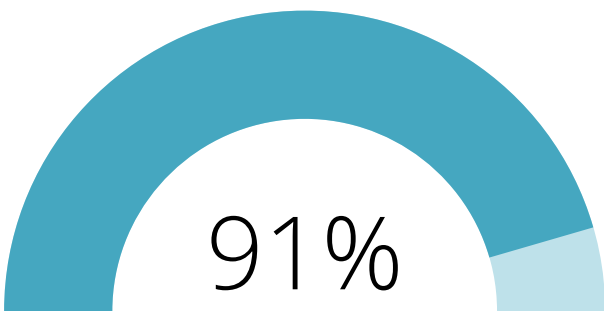


# Banking Personalization Statistics

Research shows that personalization services in digital banking are quickly growing in popularity. While personalization creates efficiencies and convenience for the user, more importantly it creates an increased amount of trust between the financial institution and their member.

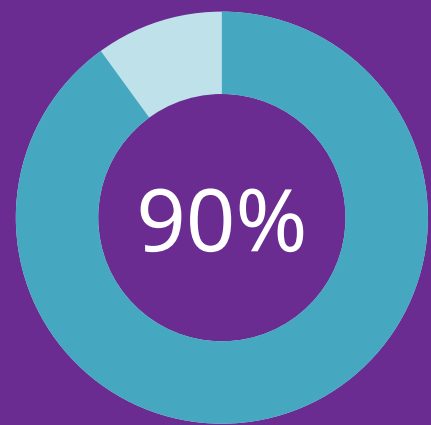


**72% of consumers rate personalization as highly important in today's financial service landscape.**



**91% percent of credit union members believe credit unions are good places to get advice and guidance on financial matters.<sup>1</sup>**

**Nearly 90% of banking consumers who have been provided with personalized services are highly satisfied.<sup>2</sup>**



**81% of consumers want companies to understand them better,<sup>3</sup> yet, only 6% of financial institutions have created advanced personalization technology.<sup>4</sup>**



## The Value of Fintech Partnerships



Financial institutions are seeking ways to engage their members as the digital banking experience continues to become increasingly personalized. Fintechs are creating the next wave of personalization solutions to fill this gap.

At FinGoal, we have created adaptive solutions to allow financial institutions to offer personalization services to their customers. Our Insights Platform sits on top of digital banking. Banks don't know their customers, but in this new era of digital banking, customers expect to be known.

