

The Personalization Difference

BY THE NUMBERS

Personalization has become a buzzworthy trend in marketing across all industries and presents a unique opportunity for financial institution marketers to develop even more.
But what impact does personalization really have on consumers?

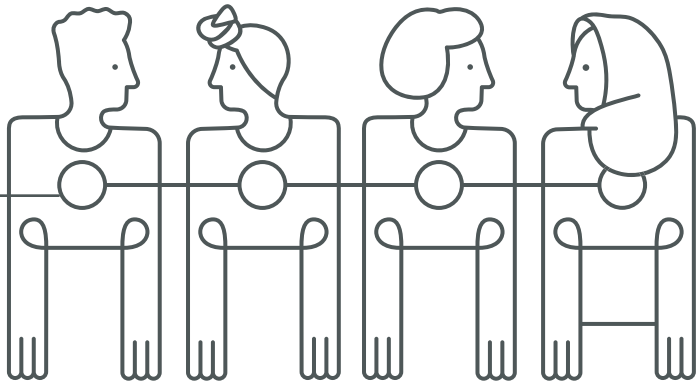
73%

of consumers already expect specialized treatment for being a good customer

Consumers Expect Hyper-Relevance

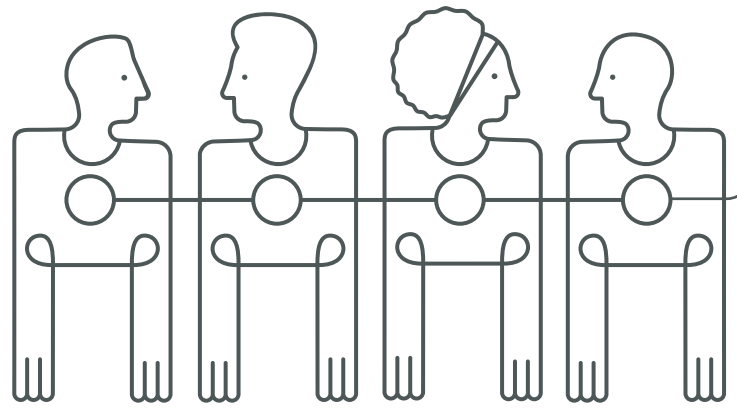
33%

of consumers who abandon business relationships do so because personalization is lacking



89%

of consumers more likely to do business with a financial institution that offers personalized experiences



45%

of potential customers have abandoned a website because the amount of information or number of choices was overwhelming

Top 3 Personalization Techniques Consumers Find Most Important:

Web Experience Optimization

82% feel strongly about a personalized web customer journey

Targeting

81% feel strongly that companies should be relevant in campaigning

Onboarding Experience

80% feel that predicting their next likely product is very important

Consumers who receive more personalized experiences buy more frequently.

Consumer Outlook

Average # of Days Between Purchases:

Very Well

156

Somewhat Well

210

Neutral

284

Somewhat Poor

384

Very Poor

518

59%

say financial institutions are delivering personalized experiences **somewhat well.**

vs.

81%

Online Retailers

71%

Grocery/ Drug Store

70%

Media/ Entertainment

This gap presents a unique opportunity for financial institutions.

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