



## MOBILE WALLET: BUILD CUSTOMER RELATIONSHIPS, ENHANCE LOYALTY, AND DRIVE MARKETING ROI

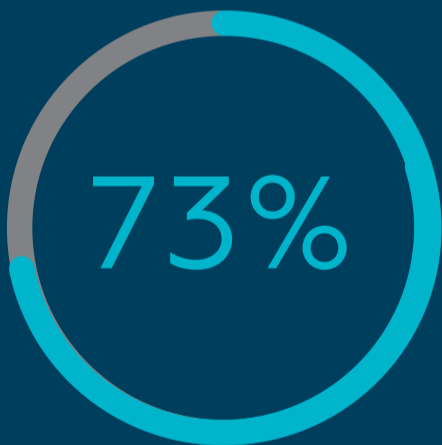
Mobile wallet arms financial services brands with powerful tools to drive value out of their customer relationships – beyond reaching those who have their app. By utilizing mobile wallet, brands can maximize their mobile marketing ROI while presenting customers with valuable content, and building brand loyalty.



### MOBILE OFFERS WILL IMPROVE YOUR BRAND PERCEPTION



### YOUR CUSTOMERS ARE VERY LIKELY TO SAVE YOUR MOBILE OFFERS TO THEIR SMARTPHONES



73% of smartphone users are interested in receiving and saving mobile wallet content from brands, with 68% saying they would like to receive these offers at least weekly.

#### REAL CLIENT OUTCOME

A Fortune 500 brand began consistently delivering mobile wallet offers to its new mobile subscribers and saw its average revenue per opt-in **double** from \$10 to...



### HOW YOUR CUSTOMERS WOULD LIKE TO RECEIVE MOBILE OFFERS



When ranking available options, 62% of smartphone users would prefer to receive mobile wallet items via email, followed by 55% preferring text.

Source: 2016-17 Vibes Mobile Consumer Report

**Get Started Today!**

At Syniverse, we empower companies to engage with their customers using our best-in-class cross-channel mobile marketing platform, which drives unmatched business outcomes. Whoever you are, wherever you are, we make mobile work for you.

To find out more information, or to learn how we've helped companies just like yours, visit [Syniverse.com](http://Syniverse.com) or email [contact@syniverse.com](mailto:contact@syniverse.com).

For a sneak peek, text **STYLE** to 72238 (U.S. Only) or visit [Syniverse.com/Style](http://Syniverse.com/Style).

