management tools to better understand their financial behaviors, spending and saving trends, and more.

Power any Use-Case with Access to More Data Fields

MX provides access to more open banking connections than any other provider to help improve the experience by replacing credentials with tokens, bringing higher levels of security and connection success rates.

Account Verification

Simplify the customer journey and reduce abandonment by minimizing friction points around connecting accounts, verifying assets, and identity. With real-time access to accurate financial data, you have the information needed to power their product, from making informed lending decisions to enabling seamless money movement.

Account Data

MX provides connections to accounts and transaction history to provide customers with richer experiences, strengthen brand loyalty, and increase wallet share. With a comprehensive view of a consumer's financial life, you can create better experiences and solutions targeted toward their consumer's needs.

