



Factsheet – MX by Money Experience

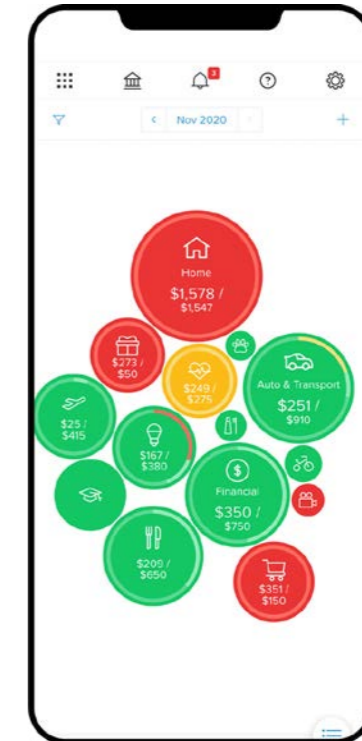
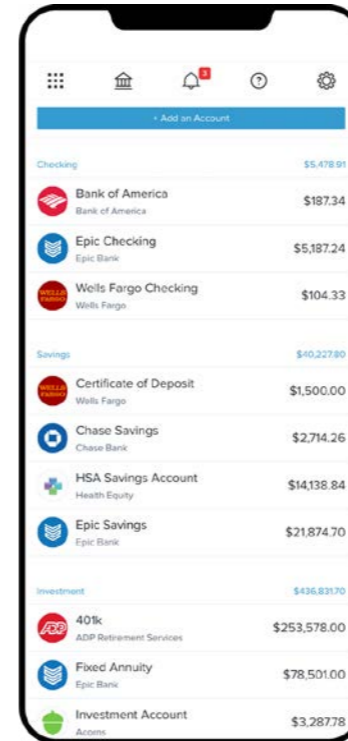
Connect to valuable data so you can deliver powerful, new experiences, increase top line growth, and help account holders be financially healthy, and happy!

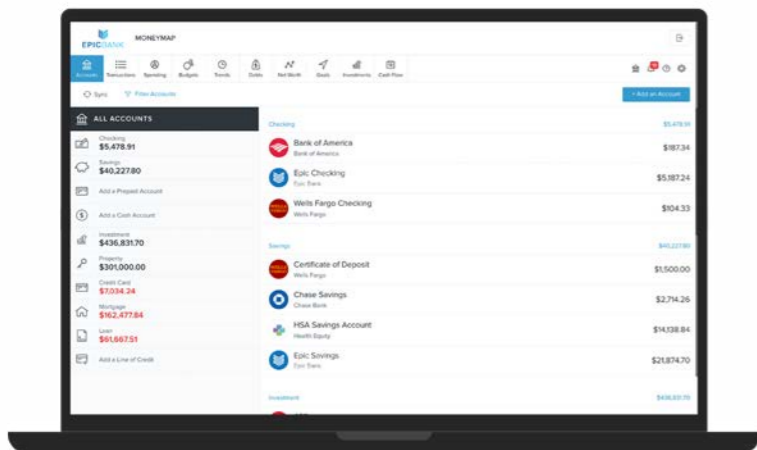
Data is collected, cleansed, and enhanced so you can do more with better data.

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From targeted marketing to helping account holders easily interact with their finances and make better decisions, MX provides the insights and tools that drive profitable growth for everyone."

Leverage data, create personalized marketing campaigns to promote products most relevant, and help account holders achieve their goals with personal finance management.





How it works

Personal Financial Management (PFM)

With a seamless experience to view all their data in an intuitive interface, account holders benefit from AI-driven financial insights and advice.

For every kind of budgeter, MX helps people stay on top of their finances with effective tools and easily digestible dashboards.

Data enhancement transforms illegible transaction descriptions into actionable data that account holders can interpret and interact with.

Money Map provides integrated 360° money management visualizations like budgets, trends, cash flow, and goals.

Pulse is a real-time “social” feed that serves up personalized financial wellness insights.

Personalized Marketing

Create targeted marketing campaigns based on customer data to deliver personalized experiences at the right time.

Offer a customized banking experience for different segments to drive engagement and loyalty. Adaptive notifications and ads let you make every interaction the right one.

Analyze, prove, and optimize impact with better data for better decisioning, better engagement, and better share of wallet.

Key features



Spending and cash flow insights

Give account holders clear visibility into spending habits, monthly costs, subscriptions - where their money goes, broken down by category.



Real-time guidance

Account holders can better understand their financial journey and take immediate action to improve financial health, thanks to machine learning capabilities that continuously improve data.



Connect accounts

Account holders can add accounts for a complete visualization and understanding of all their finances in one place.



Key benefits



Financial wellness

Financial wellness tools help account holders work smarter. A 360° view in a centralized location helps them organize, simplify and interact easily. Budget, trends, goals, and cash flow visualizations help to stay on top of financial health.



AI driven insights

Build trust with predictive insights and alerts.

Daily feeds provide real-time information about consumers finances, serving up insights that matter most to them.



Relevant offers

Personalize experiences and marketing so that segments you've created receive the right messages, increasing engagement and share of wallet.

Data intelligence

Enhancement and aggregation has helped FIs reduce year over year call volume reduction and increase retention.

Contact us

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top 100 banks. Our open architecture approach brings together a number of partners and innovators.

Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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