



# Make Your Closest Branch a Consumer's First Choice on Mobile

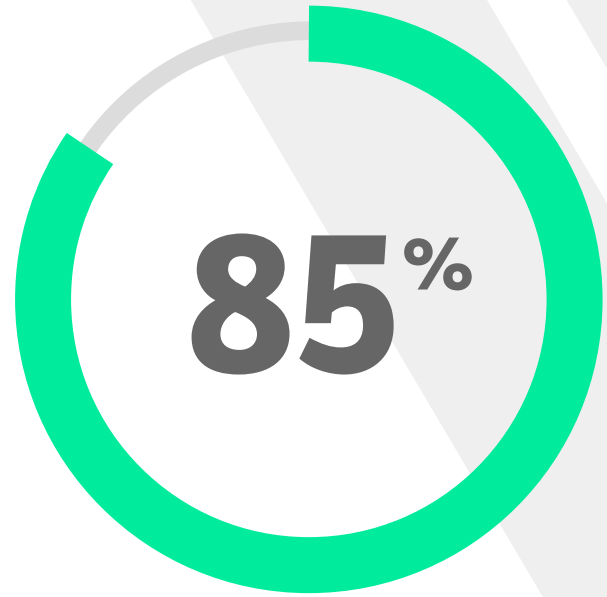
Today's consumers demand relevant experiences at every stage of their customer journey. To stay relevant, banks and credit unions must keep up as consumers shift to new mobile technologies.

The Mobile Customer Experience Management Platform (MCX) helps your team increase your mobile visibility across every step of that customer journey on every network. It allows you to engage with your customers where they are, and build a sense of trust that drives them from their mobile devices to your nearest branch.

- **Make it easy for customers to find you**
- **Improve reviews and ratings**
- **Protect your digital reputation**
- **Publish ads with local trust elements**
- **Build a community around each branch**
- **Generate more customer referrals**

## Make Every Branch a True Neighborhood Bank on Mobile

MomentFeed works with banks to help make their branches more visible and appealing across the web and on mobile devices. MCX ensures that your information is accurate and up-to-date so you can build an online network of virtual branches that matches your offline one. With MomentFeed's MCX Platform you can be there whenever consumers need you with the trust-building data and accurate information they're looking for – proving your commitment to serving each community and putting you a step ahead of the competitors.



**85% of consumer engagement is happening on location specific-assets on Facebook, Google, Yelp, Maps and other non-owned mobile networks.**

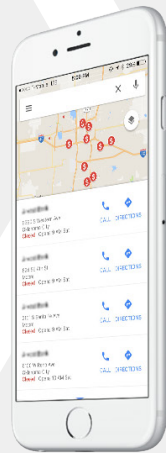


**More and more customers are banking from the palm of their hands. MomentFeed allowed us to take advantage of this trend and use mobile to attract new customers and bring them to our branches.**





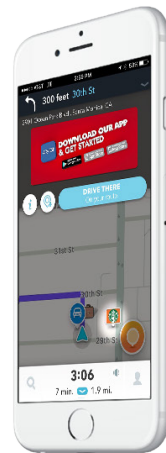
**Awareness**



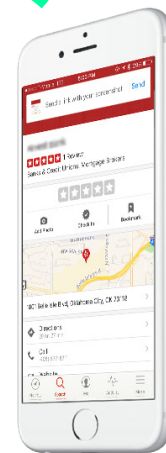
**Consideration**



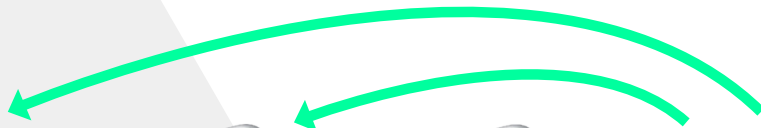
**Preference**



**Transaction**



**Loyalty & Advocacy**



## The MCX Platform

The mobile customer journey isn't a fixed process: the customer is in charge. MCX helps banks and credit unions with many branches drive each stage of the customer buying cycle for each branch on mobile. This means greater engagement with customers, higher satisfaction, more loyal customers and increased customer referrals.

“ Using MomentFeed is like having an army of online marketers – one at every location – all working in unison to drive mobile consumers to each branch.”

## Widen Your Appeal

Customers access information about your locations in multiple ways -- through search engines like Google, on your brand's website, and your mobile banking apps.



### Visibility Manager

Optimize and synchronize location data for every branch across all channels.



### Location Finder

Simplify how customers find all your locations from your website.



### Social Media Manager

Monitor, create and maintain genuine relationships around every branch.



### Paid Media Manager

Create location specific ads, with trust elements like branch manager names, for higher engagement.



### Reputation Manager

Respond personally to individual or multiple reviews at once.

### Mobile Customer Experience Management Platform

MomentFeed's mobile customer experience management (MCX) software helps banks and credit unions with multiple locations manage the entire mobile customer experience. MomentFeed drives consumers in the moment of decision from their phone to your branch.

For more information, talk to a mobile marketing expert:

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