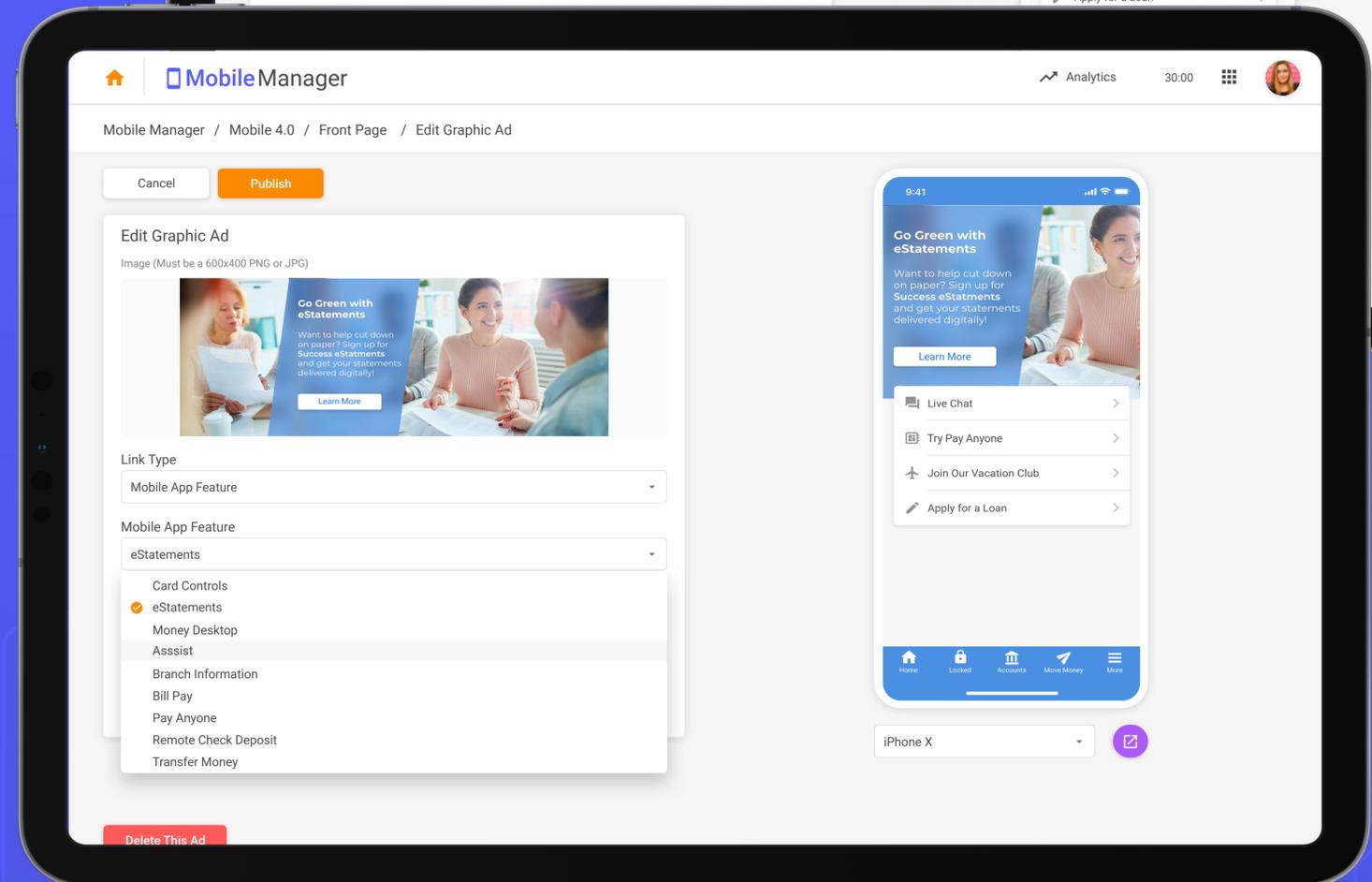
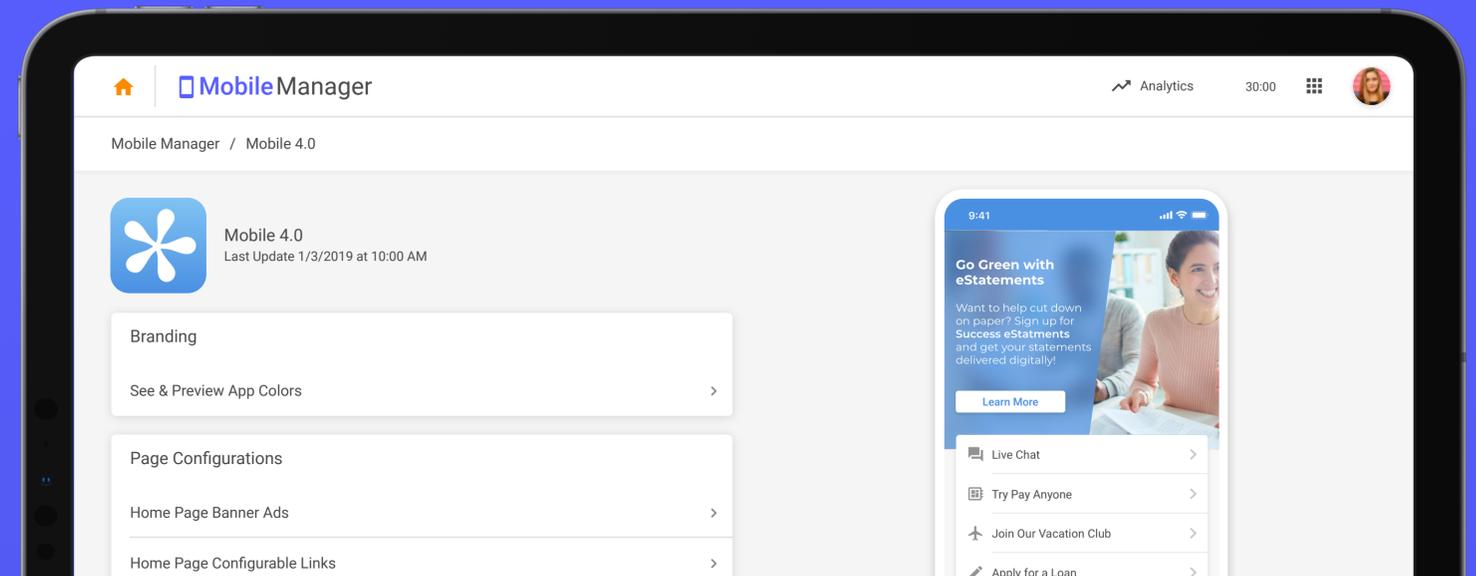


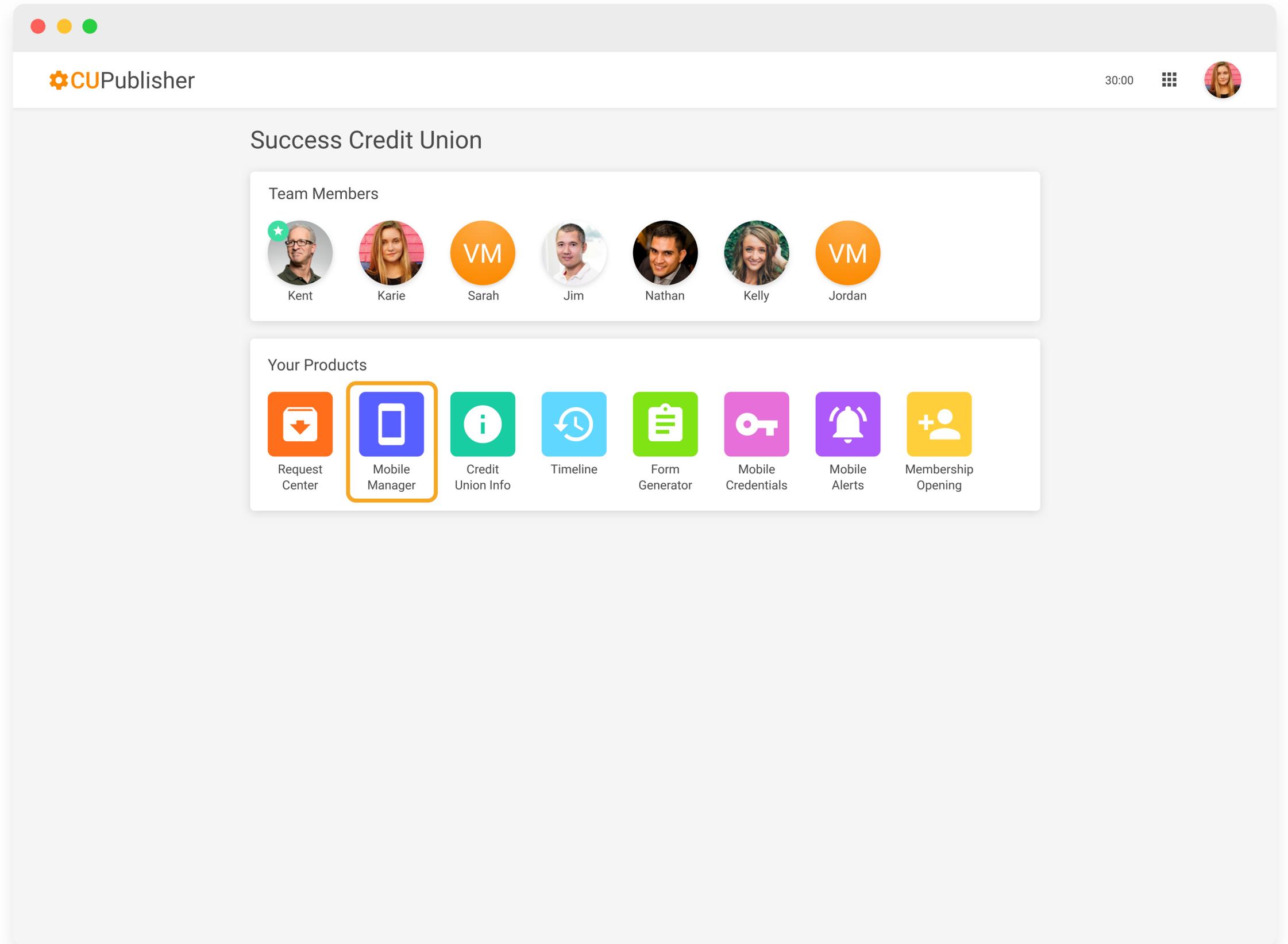
# Mobile Manager

Mobile Technologies Group • CU\*Answers



## What is "Mobile Manager?"

Mobile Manager allows you to control features and settings your Credit Union's flagship mobile app. You will be able to manage your apps advertising, colors, logos, configurable text, and more.

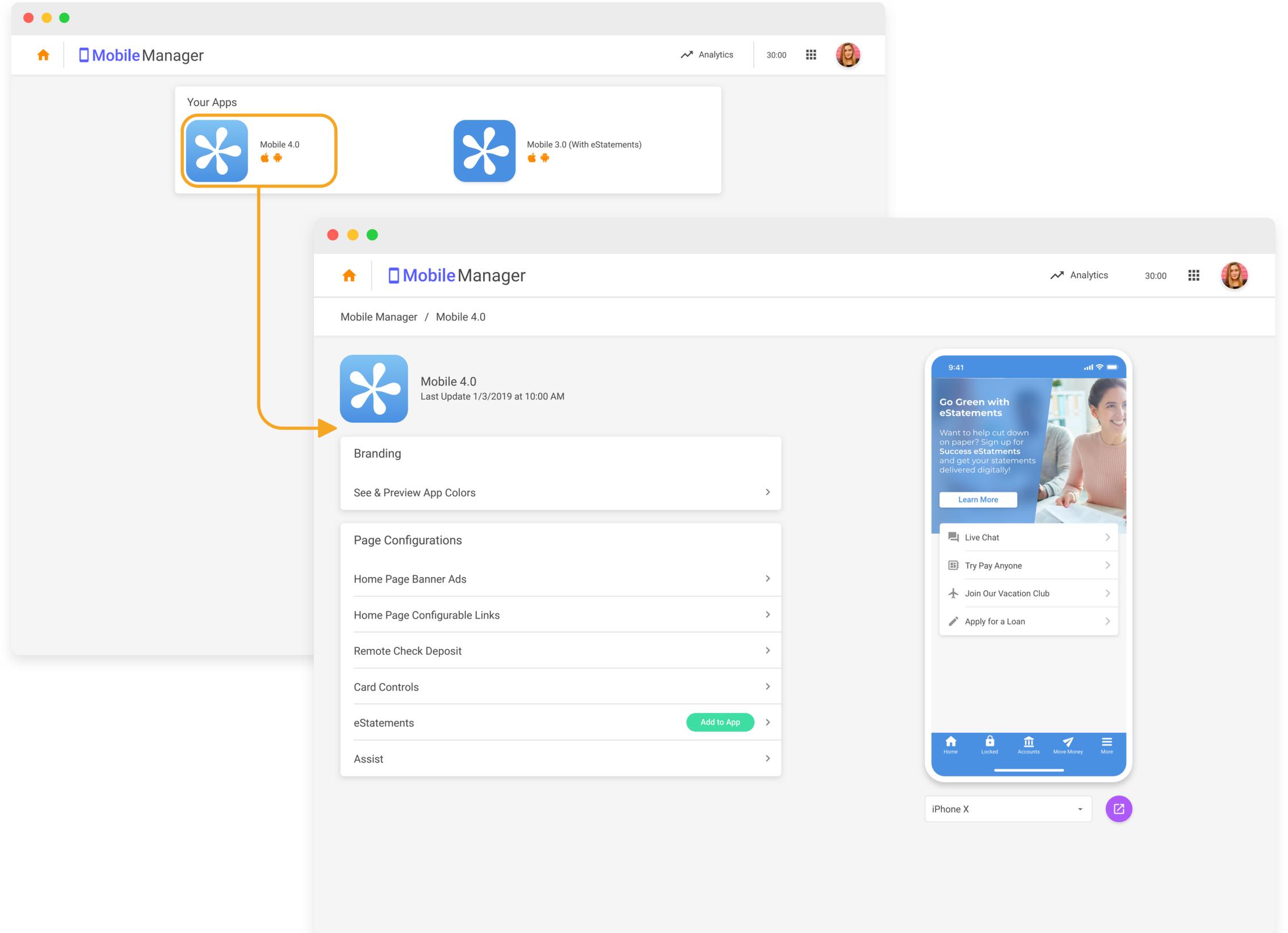


## Managing Your Apps

When you open the Mobile Manager, all of your active mobile apps will be available to edit. Configurations for your apps include:

- Colors & Logo
- Front Page Ads & Buttons
- RDC Feature Image and Text
- Card Controls Feature Image and Text
- eStatements Feature Images and Text
- List of Assist Questions

In desktop mode, you can also see your app in a preview window in a variety of aspect ratios representing common mobile devices.



## Edit Your App's Content

To edit a part of your app, simply navigate to a settings page and make the changes you want. This may be a logo update, new advertisement, or new text for a configurable feature.

Once you are satisfied with your changes, click Publish and send your changes live. Your members will automatically see this new change next time they launch the app, no app update necessary!

The image displays two overlapping screenshots of the Mobile Manager web interface. The background screenshot shows the main dashboard for 'Mobile 4.0', with a sidebar menu containing options like 'Branding', 'Page Configurations', 'Home Page Banner Ads', 'Home Page Configurable Links', 'Remote Check Deposit', 'Card Controls', 'eStatements', and 'Assist'. An orange arrow points from the 'Card Controls' menu item to the foreground screenshot.

The foreground screenshot shows the 'Card Controls' configuration page. At the top, there are 'Cancel' and 'Publish' buttons. Below them is a section titled 'Card Controls Configurations' with a list of settings, each with a dropdown arrow: 'Feature Logo', 'Recent Transactions', 'Report Card Lost or Stolen Card', 'Credit Union Info', 'Registration Rejected', 'Push Notifications – More Info', and 'Push Notifications – Available Rules'. To the right of this configuration panel is a mobile app preview for an iPhone X. The app screen shows a 'Success@U check deposit' banner, a 'Deposit Check' button, a 'View Mobile Check Deposit History' button, and a promotional banner for '2% APY' with a car image. The bottom navigation bar of the app includes icons for Home, Locked, Accounts, Move Money, and More.

## Configuring Graphic Ads

Consider App Home like the welcome mat for your members. Mobile Manager lets you configure premium mobile real estate to communicate and market to your members.

Graphic ads on your homescreen can be configured to link graphic and RDC ads along with button links to open external web pages, or even to open specific features in your Credit Union's mobile app (learn more on the next page on **Feature Linking**).

The image displays two overlapping screenshots of the Mobile Manager web interface. The background screenshot shows the 'Banner Ads' management page with a list of existing ads under 'Live Ads' and 'Archive'. A purple button labeled 'New Graphic Ad' is highlighted with a yellow border and an arrow pointing to the foreground screenshot.

The foreground screenshot shows the 'New Graphic Ad' configuration modal. It includes the following elements:

- Buttons:** 'Cancel' and 'Publish' buttons at the top.
- Text:** 'New Graphic Ad' title and instructions: 'Must be a 3072 x 1200 pixel JPG or JPEG. Ensure in the preview to the right that your ad's content is visible in mobile & tablet orientations. To learn more about maximizing your ads, visit our new Advertising in Mobile 4.0 tutorials.'
- Image Preview:** A preview of the graphic ad featuring a woman and the text 'Go Green with eStatements' and 'Learn More'.
- Image Controls:** 'Remove Image' button and 'Show Safe Area Overlay' toggle.
- Link Type:** A dropdown menu set to 'Mobile App Feature'.
- Mobile App Feature:** A dropdown menu set to 'eStatements'.
- Additional Flags:** A checked checkbox for 'Open Within Mobile App'.
- Platforms:** Checked checkboxes for 'iOS' and 'Android'.

To the right of the configuration modal is a mobile app preview for an iPhone X. The app screen shows a banner ad with the same 'Go Green with eStatements' content, a 'Learn More' button, and a menu with options: 'Live Chat', 'Try Pay Anyone', 'Join Our Vacation Club', and 'Apply for a Loan'.

NEW

## Feature Linking

One of the newest features in Mobile Manager is the ability to link graphic ads on the app homescreen to specific features in your Credit Union's mobile app.

To configure this feature, you can select "Mobile App Feature" as the link type when creating a new — or editing an existing — graphic ad on your homescreen.

Mobile Manager / Mobile 4.0 / Banner Ads / Edit Banner Ad

Cancel Publish

### Edit Graphic Ad

Must be a 3072 x 1200 pixel JPG or PNG. Ensure in the preview to the right that your ad's content is visible in mobile & tablet orientations. To learn more about maximizing your ads, visit our new Advertising in Mobile 4.0 tutorials.

Go Green with eStatements

Want to help cut down on paper? Sign up for Success eStatements and get your statements delivered digitally!

Learn More

Remove Image Show Safe Area Overlay

Link Type

Mobile App Feature

Mobile App Feature

- Card Controls
- eStatements
- Money Desktop
- Assist
- Branch Information
- Bill Pay
- Pay Anyone
- Remote Check Deposit
- Transfer Money

Delete This Ad

9:41

Go Green with eStatements

Want to help cut down on paper? Sign up for Success eStatements and get your statements delivered digitally!

Learn More

Live Chat

Try Pay Anyone

Join Our Vacation Club

Apply for a Loan

Home Locked Accounts Move Money More

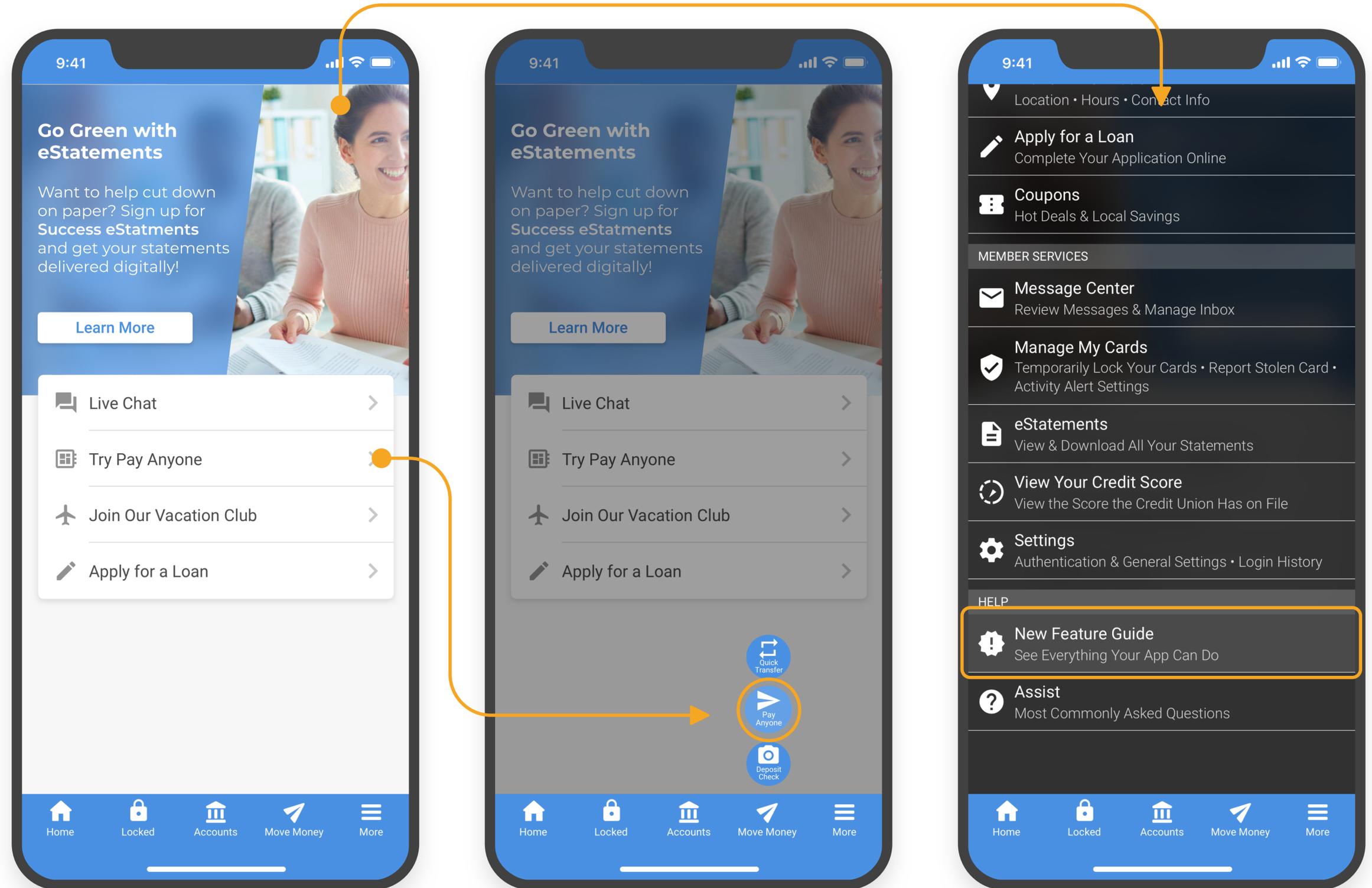
iPhone X

## Feature Linking (Cont.)

When a member clicks on your linked ad from the homescreen, their app will automatically open the More Menu or Move Money pucks and visually pulse which feature the member should click. This not only gets the member to the feature faster, but also helps train them for future use.

The following features are available to link to from your app's homescreen:

- Card Controls
- eStatements
- Assist
- Branch Information
- Bill Pay
- Pay Anyone
- Remote Check Deposit
- Transfer Money
- 3rd Party App Integrations



## Configuring Assist Questions

Integration with:



You can use Mobile Manager to select which Assist entries to show in your flagship apps. However, to allow your apps to have specialized lists of questions per app, they are managed in the CU Info Product.

By default, your main app will show all the Assist entries you have written. Or, using CU Info, you can create a custom group of questions pertaining to only certain topics.

Then, in Mobile Manager, under the "Assist" configuration page, select that group of questions. They will now be the only questions to show in that app.

The image displays two overlapping browser windows. The background window is the CUInfo interface, showing a 'Group Name' field with 'Mobile 4.0 Questions' and a list of seven questions. The foreground window is the Mobile Manager interface, showing a 'Mobile App Feature' configuration page with a dropdown menu set to 'Mobile 4.0 Questions'. To the right, a mobile app interface is shown with a search bar and a list of questions, including 'How do I contact Success CU?', 'Looking to chat with someone right away?', and 'Im traveling, do I need to notify Success?'. The mobile app interface also shows a bottom navigation bar with icons for Home, Locked, My Accounts, Move Money, and More.

## Mobile Analytics

Mobile Manager also collects data about your mobile apps users and compiles it into an analytics page. You can access these analytics anytime while in Mobile Manager by clicking the Analytics Button at the top of the page.

These analytics will help you get a better idea of who is using your mobile app!

The screenshot displays the Mobile Manager interface with the Analytics section open. The main dashboard shows:

- Mobile 4.0 Downloads:** A pie chart showing a total of 1,828 downloads, split into 935 iOS downloads (54%) and 893 Android downloads (46%).
- Logins:** A heatmap showing login activity over a week, with a callout for 298 logins on Thursday between 2:00 and 2:59pm.
- Homescreen Ads:** A table listing various ads and their performance metrics.

Preview	Destination	Platforms	Revisions	Total Taps
	Custom URL https://apps.apple.com/us/app/cardnav/id844413062	iOS, Android	2	194
	Mobile App Feature Card Controls	iOS, Android	3	590
	Mobile App Feature eStatements	iOS, Android	2	238
	Form Board of Director Elections – 2019 Form	iOS, Android	1	458

[FULL BREAKDOWN >](#)

# Mobile Manager

# \$50/mo

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