

Love Your Piggy Bank

Incentive-based promotional campaign promoting the use of the Piggy Bank feature in the Money Network® Mobile App.



37,755

NEW PIGGY BANKS

75,386

TOTAL PIGGY BANKS

150,893

VISITS TO THE "LOVE YOUR PIGGY BANK" LANDING PAGE

120% increase in Piggy Banks

125% increase in Piggy balances

MARCH - MAY 2017 YOY