



# Mobile Banking Marketing Strategy

Presented by



**THE GENESIS GROUP**

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# We'll look at

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- Marketplace Analysis & Potential
- Best Practices
- Marketing Campaigns
- Customer Care & Education
- Killer App—What's next?



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# Got M Banking?





# Marketplace Analysis: Mobile Phones

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- 83% of US have cell phones, 250 million subscribers
- 42% smart phones
- 87% of smart phones use Internet on device, 2 to 3 times every day—up 51% since 2009
- 77% of smart phone users are loyal to wireless company
- 86% use while watching TV
- 63 % mobile users would be more likely to give up their money than their smartphone if mugged
- 2014 – projected Internet use: mobile overtakes desktop

Source: Pew Internet Project®2011

# Marketplace Analysis: Social Media & Mobile Phones

- 1/3 of  600 million+ users



- 50% of Twitter's 165 million users



- 200 million+ views per day



- Women 35-54 most active group
- Adults 50+ driving growth

Source: Nielsen®2011



# Marketplace Analysis: Mobile Banking

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- 32.5 million users – 21% increase over previous year
- 12.7 million banking app users – 45% increase
- 62% use once a week
- 2.36 average weekly usage
- Why increases?
  - Trust the mobile Web (security of personal information) vs. PC internet (high security concerns)
  - New apps, enhanced bank websites

Source: comScore Survey results for 3<sup>rd</sup> Qtr. 2011



# Marketplace Potential

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## Mobile Banking Users

- Much higher balances, avg \$64,303
- Much greater net worth, avg \$341,017
- 13.2 percent hhs accessed account via a mobile device
- 20.8 percent hhs accessed account via customer service call center

Source: Nielsen®2010



# Marketplace Potential

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Behaviors of unique demographic niche across traditional age & income categories

- Social Texters
  - 18-24, 20% of mobile bankers users
- Mobile Office Workers
  - 35-54, highest smartphone ownership, image-conscious, and uses mobile banking at higher rate than any other group
- Country Club Communicators
  - 45-64, good income, well-educated and adept at technology. Loyal to primary bank, use multiple banking services.

## Demographics of wireless internet users

Below is the percentage of each group who have accessed the internet wirelessly via their laptop or handheld device, according to our December 2009 survey. As an example, 51% of adult women have accessed the internet wirelessly.

Wireless internet users	
<b>Total adults</b>	<b>55%</b>
Men	59
Women	51
<b>Race/ethnicity</b>	
White, Non-Hispanic	52%
Black, Non-Hispanic	59
Hispanic (English- and Spanish-speaking)	62
<b>Age</b>	
18-29	80%
30-49	66
50-64	42
65+	16
<b>Household income</b>	
Less than \$30,000/yr	46%
\$30,000-\$49,999	55
\$50,000-\$74,999	61
\$75,000+	76
<b>Educational attainment</b>	
Less than High School	41%
High School	42
Some College	63
College +	69
<b>Community type</b>	
Urban	57%
Suburban	56
Rural	45

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is  $\pm$  2%.





# Marketplace Potential

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## Value Proposition for Mobile Banking

- Extension of online banking at front end, decreasing costs of call center, branch
- Necessary to maintain competitive position and retain customers
- New customer acquisition, value, convenience
  - Attract Gen X and Y
  - Underbanked, unbanked



# Mobile Banking Best Practices

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- **A — Exceptional:** BB&T, Eastern Bank, Fifth Third Bank, Northeast Bank, USAA, Wells Fargo
- **B+ — Very Good:** Bank of America, Chase
- **B — Good:** Capital One, US Bank, Huntington Bank
- **C — Average:** America First, Bancorp South, Citibank, PNC
- **D — Below Average:** Carolina First, 1st Bank, IBC Bank, Mercantile Bank, Regions, SunTrust, Synovus

Source: ABI Research®2009

- Chase Bank “Best in Class” Javelin Strategy & Research 2011

# Best Practices

**MORE WAYS TO BANK  
WHENEVER, WHEREVER.**



**BB&T Mobile**

Secure banking.

Flexible options.

Exceptional convenience.



**TAP. TOUCH. BANK.**

BB&T Mobile app. Now for  
Android™ phones.

[Learn more >](#)



**Fifth Third Mobile App & Mobile Website**

Now available for Android, BlackBerry and iPhone.  
Scan the code to download the app now.

[Learn More >](#)



# Best Practices

## mōbileBANKING

53.MOBI - BALANCES - VIEW TRANSACTIONS - TRANSFERS - ALERTS

Your phone is always within reach...now  
your bank is, too! Fifth Third  
Mobile Banking is here!

[View Demo](#)



## Mobile & Tablet Banking.

Account access anytime, anywhere.



Details

 **Wells Fargo Mobile Banking**  
Wells Fargo  
★★★★☆  
1.2

**FREE**  
221 KB

[Download](#)

[Reviews](#)

[Recommend](#)

[Screenshots](#)

FAST, SECURE, and FREE\*,  
Mobile Banking for  
BlackBerry® is available to all



# Marketing to meet needs

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- Increased security, decreased risk of loss
- Real-time alerts, fast fraud prevention
- Authentication device for payments
- **FAST, SECURE, FREE!**



# How to market

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- Direct marketing (with behavioral targeting)
- email blast, eNews
- Website—home page, make it easy to spot!
- SEO, SoMe



# Marketing — what you gain

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- Future value of the customer
- Repeat behavior, customer satisfaction and loyalty
- Cost savings





# Marketing & Promotional Ideas

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- ING Direct “Bank from Any Corner” contest
  - Customers send photos or videos of “the coolest and craziest place” they used mobile banking
  - Grand prize \$10,000, 2<sup>nd</sup> place \$5,000 3<sup>rd</sup> place \$2,500; 17 iPod touch runners-up
- Chase website screenshot barcode “Scan this code with your phone for free Android App!”
- Register to win new phone, tech tools

# Mobile Banking on the Home Page



Pay. Send. Transfer.  
All from the comfort  
of your own phone.

Mobile Banking. Making life easier!



Be informed about your finances while *on the move* now with *UBS Mobile Banking*



Bank-By-Thumb.



**LET YOUR FINGERS DO THE BANKING.**  
GO MOBILE. BANK ANYWHERE.



**PNC Mobile Banking - Convenience On the Go**



Play Mobile Banking Demo



OnPoint Mobile Banking

Banking at the tip of your thumb.

Sign up today!



**What's Your BAL?**

Fast information at your fingertips. Use quick and easy text commands to check balances, transfer funds, view history and more!

FREE MOBILE BANKING anytime, anywhere!



so what are you waiting for?



# Mobile Banking Deposit

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- *"This is different than online banking. This saves me time."*
- FI with high deposit-to-branch ratio should make this capability a top priority
- Niche product ideal for smaller institutions with few branches or ATMs
- Large institutions roll out the service for competitive reasons

# Who has Mobile Banking Deposit?


- Bank of America, Chase, Citibank and Wells Fargo?
- PayPal's iPhone app deposited \$100,000 worth of checks into their accounts in the first 36 hours the service was live
- How?





# Deposit Capture—Who's on first?

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- USAA Bank Deposit@Mobile®
-  DepositPoint®
- Chase Quick Deposit<sub>SM</sub>
- *FirstCommand Bank* Deposits On Command™

# Mobile Banking Choices

Consumer method of choice?



SMS



WAP



APP



# Customer Care & Education

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- Be sure to address concerns
  - Is it secure?
    - Communicate tools and technologies used
  - Full disclosure of fees, potential fees



# Customer Care & Education

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1. Features and Benefits
2. Tell me more!
3. How to enroll



# Customer Care & Education

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## 1. Features and Benefits

- View account balances and activity
- Pay bills
- Transfer funds between your accounts
- Find Bank locations and ATMs
- Secure, encrypted, limited information storage
- Speed of receiving/sending information
- Account notification and security



# Customer Care & Education

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## 1. Features and Benefits cont.

Lots of Disclosure:

- Please check with your wireless service provider for details on its fees and charges. If your wireless device does not have Internet access, you may use mobile banking's text messaging feature to obtain information on your account.
- To access your accounts using mobile banking, you must be enrolled in online banking.



# Customer Care & Education

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## 2. Tell me more!

- Pricing

- Mobile Banking is free to all Bank account holders.....

- Text Messaging

- If your wireless device does not have Internet access, you may use the mobile banking text messaging feature.....

(Disclosures, disclosures)



# Customer Care & Education

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## 2. Tell me more!

### ■ Security

- Your account information is protected at the same high level of security as your online banking account when you use your PC.
- Lots of supporting information:
  - When you enter your User ID, you will be show.....
  - Please note that we will never transmit account number information; we use encryption technology to safeguard your personal information.



# Customer Care & Education

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## 3. How to enroll

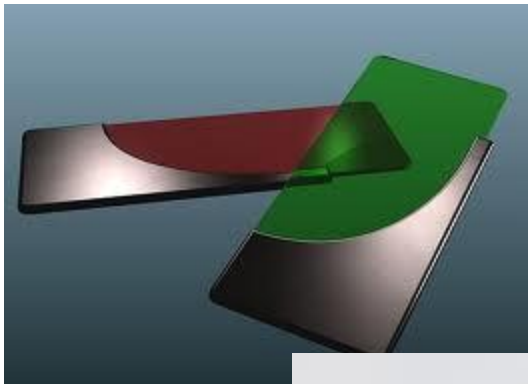
There is no enrollment fee for mobile banking, but you must be enrolled in online banking.

### Disclosure:

- Please note that your use of mobile banking is governed by the terms and conditions of the Bank Agreement.
- (WAP) If you're already enrolled in online banking, you can access mobile banking by logging in with your Internet-enabled wireless device at <http://mobile.bank.com>.

# Killer App

What's next?

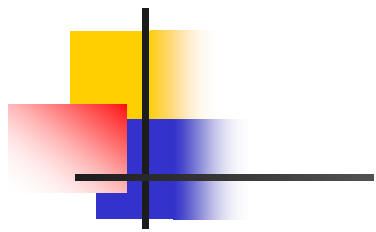


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# Mobile Banking Wrap-up



- New channel not just add-on to online banking
- High consumer demand, lowest cost banking channel today
- Requires different approach to serve market demand
- Builds platform for whatever comes next
- Seize the opportunity, get in the game!





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