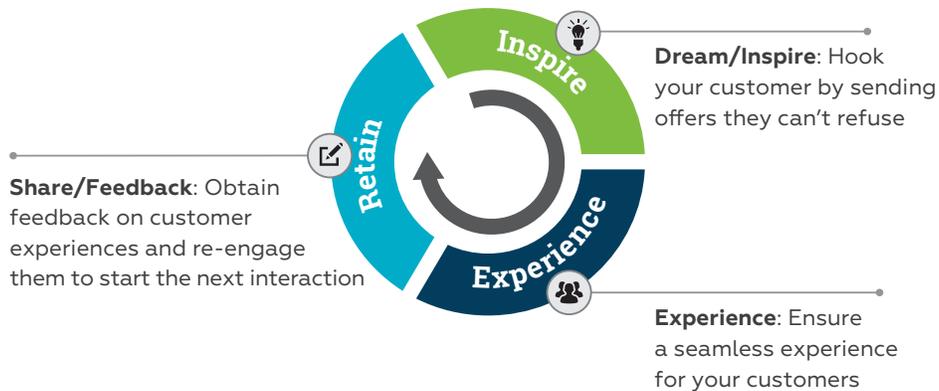


# Reach Your Customer in the Mobile Moment

Create rich, engaging experiences for your customers that reach them in the mobile-moment, anywhere, anytime. With mobile engagement, you'll optimize customer acquisition, enhance loyalty, increase revenues and reduce costs.



Mario is a time-crunched professional who travels for business regularly and expects relevant updates and timely offers while he's on the go. To stay current, Mario has opted in to receive mobile updates from his bank.



## Mobile Offer Update

Mario gets an SMS alert that his bank now offers special promotions from brands participating in its rewards program.



## Loyalty Balance Update

Mario redeems his 10% discount coupon, purchasing a suit for an upcoming business trip to Italy. He receives an in-app push notification stating that reward points have been added to his account.



## Geo-Fencing Based Offer

He receives a notification with a 10% discount coupon to redeem in a nearby merchant store that participates in his bank's rewards program.

## Fraud Protection Notification

He purchases his flight through an airline partner of the bank and receives an email offering fraud protection for his bank card while he's traveling.



## Card Use Update

Before he departs on his business trip, Mario opts in to his bank's fraud protection program and receives an SMS confirmation that he is enrolled.



## Welcome Message

Once he lands in Italy, Mario receives a Welcome SMS alert that his credit card is ready for international use.



## Large-Purchase Notice

During his trip, Mario purchases a designer coat. The size of the transaction goes beyond his set account limit, so he receives a large-withdrawal SMS notification from his bank.



## Satisfaction Survey

After his trip, he receives an SMS survey, asking him to rate his banking experience while he was traveling. He responds with a 5, very satisfied.



## Account Notification

Mario then receives an email notification that his monthly account statement is ready to view.

## Post-Trip Offer

Mario's bank sends him a special credit card offer for VIP travel discounts via his bank app for reaching preferred account holder status.



Syniverse provides opted-in device location data for correlation with the card purchase location so Mario's bank can easily validate the transaction.

**Syniverse**<sup>®</sup>

We make mobile work