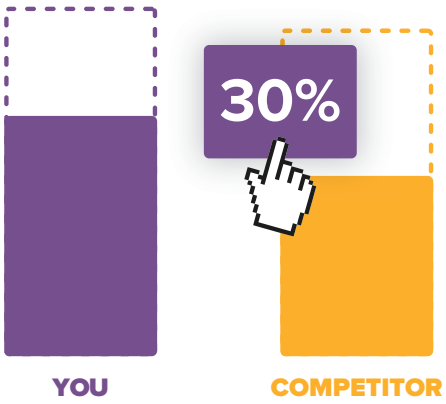
Discovered Accounts

Turning your internal user data into profit.



The equivalent of

30%

of your assets under management could be leaving your institution to your competitors.

MX can tell you how much AND to whom.

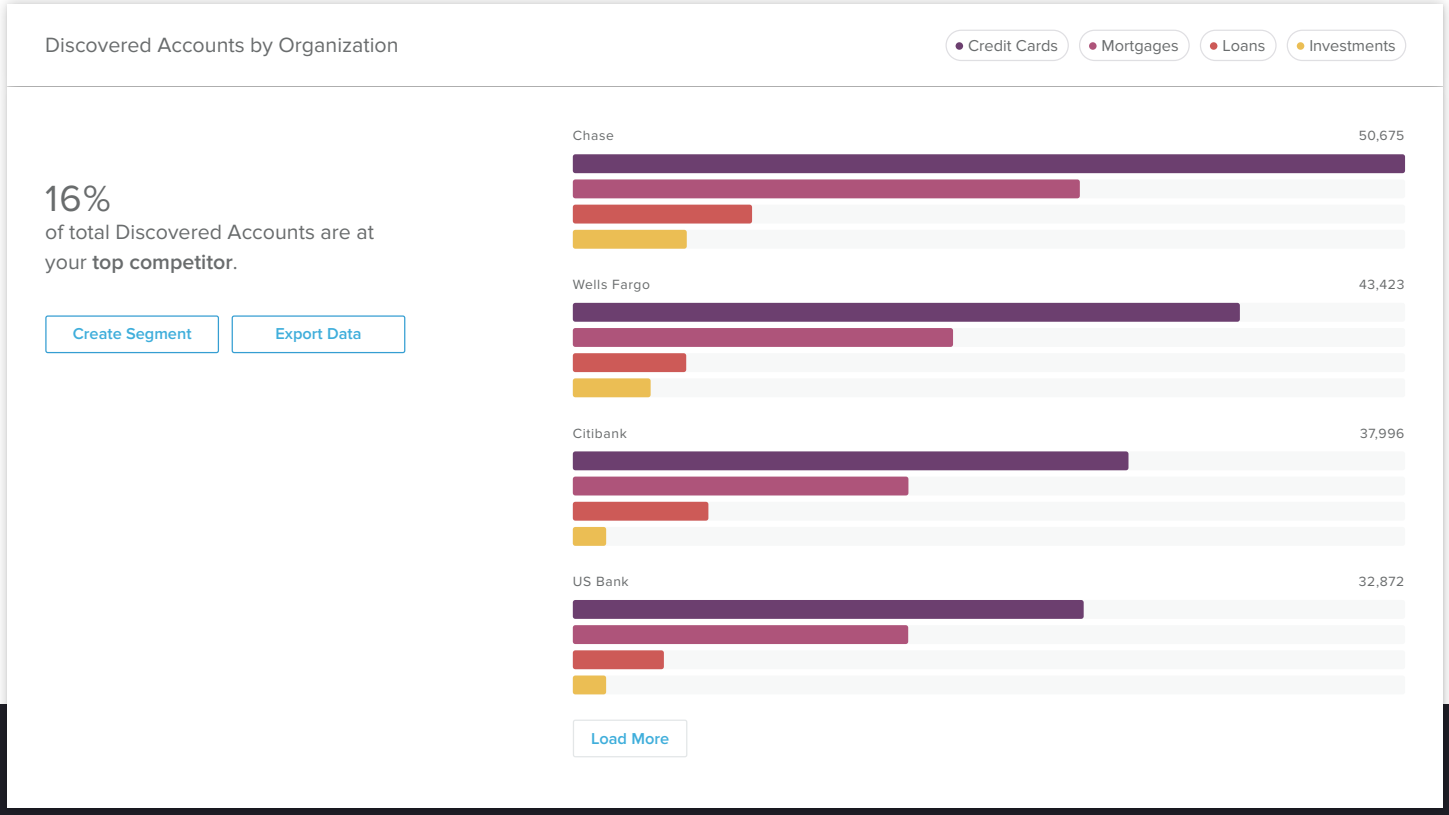
You're sitting on a goldmine of internal data, but it's hard to know how to put it to use. With Discovered Accounts from MX, your transaction data is automatically cleansed, categorized, and classified — empowering you to find users who have accounts with your competitors.

Discovered Accounts shows you:

- How much money is leaving your institution to your competitors each month?
- What account types (auto loans, mortgages, etc.) your users have with your competitors?
- Which competitors are taking the most from you?

How Does It Work?

First, MX runs all transactions through our cleansing, categorizing, and classifying process. This means that we take the garbled mess of a typical transaction feed and make it useful. Second, we take the cleansed, categorized, and classified data and put it in aggregate format. For instance, we show you how many of your account holders have an auto loan with one of your competitors.



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Visit mx.com or contact sales@mx.com for more info.