

# Relay's Value in Action

Increased customer engagement has been shown to improve retention, drive revenue, and extend lifetime value for credit unions, banks, and other financial services organizations. Here are samples of specific business outcomes that our clients—similar to you—have achieved after they deployed the Relay Feed™

## 90%

increase in overall digital footprint by clients using Relay

## 89%

of your customers' mobile numbers validated by Relay

### 102%

ROI after 35 days of program launch

### 40%

faster application pull through

### 46%

lift in account funding

### 12%

increase in pull-through for HELOC applicants

### 39%

increase in direct deposit

### 21%

lift across product adoption

### 43%

increase in mobile app logins

### 46%

increase in mobile deposit

### 30%

lift in click-through rates during account activation

Forrester Research conducted a Total Economic Impact™ study of Relay. Through these interviews with our current clients, Forrester found our clients had achieved:

## 600% ROI OVER 3 YEARS

## 33% CLV INCREASE

