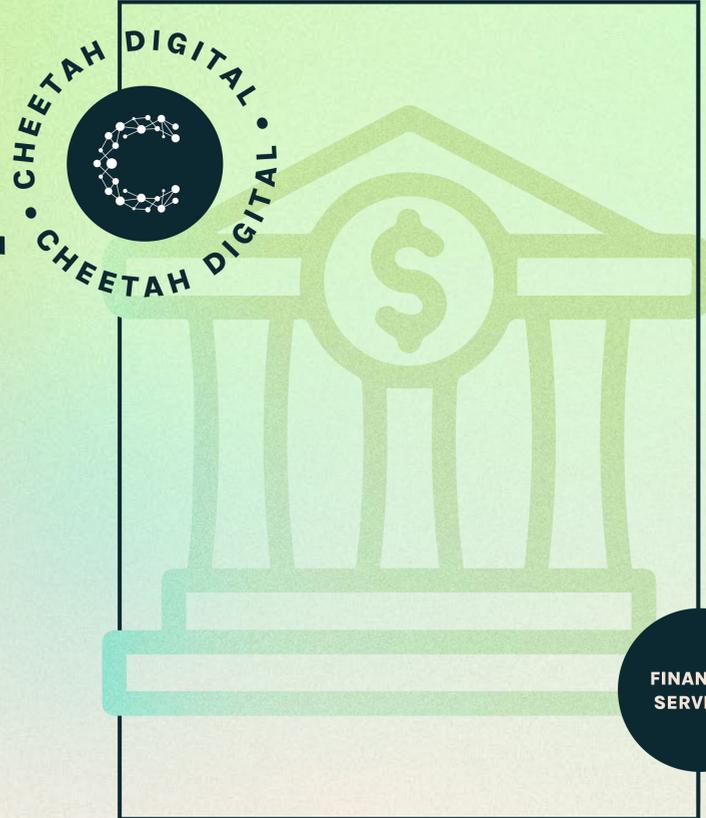


10 Stats Every Financial Services Marketer Needs To Know



Global Guest Attitudes and Trends in Personalization, Privacy, Messaging, Advertising and Brand Loyalty

In conjunction with ●Econsultancy

The financial sector is one hallmarked for its passive journey to a fully-fledged digital transformation. It is a vertical where many consumers still prefer to conduct affairs in branch rather than online, and as with all regulated industries, customers are fraud-wary, resulting in them often being reticent to click call-to-actions in emails or respond to SMS. This presents a unique challenge for the industry.

The exclusive data in this infographic has the ability to significantly impact your revenue goals in both the short and long term, but it may require a willingness to adopt a new marketing mentality that empowers financial services marketers to deliver consumers' growing demand for more personalization, more privacy and a deeper relationship with the financial services brands they know and trust

93%

A huge 93% of consumers will share personal and preference data with your financial services brand if you offer the right value exchange

108%

When it comes to driving sales, email outperforms SMS, banner ads, paid and organic social advertising by up to 108%

74%

Personalization is the cornerstone of loyalty, with 74% of consumers citing a favorite financial services brand as it treats them like an individual

62%

Yet it should only be from data the consumer proactively shared with you. Almost two thirds of consumers think retargeting ads derived from cookie tracking are creepy, not cool

49%

of consumers felt frustration when they received irrelevant content or offers

37%

of consumers have gone to the trouble of installing ad blocking tech

37%

But there's work to do. Only 37% of consumers trust financial services brands to use their data to provide personalized marketing and services

31%

In the last year almost a third of consumers have switched away from a financial services brand they previously were a loyal customer to

22%

of consumers have made an online purchase from a financial services brand in the last six months

13%

And only 13% of consumers will miss cookies and think they make for a better online experience