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## DALBAR Announces the Trailblazers in the Mobile Economy

### Featuring Allstate, CIBC, E\*Trade, and Scotiabank

(Boston, MA. November 21, 2013) DALBAR, Inc. announced today the release of its first-ever international evaluation of financial services firms mobile apps. This evaluation included an in-depth study and review of a total of 45 applications.

Gone are the days of the traditional game of Keeping up with the Joneses; the game is now about the New and Different. It is about pioneering creative methods of interacting with customers and successfully staying in the customer's view.

The industry leaders understand the need to be trailblazers, creating new and different ways to meet customer needs. Instead of simply ensuring that their offerings are comparable to others, the following trailblazers have taken it one step further and have created ways to have a continuous, round the clock connection with their customers:

- **GoodRide By Allstate:** Motorcyclists will be hard-pressed to find a better riding companion than GoodRide by Allstate. The app allows motorcyclists to track, log, and share details about their bikes and is packed full of useful features. Also, you do not have to be insured by Allstate to download and use this app, positioning the firm as the go-to resource not only to existing customers but non-customers as well, as long as they ride a bike.
- **CIBC Mobile Banking:** This app lets account holders check their balances, review transactions, pay bills, make transfers and send money. The design is simple yet appealing and includes functionality that will drive account holders to utilize it on an ongoing basis and keep the app on their phone/tablet.
- **E\*Trade Mobile for iPad:** This easy to use and visually appealing app is available to account holders and non-account holders alike. The app provides market data to all and quick and easy access to account details to current clients that will maintain the interest.
- **Scotiabank for iPad:** This app is quite comprehensive in its approach to connecting with customers on-the-run. Account essentials are presented both pre and post-login and the app allows for a quick pre-login view of frequently needed details such as account balances and bank branch locations.

"Mobile technology has evolved from a mere novelty into an absolute necessity. It is imperative for financial services firms to not fall in line with their competitors but blaze their own trail," said Kathleen Whalen, Managing Director of DALBAR.

The Apps were evaluated using DALBAR'S MobileINSIGHT program criteria. The criteria consist of 9 distinct evaluation categories including Discoverability, Branding, Design,  
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Navigation, Engagement, Draw, Personalization, Support and Ease of Use. The apps were awarded star ratings both overall, and for individual evaluation categories.

For more information on DALBAR's MobileINSIGHT program or on DALBAR's mobile app evaluation services, please visit the web site at [www.dalbar.com](http://www.dalbar.com) or contact Erin Batog at 617-624-7273 or [ebatog@dalbar.com](mailto:ebatog@dalbar.com).

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