

Online Banking

REPORT

Strategies for the Internet

SINCE 1994, THE EXCLUSIVE MONTHLY REPORT ON INTERNET BANKING PRODUCTS & MARKETS

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2011 Product, Pricing & Strategy Guide

Will online banking fees make a comeback?

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Abstract:

Our sixteenth annual Planning Guide is packed with more than 1000 brainstorm-supporting ideas, tactics, and tips you can use to improve the effectiveness and profitability of your online initiatives. The information is organized by product within the two major retail banking segments: consumers and small- and micro-businesses.

To help navigate the challenging year ahead, the report includes a summary of the 20 best "bang for your buck" projects for next year and beyond.

Finally, with fee revenue, or lack thereof, one of the most important online banking issues, the 2011 Planning Guide includes a 12-page section on pricing online services and transactions. Suggested fees for both consumers and businesses are presented for every online financial function imaginable.

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