

CREDIT CARD PRODUCT UPDATE

Q1 AND Q2 OVERVIEW



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ABOUT CORPORATE INSIGHT

Corporate Insight provides competitive intelligence and user experience research to the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we research, providing our clients with unparalleled, unbiased intelligence on the competition.

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BACKGROUND

This slide deck examines new product releases from credit card carriers in our *Credit Card Monitor* coverage group.

Inside, we provide a rundown of the new credit cards introduced on the firms' websites during the first six months of 2015, and highlight their key features.



CREDIT CARD MONITOR

Credit Card Monitor was launched in 2001 and focuses on the online user experience that leading credit card issuers provide card holders and prospects. Using actual credit card accounts, *Credit Card Monitor* gives you a first-hand look at current online capabilities including client account information, transaction resources, interactive tools, customer service and account documents. Additionally, *Credit Card Monitor* follows the card products and services offered by your competitors across the credit card industry, giving you an up close look at what other firms are doing to attract new clients.

Below is a list of the firms we track for our *Credit Card Monitor* research service:

Credit Card Monitor	
<ul style="list-style-type: none">○ American Express○ Barclays○ Chase○ Discover○ U.S. Bank	<ul style="list-style-type: none">○ Bank of America○ Capital One○ Citibank○ PNC Bank○ Wells Fargo

CREDIT CARD PRODUCT RELEASES

This *Credit Card Product Update* slide deck examines new product releases during **Q1** and **Q2** from all credit card carriers in our *Credit Card Monitor* coverage group.

The coverage group launched **five** new cards that are currently being promoted online. Of these, three are completely new products, one is an extension of an existing co-brand platform and one is an existing card re-issued through MasterCard. The credit cards in this slide deck lean toward a focus on **rewards**. All credit card product releases in 2015 thus far give users the ability to earn points, miles and cash back with their purchases.

This deck highlights basic fee information, rewards criteria and specific standout features unique to each card.

AMERICAN EXPRESS



Plenti Card from AmEx

- 0% introductory APR on purchases for 12 months
- 14.99% or 24.99% variable APR thereafter
- 1 point per \$1 spent on purchases
- 2,500 point bonus for spending \$250 in the first three months
- 1,000 Plenti points can = \$10 in savings
- No annual fee

Standout Feature:

Plenti Program Affiliation



Introduced: May 2015; Rates and Fees as of June 2015

CITICARDS



Citicards AT&T Access More Card

- 14.99% - 22.99% APR on purchases and balance transfers
- 1 point per \$1 spent
- 3X bonus ThankYou points for AT&T, online retail and travel purchases
- Up to \$650 phone rebate
- \$95 annual fee

Standout Feature:

3X ThankYou Points



DISCOVER

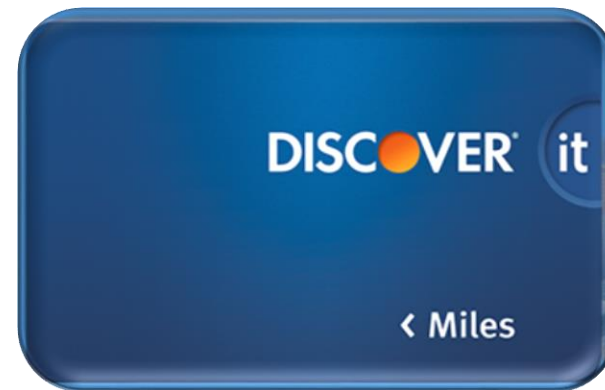


Discover it Miles

- 12 month 0% introductory APR on purchases; 10.99% balance transfer APR
- 10.99% - 22.99% purchase and balance transfer APRs thereafter
- 1.5 miles earned per \$1 spent
- 1 mile earned = \$0.01 redeemable
- Double miles on total first year earnings
- \$30 credit for in-flight Wi-Fi purchases annually
- No annual fee

Standout Feature:

Travel Rewards



DISCOVER

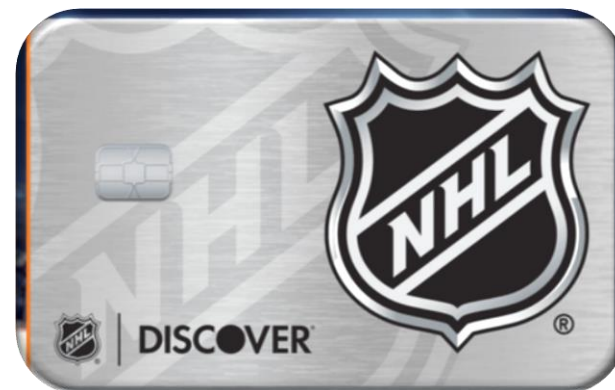


Discover it NHL Card

- 12 month 0% introductory APR on purchases and balance transfers
- 10.99% - 22.99% variable APR thereafter
- 5% cash back with quarterly spending categories
- 1% cash back on all other purchases
- 10% off Shop.NHL.com purchases
- No annual fee

Standout Feature:

NHL Affiliation Rewards



U.S. BANK



REI MasterCard

- 10.99% - 22.99% purchase and balance transfer APR; no introductory APRs
- 5% back at REI
- 2% back on grocery purchases
- 1% back on everything else
- No annual fee

Standout Feature:

REI Member Exclusive



CORPORATE INSIGHT SYNDICATED STUDIES

Transcending the Human Touch: Onboarding and Product Strategy for Automated Investment Advice



Transcending the Human Touch provides an in-depth review of the online account opening and new client experience offered by a dozen leading investing startups, capturing the journey from prospect to funded account owner. It also addresses dozens of strategic and tactical questions regarding the best way to deliver advice online without a human intermediary. The study provides specific, actionable recommendations for how best to address these issues. Our guidance draws on three years of research on the investing startup space, including dozens of interviews with industry leaders and entrepreneurs.

Release Date: August 2014 | [Download Study Preview](#)

The Millennial Shift: Financial Services and the Digital Generation



With its 80 million members, the millennial generation represents a potentially huge opportunity for financial services firms. But millennials also pose a clear challenge to the industry's traditional marketing strategies and business models. They have different preferences from their Boomer parents, particularly when it comes to financial products, technology and the way they interact with companies. *The Millennial Shift* report explores these differences to help financial services marketers, product managers and strategists better understand millennials and identify effective tactics for marketing to and serving these individuals. The study features proprietary survey data and insights from subject matter experts within and outside the financial services industry.

Release Date: April 2014 | [Download Study Preview](#)

2014 Investor Survey Report



CI's *2014 Investor Survey Report* examines the relationship between retail investors and their brokerage firms, identifying the web and mobile features that matter most to different types of investors and have the greatest impact on their overall satisfaction. Our analysis explores the behaviors and preferences of key demographic groups including mass affluent and high net-worth investors, mobile brokerage users, active traders and more. This study answers three questions about investors: What do investors consider the most important website and mobile features? What activities do investors perform using their firm's website and mobile app? How can firms improve their offerings to enhance client satisfaction?

Release Date: June 2014 | [Download Study Preview](#)

CORPORATE INSIGHT THOUGHT LEADERSHIP



[User Insights Vol. 3: Retirement Plan Websites Disappoint Millennial Participants](#)

Our latest User Insights usability study features analysis of the DC plan platform's UX strengths and weaknesses from the perspective of millennial participants, and test results for four leading defined contribution plan providers: Fidelity, J.P., TIAA-CREF and VALIC.



[Online Communities Across Financial Services: American Express, Bank of America and TIAA-CREF](#)

This slide deck examines the design and capabilities offered by each firm's online community, with a focus on noteworthy site features. We also provide tips for financial services firms looking to improve their online communities.



[The Complete Bitcoin User Experience: Mining, Exchanges, Wallets and Beyond](#)

This study provides a detailed analysis of how bitcoins are created, traded and stored. The study includes reviews of the top websites and online services driving the bitcoin marketplace including Slush's Pool, Blockchain.info and Coinbase, among others.



[2014 Mobile Finance Trends and Innovations](#)

This study draws on our ongoing tracking of the industry, as well as relevant developments outside of the financial services space. This study includes commentary on mobile developments, key takeaways for financial services firms and thoughts on what is next for mobile finance.



[Senior Citizens & Mobile Finance: Design & Support Solutions to Empower the Senior Set](#)

Using CI's user-testing expertise and ongoing mobile finance research, this slide deck highlights specific areas where seniors may struggle with financial services apps and offers design and support solutions that will give this valuable audience the comfort and confidence to engage in mobile finance.

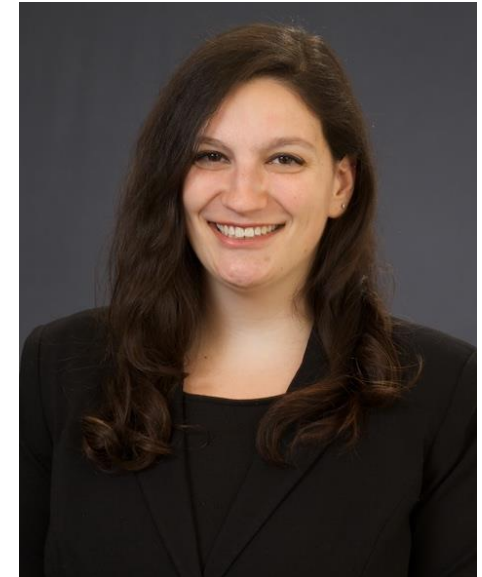


ABOUT THE AUTHOR


Michelle Ammirati

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Michelle Ammirati is a Senior Research Associate for Corporate Insight's *Bank and Card Monitor* research services. She has conducted extensive research on the bank and credit card industries' online customer service platforms and financial tools. This product review is the result of Michelle's interest and continued research into the financial catalogues of credit card industry innovators.



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