

Digital Marketplace

A full-stack customer growth platform equipping banks with FinTech capabilities, helping empower them to evolve along today's digital customer



Product Overview

How can banks scale acquisition strategies and service models to foster organic growth with their customer base?

EY Nexus for Banking Digital Marketplace, supported by MoneyLion, is a turnkey solution that helps credit unions, regional banks and community banks close the innovation gap. Specifically, it helps banks quickly and affordably develop the next-generation offerings and digital experiences akin to the highly intuitive FinTech experiences that customers want.

EY Nexus Digital Marketplace offers access to a broad network of solutions providers – all vetted by EY banking professionals and technologists – with unique solutions for growing deposits, acquiring new customers and boosting account engagement. The platform also provides advanced infrastructure, real-time data, adaptive content, integration with core banking systems and leadingedge data security – everything banks need to compete for, satisfy and retain today's more demanding customers.

What banks can do with EY Nexus for Banking Digital Marketplace

- ▶ Broaden the customer acquisition funnel and enhance solution portfolios with the goal of lowering acquisition costs and increasing conversion rates.
- ▶ Offer new customers a fast, simple and intuitive onboarding experience.
- ▶ Gain access to a wide range of digital banking products – savings, lending, insurance, credit cards and investing.
- ▶ Unlock modern capabilities with an advanced infrastructure platform offering interoperability with core systems.
- ▶ Take advantage of insights from consumer data to personalize products, manage incentives, trigger timely new offers and curate dynamic, engaging experiences.
- ▶ Prioritize your brand and control customer relationships.

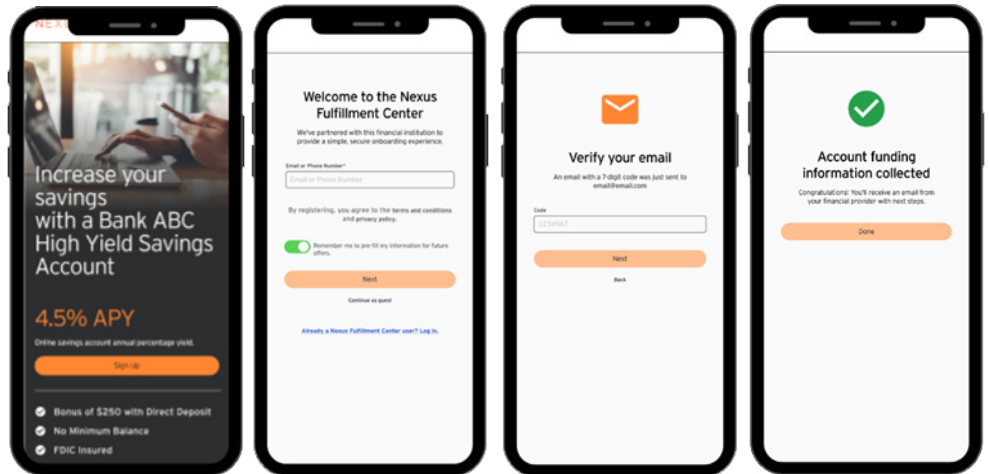
EY Nexus for Banking Digital Marketplace core features

- ▶ **Marketplace:** Attract new customers and delight existing ones with access to digital banking products through a network of 500+ product partners, available through a single integration and unified onboarding experience.
- ▶ **Integration:** Leverage an infrastructure platform with simplified interoperability into your organization's legacy core to unlock modern capabilities.
- ▶ **Personalization:** Unlock the power of consumer data insights to manage incentives, trigger timely new offers, and curate dynamic, engaging experiences.

How EY Nexus Digital Marketplace works

Our phased implementation approach is designed to help banks drive immediate growth and improve retention through the value of the marketplace, while laying the foundation for core system modernization and enhanced customer engagement over time.

- ▶ Access to a two-sided marketplace broadens a bank's customer acquisition funnel and helps enhance its solution offerings simultaneously.
- ▶ This initiates the flywheel of discovery, onboarding and engagement, while generating a flow of data that could yield valuable insights for financial institutions.
- ▶ These insights help enhance re-marketing strategies, guide next best offers and enable highly personalized content curation for individual consumers.



The EY Nexus for Banking advantage

EY Nexus Digital Marketplace is built on the modular, cloud-based EY Nexus platform, enabling rapid deployment and seamless integration with existing systems, tools and technology.

EY Nexus for Banking combines our deep financial services knowledge with an advanced, flexible platform so you can deliver what your customers are looking – faster, more efficiently and at scale.

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BMC Agency
GA 13259361
EYG no. 005581-24Gbl
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