Rep: "Hey is this {prospects name}?

Rep: "Hey {Name}. this is ______ at {desired company}, did I catch you at an okay time to talk real quick?

Rep: The reason I'm calling is because we work with embedded finance and data sync platforms like CloudSync that want to help their bank and fintech customers deliver more personalized in app experiences without forcing major tech changes.

Rep: "{Prospects company name} customers want personalization, but underlying transaction data is messy, banks expect insight and not just synced accounts. It's hard to differentiate CloudSync beyond 'data movement', causing partners to struggle to prove downstream engagement ROI. We're seeing this across a lot of embedded finance and data infrastructure platforms. Everyone can move data, but turning that data into something banks can actually act on is where teams get stuck."

Rep: "MX sits downstream of CloudSync's data sync layer, enriching raw financial data into clean, categorized, and insight-ready information that CloudSync can surface to its customers as higher value experiences. We have companies that have had an increase in end user mobile engagement by 10-30%, a lift in in-app product conversion by 15-25%, and a 5-10% reduction in digital churn."

Rep: "What I'd love to do is show you a quick walkthrough of how MX cleans transaction data and how CloudSync could expose that enrichment to clients as part of your platform. Would it make more sense to do a 20-minute overview later this week, or a deeper 30-minute working session early next week?"