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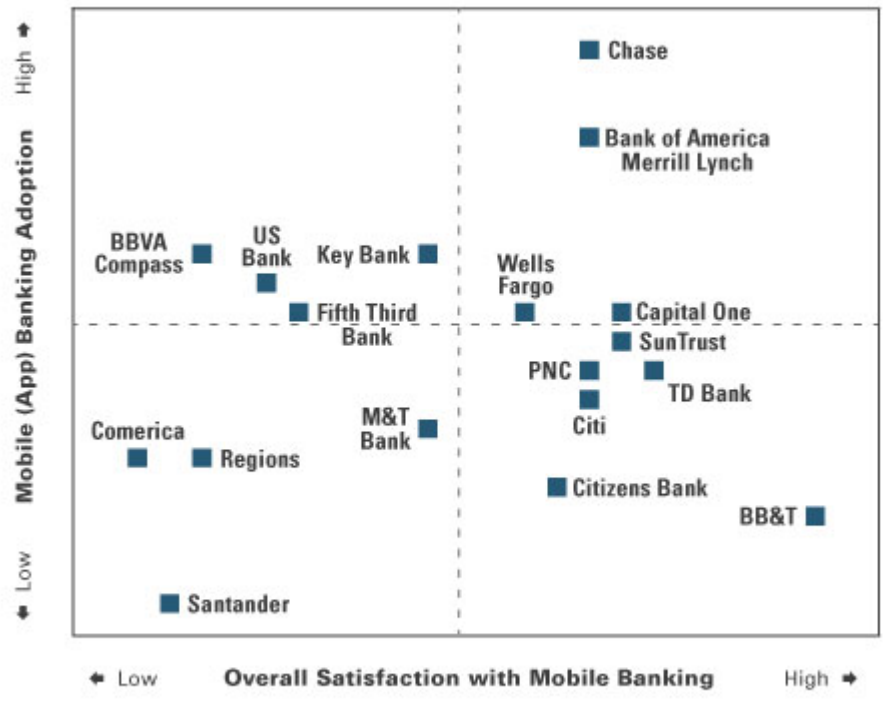
Mobile Enters New Era of Profitability, Is Your Bank Ready to Win?

June 12, 2014

Mobile leaders have already established gains in Gen Y customer acquisition that boost share of wallet and loyalty. Meanwhile, regional players hope to simply gain cost-reduction benefits before faster-moving competitors also steal the higher-value customers that represent significant profitability.

With Javelin forecasting that half of all US adults will use mobile banking in just a few short years, the separation between the digital leaders and followers has never been greater.

U.S. Retail Banking Competitive Landscape – Mobile Banking
Fall 2013



Note: Adoption metrics are "last 7 days" – Satisfaction metrics are top 2 box
Source: Javelin Strategy & Research: Outperform – Competitive Benchmarking Study

Bottom Line

Banks should be investing in high-quality mobile platforms for two important reasons beyond just cost-savings:

1. **Mobile as an increasingly important driver of customer switching**
   Regional banking providers with limited mobile capabilities are already seeing some customers defect for more technologically enabled competitors.
2. **Long-term revenue growth in the high-value segment**
   Acquiring and building deep relationships with a customer segment that is:
   - ***Younger.***
     43% are between 18- and 34-years-old, versus 20% of non-mobile users.
   - ***More affluent.***
     Average income is $67,750, versus $45,350 for non-mobile users.
   - ***More cross-sell opportunities.***
     4.1 products held with their primary bank, versus 3.0 for non-mobile users.

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