

# Account Aggregation

## CASE STUDY

### Digital Money Management Successfully Launches

MX

Utah Community  
CREDIT UNION

Q2

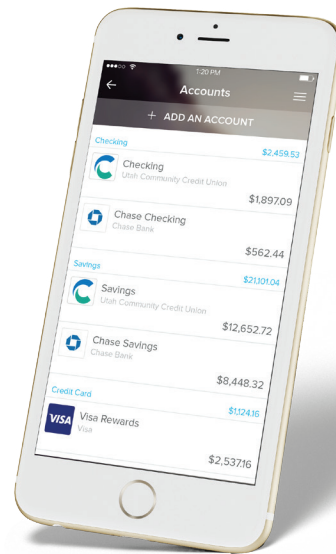
## Utah Community Credit Union — UCCU successfully launched innovative Digital Money Manager by MX

When UCCU chose Q2 as a digital banking provider, they were excited at the prospect of integrating MX products directly into their online experience. They knew that an MX integration would give their members guidance in managing their finances, resulting in greater loyalty and an improved ability to attract new members.

Because they were already familiar with the benefits that MX would provide their users, UCCU knew they wanted to do a major promotion in launching the product. Brad Norton, SVP of Marketing at UCCU, created internal marketing materials and also leveraged MX for video assets to increase engagement from day one.

“We didn’t want to bury this product in any way. Instead, we wanted to put it front and center — showing our members what they could accomplish with it, getting them to really envision how this can inspire smart decisions and help change their financial habits for the better.”

- Brad Norton, SVP of Marketing UCCU



The promotion paid off. Within three months, 28 percent of UCCU members had adopted digital money management, and 17 percent of those users had added external accounts at an average of 4.1 accounts each. This means that these users are signing into UCCU to view all their finances in one place (and, by implication, becoming less and less likely to sign into UCCU’s competitors to do so). As a result, UCCU is quickly proving themselves as the primary financial institution in their region.

MX

# Utah Community Credit Union Results:

28% 

90-day adoption by UCCU online userbase

17% 

Of Digital Money Manager users added external accounts

“From integration to launch and beyond, we’ve been very pleased with the experience of working with MX. We couldn’t be happier with the fact that so many of our members have started getting their financial lives in order. This partnership brings us exactly what we’re looking to deliver to our members & we are really excited about it.”

- Brad Norton, SVP of Marketing UCCU



**MoneyDesktop** is a data-driven money management tool that securely integrates into digital banking products and enables users to take control of their finances.

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