Project Background and Project Goal

- **BACKGROUND**
  - Spun off from the Debit Rewards project as its own project with feasible functionality
  - Ally's Interest Checking product offers withdrawals from any ATM and cash back at thousands of retail locations, yet there is no tool to help customers locate where to access their cash

- **PROJECT GOALS**
  - Deliver a cash locator application to assist customers (and to-be customers) with finding places to access their cash
  - Gain access to new marketing channels: Apple App Store and Android Market
  - Deliver 4 versions of the tool:
    - Desktop browser optimized
    - Mobile browser optimized (to be linked with Mobile Banking)
    - iPhone and Android applications

- **METRICS**
  - Primary: Tool usage volume
  - Secondary: Favorable ratings in the Apple App Store and Android Market
  - Also expected to positively impact the following metrics:
    - Improve customer satisfaction
    - Improve customer base growth
    - Improve deposit growth

Ally.com

Ally Bank

ATM Locator

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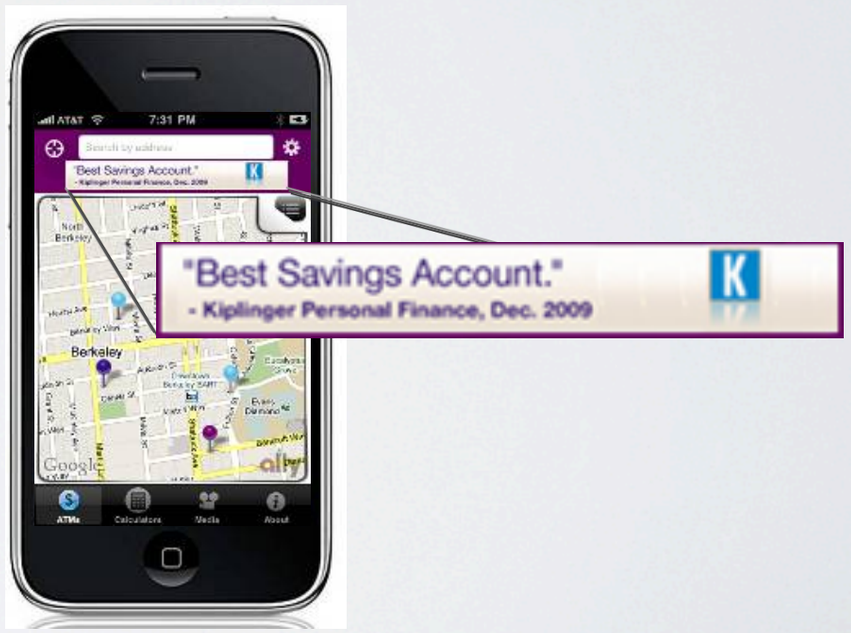
Key Features and Functionality

- **DESKTOP BROWSER AND CORE FUNCTIONS**
  - Modularly developed with APIs for repurposing and expansion of functionality [see appendix]
  - Mapping of Surcharge Free / Fee ATMs
  - Mapping of Retail location data
  - Visual differentiation between location types
  - Filtering by location type (ATM / cash back)
  - Filtering by cash back location type (grocery, etc.)
  - Filtering by institution (B of A, Wachovia, etc.)
  - Details for a specific location
  - Directions to a specific location
  - Feedback mechanism to report inaccurate data
  - Google Maps core functionality
  - Google's advanced geo-coding capabilities
  - Ad space for cross-selling
- **MOBILE BROWSER**
  - All core features of desktop browser version
  - The following features may potentially be omitted due to screen size:
    - Feedback mechanism
    - Filtering certain attributes

IPHONE & ANDROID SPECIFIC

- All core features of desktop browser version
- GPS functionality
- Compass functionality
- Tap to call

MARKETING FEATURES

- Test&Target to optimize within apps
- Advanced targeting and dynamic ads
  - Based on: Location, device, filters applied, repeat user