



BankPlus Adds 2,500 Mobile Banking Users in Six Months

Bank averaging 500 new mobile banking users per month. Success rivals mobile banking penetration of larger banks.

About BankPlus

BankPlus (www.bankplus.net)

\$2 billion in assets as of Dec. 2007

Online Banking with Digital Insight since 2007

Serves Jackson, Miss., and surrounding areas

CLIENT SUCCESS

Challenges/Opportunities

- Intense competition from large banks moving into their market
- Deliver leading-edge technology the same as the nation's largest banks
- Goal to be one of the first to market with mobile banking in its geographic footprint
- Ensure highest quality mobile banking solution for customers

Actions

- Chose MShift mobile banking solution offered through Digital Insight:
 1. Seamless integration with Digital Insight Internet Banking
 2. Solution is device and carrier network independent
 3. No signup and no extra passwords
- Launched the solution to employees first, then friends and family
 1. Response from employees, friends, and family was very positive
- Promoted launch with multi-channel marketing campaign
 1. Web site, local newspaper, and billboards
 2. Demo on Web proved to be very popular

Outcomes

BankPlus activates over 5% of its Internet Banking users on mobile within six months of launch

- Achieved 2,500 mobile banking users in the first six months
- Averaging 500 new mobile banking users per month
- Mobile branch locator is very popular with customers

Ask

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