



CASE STUDY

Improve foreign currency awareness with your customers when you partner with CXI's marketing solutions

Customer

The customer is a publicly-traded, FDIC registered federal savings community bank located in the Midwest. They are a large savings bank with over \$10 billion in assets and approximately 100 full service locations. Their primary focus is to provide exceptional full-service banking and lending expertise.

Challenge

The financial institution offered the foreign currency product for clients on an as-needed basis without much promotion or branch-wide awareness. The bank identified the foreign currency service as an opportunity to generate fee income while better servicing its client's needs. This prompted the bank to seek a partner that could provide strong marketing support that could generate activity at their branches.

Solution

The bank and CXI implemented a comprehensive marketing program to promote awareness about the foreign currency service. This marketing program was delivered via multiple channels and effectively informed their clients about the service and boosted their local awareness of the foreign currency exchange service.

Results

- Since introducing CXI's marketing solutions the customer now exceeds 700+ transactions annually
- The customer now reports total volume of \$624,000+ annually since introducing CXI's marketing solutions
- The customer reached a 100 percent increase in volume in the first year of introducing CXI's marketing solutions
- The customer now generates total revenue exceeding \$30,000+ since introducing CXI's marketing solutions



Solution Specifics

The customer chose to partner with CXI to improve their foreign currency services to their clients. Once the service started, CXI provided the institution with full marketing support. This allowed the bank to easily increase awareness of their foreign currency services.

CXI quickly developed customized marketing collateral to match the customer's brand style by following their brand guidelines. Within a month of receiving the brand guidelines, CXI developed the design and copy for the following marketing collateral: Statement Onserts, iPoster, Landing Page, ATM Screen, Online Banking Banner Ad, and Help Box.

After receiving approval on all designs and copy for each collateral and channel, the CXI marketing team collaborated with its preferred printing and distribution partners. This made the distribution process seamless by delivering all of the marketing collateral directly to the customer. These are all of the marketing solution specifics that were created to generate awareness for the customer:

1. Statement Onsert:

- Placed in all the statements the bank currently send to their customers

2. Landing Page:

- Designed layout and created content with keywords to help optimize their SEO local presence online to increase awareness to all of their existing and potential new clients

3. Online Banking Banner Ad 730x100:

- Placed on the bank's website to target customers when they visit online

4. ATM Screen:

- Placed directly on all branch ATM screens to increase awareness to all of their customers

5. Online Banking Banner Ad 150x250:

- Placed on the bank's website to target customers when they visit online

6. Help Box:

- Placed on the bank's website to target customers when they go online to the support area of the website

7. iPoster:

- Placed in all local branches to generate awareness when the customer visits the branch



CURRENCY EXCHANGE INTERNATIONAL

One Provider. One Platform.

ACCOUNT STATEMENT

ACCOUNT NUMBER: 90000607
PERIOD: 01/01/12-01/01/12

Your Logo Here
Your slogan here

ADDRESS SERVICE REQUESTED
>R00002 1021133 0003 010278 202

JOHN SMITH
12345 MAIN STREET
CITY, STATE, 12345

Your Branch
1234 Ave.
City, State 12345
(123) 345-6789

Customer Service
Inside the US: (888) 123-4567
Outside the US: 1 (234) 567-8910

24-Hour Telephone Banking
(888) 123-4567

Online Banking
yourwebsite.com



Get Foreign Currency for as low as \$3

Before you travel internationally, stop by a branch to convert your dollars into over 70 currencies. With one-day turnover, it's quick and convenient. And with fees as low as \$3, it's a smarter choice than exchanging at the airport.

Learn more at yourwebsite.com/exchange

yourwebsite.com Questions? (888) 123-4567 Equal Housing Lender Member FDIC Page 1 of 1

1. Statement Onsert

Foreign Currency Exchange

Bank Loans Invest Plan

Foreign Currency Exchange

We offer checking and savings customers a quick way to convert and exchange currency when traveling internationally.

- Convert to and from over 70 currencies
- Typically more affordable than airport exchanges
- No transaction limit for deposit account holders

Features

CONVENIENT ORDERING PROCESS:

- At-home delivery available - order at the branch (you must be home to sign)
- Orders placed Monday through Thursday before 3:00 p.m. for next-business-day delivery. Friday orders will arrive on Monday.
- Orders after 3:30 p.m., will be placed the next business day.

Fee Schedule

Foreign Purchase fee	\$ 4.00
Small Transaction fee (under \$300 USD)	\$10.00
Home Delivery fee	\$10.00

Step by a local branch today to place your order.



2. Landing Page



Quick, competitively-priced foreign exchange services.

3. Online Banking Banner Ad 730x100



Quick and convenient foreign currency exchange

- Convert to and from over 70 currencies
- Typically more affordable than airport exchanges
- No transaction limit for deposit account holders

Learn more at yourbank.com/exchange

Your Logo Here

4. ATM Screen



Quick, competitively-priced foreign exchange services.

Learn more >

Member FDIC

5. Online Banking Banner Ad 150x250



Foreign Currency Exchange

Visit us before you travel

Learn more >

6. Help Box



Quick and convenient foreign currency exchange.

- Convert to and from over 70 currencies
- Typically more affordable than airport exchanges
- No transaction limit for deposit account holders

Talk to a banker today.

Your Logo Here

7. iPoster



Results

Since switching over to CXI, the customer is now reaching a wider audience for their foreign currency services. This includes many clients which are important high net-worth account holders of the bank.

They are now exchanging a significant amount of foreign currency. Overall awareness was drastically improved, along with their volume and revenue. The customer is now benefiting from a significant increase in foreign currency transactions.

This increase of awareness along with the easy foreign currency ordering process has been noticed by clients who have provided very positive feedback about the full experience.

During the bank's first year with CXI, both the number of transactions and volume increased nearly 100 percent. The customer's revenue reported before CXI was \$1,558.39. Since switching over to CXI, the customer generated \$15,559.82 within their first year.

It's clear to see why using CXI's foreign exchange marketing solutions are designed to work. It directly puts the customer front and center to reap the benefits of a dramatic boost in transactions, volume, and revenue with the following results:

100%

Increase in **transactions** in the first year of using CXI's marketing solutions

99%

Increase in **volume** in the first year of using CXI's marketing solutions

10x

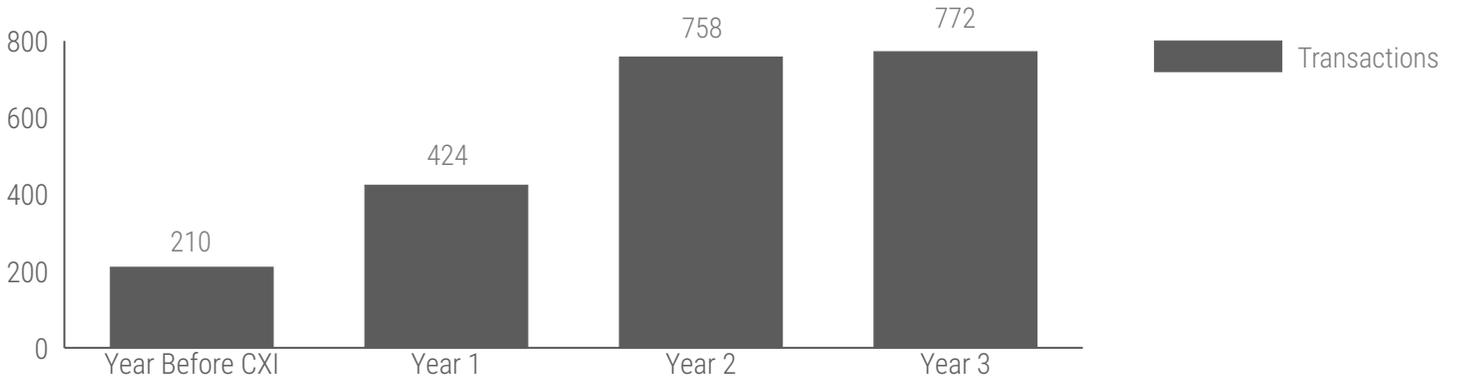
Increase in annual **revenue** in the first year of utilizing CXI's marketing solutions

\$30k+

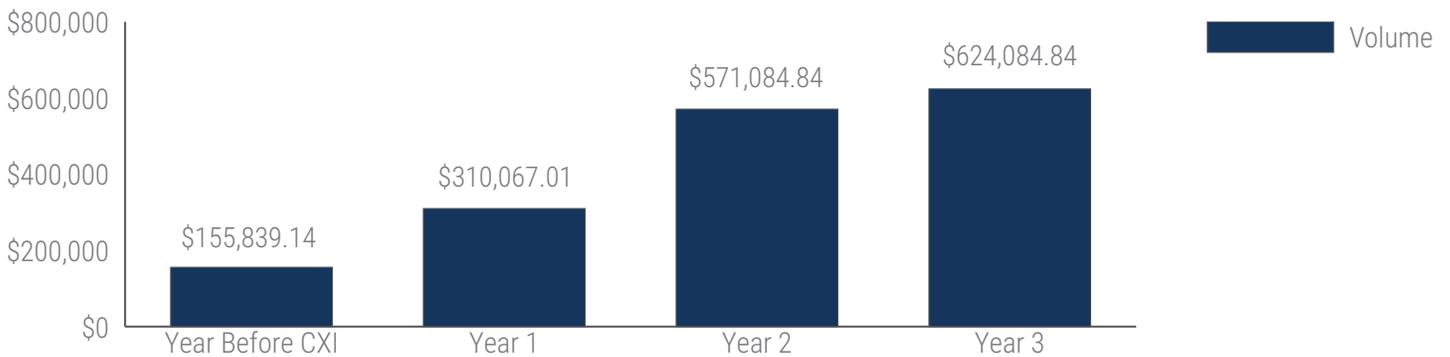
Annual **revenue** of \$30,446.50 in the most recent year reviewed by using CXI's marketing solutions



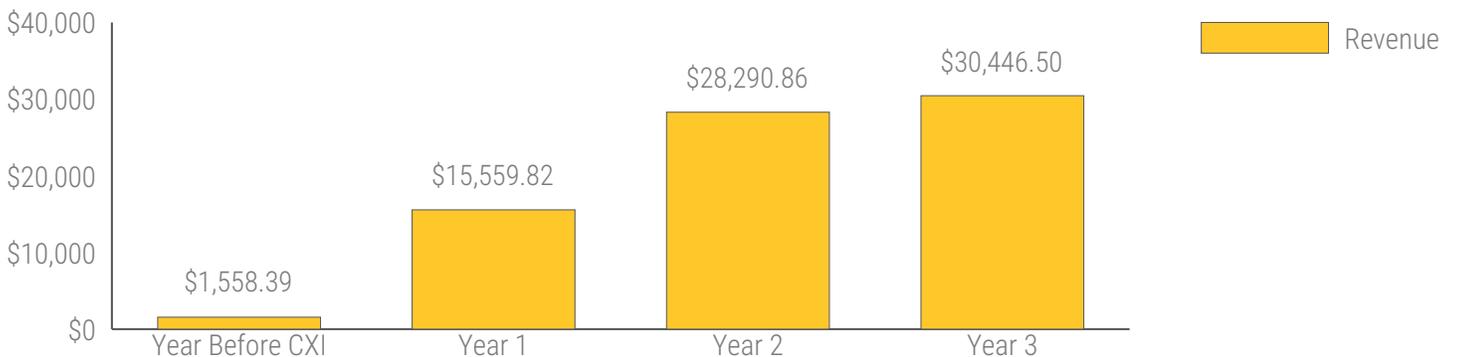
Foreign Currency Exchange Transactions Year Over Year



Foreign Currency Exchange Volume Year Over Year



Foreign Currency Exchange Revenue Year Over Year





CURRENCY EXCHANGE
INTERNATIONAL

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About Currency Exchange International

Currency Exchange International is in the business of providing comprehensive foreign exchange technology and processing services for banks, credit unions, businesses, and consumers in the United States and select clients globally. Primary products and services include the exchange of foreign currencies, wire transfer payments, Global EFTs, and foreign cheque clearing. Wholesale customers are served through its innovative FX software applications delivered on its web-based interface, www.cxifx.com ("CXIFX"), its related APIs with core banking platforms, and through personal relationship managers. Consumers are served through Company-owned retail branches, agent retail branches, and its e-commerce platform order.ceifx.com ("OnlineFX").

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