



Connect to **members** where they are, when they want your credit union.

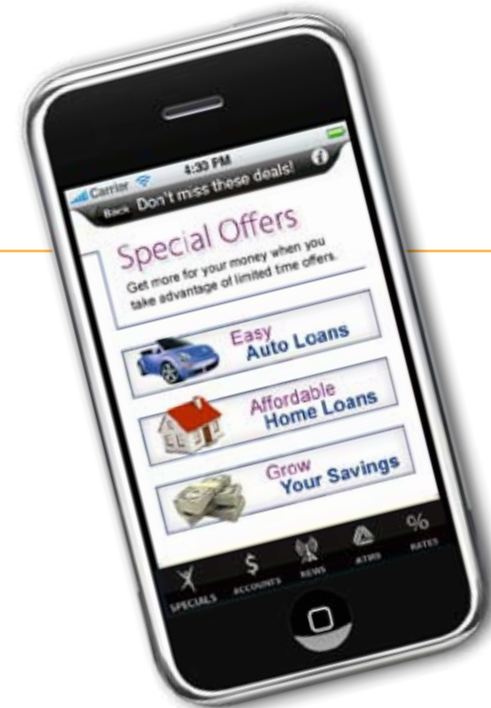
### It's mobile marketing.

With up to 60 million smartphone users in the U.S. in 2010, it makes sense for your credit union to utilize mobile marketing. Make offers based on what a member uses and what they are interested in. Make newsletters more relevant with instant updates. It's a revolutionary step in marketing communications.



Introducing **CU Mobile Marketing**®

the **smartphone app** that adds **marketing** to mobile banking



More than **mobile** banking. It's **mobile marketing.**



Branded design available for Your Credit Union



## Introducing **CU Mobile Marketing**®

the **smartphone app**  
for **your credit union.**

Members are mobile. Put your credit union in their hands while they are on the go with **CU Mobile Marketing**, the most complete credit union mobile marketing solution for smartphones. It's actually two solutions in one package: the perfect compliment to existing mobile banking systems or the best way to begin providing these important services.

**CU Mobile Marketing** was created to be the next step beyond mobile banking. It was designed by an industry-leading marketing agency to provide up-to-the-moment information right to the member's smartphone, on their demand.

### **CU Mobile Marketing** has five sections:

**Specials** – **CU Mobile Marketing** allows you to make special offers that load every time the app is launched. In fact, your credit union's brand and marketing offers are the first thing your member sees when using **CU Mobile Marketing**. This seemingly simple difference between **CU Mobile Marketing** and the first generation mobile banking apps is actually revolutionary. But this is exactly why you want a mobile marketing app to be instead of just mobile banking. **CU Mobile Marketing** sells your credit union while it also informs.

**Accounts** – Account access is given a cost-effective boost with **CU Mobile Marketing**. Tailored to fit your needs, it's actually two solutions in one package. It's either the perfect compliment to an existing mobile banking system, or the best way to begin providing these important services. **CU Mobile Marketing** gives members access to accounts with the ease and mobility only a smartphone can offer.

It's a channel that will have up to  
**60 million users nationwide in 2010.**

Connect with **mobile marketing.**

**News** – Printed newsletters are too slow. News on your website is better, but the member needs to be sitting in front of a computer to access it. **CU Mobile Marketing** is the only way to reach members when they are out and about, with offers and news that they can fulfill on immediately.

**Branch and ATM Locator** – **CU Mobile Marketing** is tapped into national databases to provide the member the exact location of the fee-free ATMs nearest them at that very moment. This section also provides your nearest branch locations.

**Rates** – **CU Mobile Marketing** provides the current rates for deposits, consumer and real estate loans in a clear, easy to read smartphone format. They can shop you in seconds to find their best deal.

### **Reach members with CU Mobile Marketing**

Smartphone use is skyrocketing, growing faster than any other personal computing device. More people access the Internet from a mobile device than from a computer. **CU Mobile Marketing** can now leverage this burgeoning technology for your credit union to gain important marketing advantages.

**CU Mobile Marketing** is surprisingly affordable, even though it is specifically branded to your credit union. The development time is short too, typically just four weeks.

Compare **CU Mobile Marketing** to the current mobile banking apps and you will see the difference. Don't settle for just providing mobile transactions when you can also market your services at the same time.

For more information and to view the demo, go to [cumobilemarketing.com](http://cumobilemarketing.com), or give us a call today.

**dbmkt**  
data | based | marketing

354 Pacific Street, #110 | San Luis Obispo, CA 93401 | 800.228.5038 | [www.dbmkt.com](http://www.dbmkt.com)

CU Mobile Marketing© 2011 Data Based Marketing.

