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The Case for Mobile Banking

Ten strategic reasons for investing in the channel

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Abstract: In this report, we outline 10 ways that mobile banking helps support the overall strategic plan of a financial institution. We also look at the market size of mobile banking in the United States and project forward through 2025.

Finally, we visited the 100 largest banks and 50 largest credit unions and documented their mobile offerings including apps, text banking, and WAP sites.

Companies Mentioned: Apple, BancorpSouth, Bank of America, Chase Bank, CIBC, ClairMail, Discover Card, Firethorn, Geico, Google, ING Direct, Mercantile Bank of Michigan, mFoundry, Mint, Nationwide Insurance, PNC Bank, Research in Motion (BlackBerry), Starbucks, State Farm, USAA, Wells Fargo

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