

# Bank & Credit Union Playbook

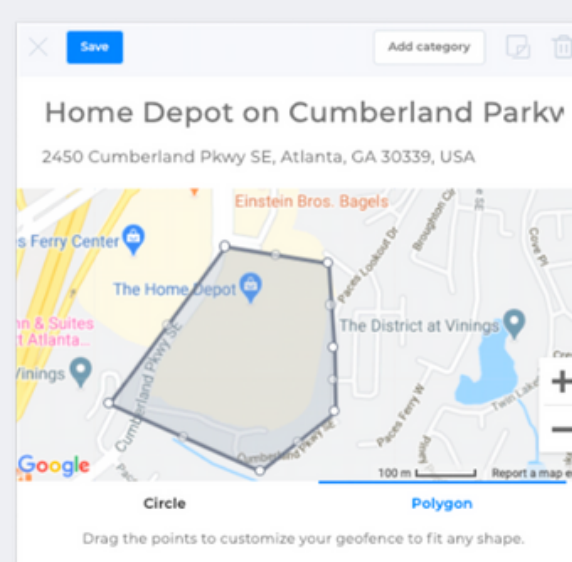
We give financial institutions the tools for hyperlocal engagement and a complete view of the app user's journey

- Location-based mobile engagement
- Precise customer journey metrics
- Detailed insights on consumer behavior
- Attribution with first-party data

## Make Sure Your Card is at the Top of Their Wallet

Geofence big box retail, home improvement, stores, and other locations where spending is high

- Add a button that links to credit card info/application
- Message to reminds users about cash-back and reward incentives



**Keep Your Cash**  
Get cash back when using credit on your home improvement purchases. No credit? Take 5 and fill out your application.  
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Name	Sent	Received	Opened	Goal %
<b>Travel Card Airport Promotion</b> <span>PAUSED</span>	785	592	333	67%
<small>Jun 19 - Feb 28, 2021</small>	653	481	283	55%
<small>Always live</small>				
<b>Best Buy Black Friday</b> <span>SCHEDULED</span>	986	734	587	53%
<small>Nov 23 - Nov 27, 2020</small>	873	666	421	39%
<small>Always live</small>				
<b>Car Dealership Financing</b> <span>LIVE</span>	785	592	333	21%
<small>Jun 19 - Aug 31, 2021</small>	653	481	283	40%
<small>Always live</small>				
<b>Cash Back at Home Improvement Stores</b> <span>LIVE</span>	132	83	66	73%
<small>Jun 19 - Aug 31, 2021</small>	99	74	71	91%
<small>Always live</small>				

## Increase Travel Card Applications in Airports

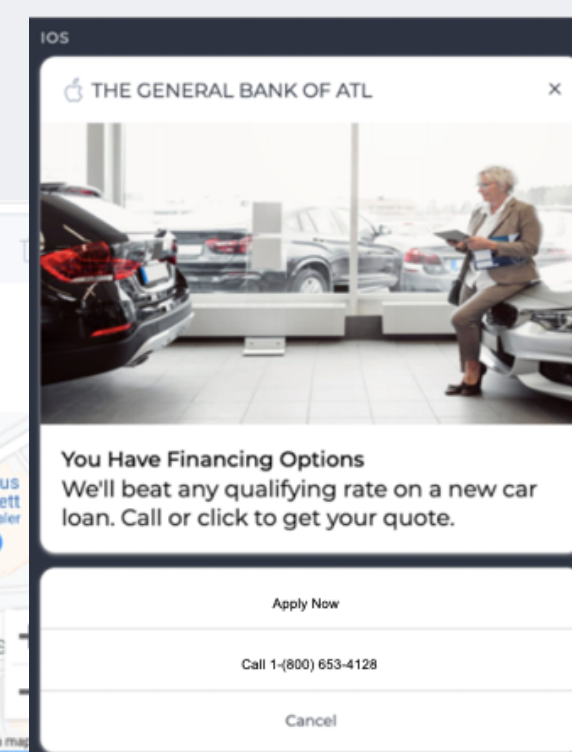
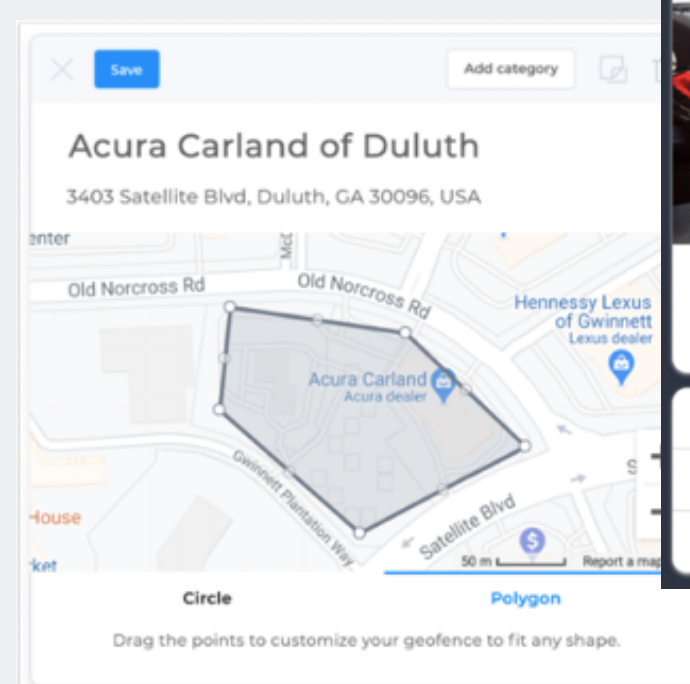
Geofence international airports promoting your travel card benefits, and other loyalty rewards for travelers when they use your card

- Message to "Apply Now" with special rewards when you're approved
- Add links to travel features such as exchange rates or security features

## Increase Cross-Selling Opportunities

Geofence international airports promoting your travel card benefits, and other loyalty rewards for travelers when they use your card

- Attach a button for easy applications and to view current rates
- Add 1-800 number as another button



**You Have Financing Options**  
We'll beat any qualifying rate on a new car loan. Call or click to get your quote.

[Apply Now](#)

Call 1-(800) 653-4128

[Cancel](#)