

This is eblast No.1 of a 3-Part Eloqua Campaign; it was one of two automated digital marketing pilots I did for Financial Services marketing. Each part offered more industry insights (videos, etc.).



Learn more about CSC in [Financial Services](#) and [Banking](#).

Dear Wendy,

The rapid rise of mobile and online banking has introduced new threats, forcing banks to rethink existing cybersecurity schemes. As these threats mount, what's your strategy for safeguarding customers?

A new report from CSC, "[The Future of Identity Authentication](#)," can guide you through the many approaches to verifying a customer's identity and explore the best strategies for protecting banking customers — no matter where a transaction originates.

New techniques combining biometrics, multichannel authentication, location mapping and other measures enable you to:

- Identify mobile and online customers beyond a shadow of a doubt
- Bolster customer confidence in your mobile banking program
- Harness existing capabilities of your customers' mobile devices
- Take advantage of emerging technologies.

Learn the best ways to protect your customers and your company's reputation. Download your free copy of "[The Future of Identity Authentication](#)" and establish your identity as an industry leader in mobile banking security.

Sincerely,

LADONNA HANSEN
Director of Marketing and Communications
Banking and Credit Services Division
CSC

Financial Services Group | p: +1.512.658.0276 | lhansen7@csc.com | www.csc.com

CSC | Corporate Headquarters | 3170 Fairview Park Drive, Falls Church, Virginia 22042-4516, U.S.A.
We'd like to send you updates regarding content, product and services. If you do not wish to receive emails like this one, [let us know](#) and we'll remove you from future mailings