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## Data Tells All

Part of successfully executing a mobile cross-sell strategy means truly understanding how users are interacting with their mobile banking app.

For instance, on average 10 to 12 percent of active mobile users take pictures of bills each month to make payments, and 15 to 18 percent of active users access the debit card feature every month. You can see the value of these added features in terms of their actual usage.

Features included in new mobile banking apps improve engagement and usage levels. The key is constant, incremental improvements. When a new mobile service or feature is launched, active usage spikes sometimes as high as 10 to 15 percent.<sup>1</sup>

### Internet and Mobile Usage Trends

As your financial technology partner, we want you to be successful. Download this infographic to find out how mobile usage differs across devices, and user login habits.

[Download Now!](#)



### Watch the Video

Be one of the first to market with a mobile banking app available on The Apple Watch.



“Apple Watch Owners glance at their wrists 60 to 80 times a day.”

<sup>1</sup>What's Next in Mobile Banking? (n.d.). Retrieved May 25, 2016. from <http://www.malauzai.com/whats-next-in-mobile-banking/>

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