

*braze*

# FINANCIAL SERVICES LOOKBOOK

3 Effective Ways to  
Supercharge your  
Customer Engagement

## **A LOOK AT THE INDUSTRY:**

---

The financial services industry, which covers everything from established banks and insurance companies to cutting-edge FinTech and crypto startups, has traditionally lagged on customer engagement trends as a result of high regulation in the space.

However, the rise of a new breed of finance-focused startups has led to more of a focus on customer engagement, nudging even old-school marketers in the vertical to prioritize customer-centric campaigns.

# Our Current Landscape

While customers all over the world are looking for brands that deliver personalized, valuable experiences while respecting their privacy, customer expectations and how brands are meeting them vary greatly by region.

Here's a look at the current landscape in APAC, EMEA, and the US:

## Customer Satisfaction by Region

	APAC	EMEA	US
% of consumers who say they are extremely or very satisfied with their banks	56%	64%	80%
% of consumers who strongly agree their primary traditional bank looks out for their best interest	16%	21%	37%
% of consumers who feel communications from their bank are extremely or very relevant	33%	37%	54%
% of consumers who are extremely or very satisfied with the communications for their banks	33%	41%	59%



APAC Consumers Are More Likely to Look for Innovative, Digital-First Services.



**In this lookbook, we'll walk through 3 formulas that you can deposit into your idea bank for future campaign inspiration to help tackle these problems:**

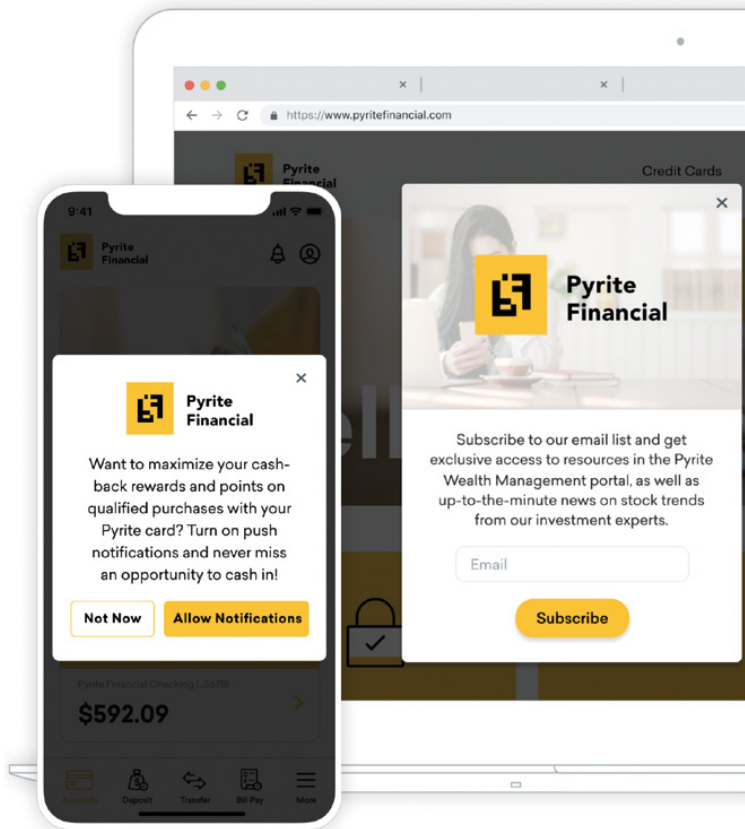
- Seeing low channel opt-in rates from customers
- Having issues driving effective upsell campaigns
- Users engaging less frequently

# Message and Data Opt-Ins

**Problem:** Low channel opt-in rates.

**Campaign Solution:** Encourage users to subscribe to messaging across multiple channels or to share essential information by demonstrating the value of doing so or by providing incentives.

**Value:** Understand and engage your customers more effectively to boost conversions, purchases, and retention via smarter targeting and cross-channel messaging, increasing their exposure to your content and making your brand a component of their digital ecosystem.

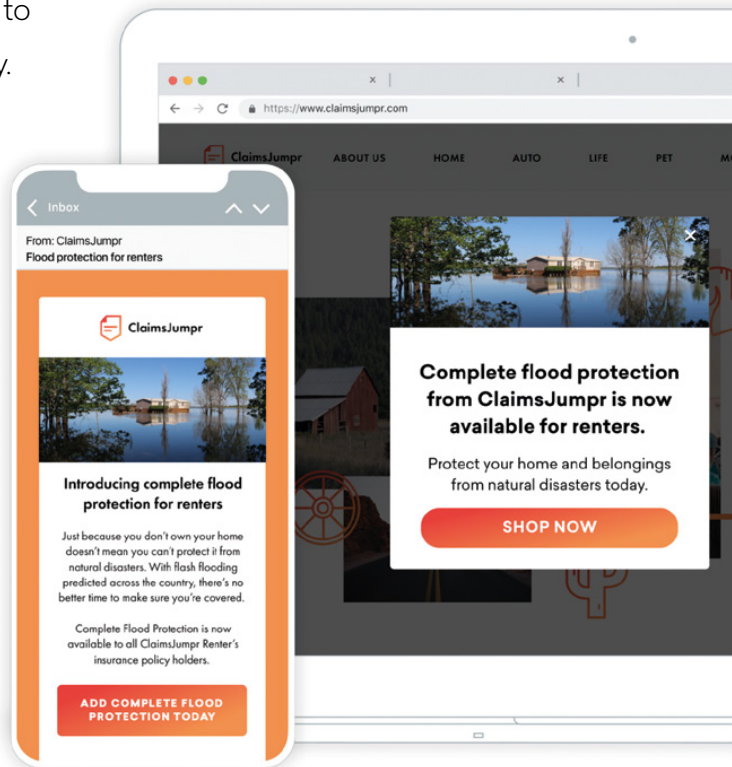


# Upsells

**Problem:** Customers tend to buy the least expensive, most basic version of a product. You want to help them discover premium versions and relevant add-ons to drive bigger orders.

**Campaign Solution:** Leverage in-product messages to highlight relevant upgrades and add-ons before a customer completes check-out. Showcase premium items in out-of-product messages, like email, with deep links to make purchasing easy.

**Value:** Drive more expensive purchases and higher customer lifetime value.

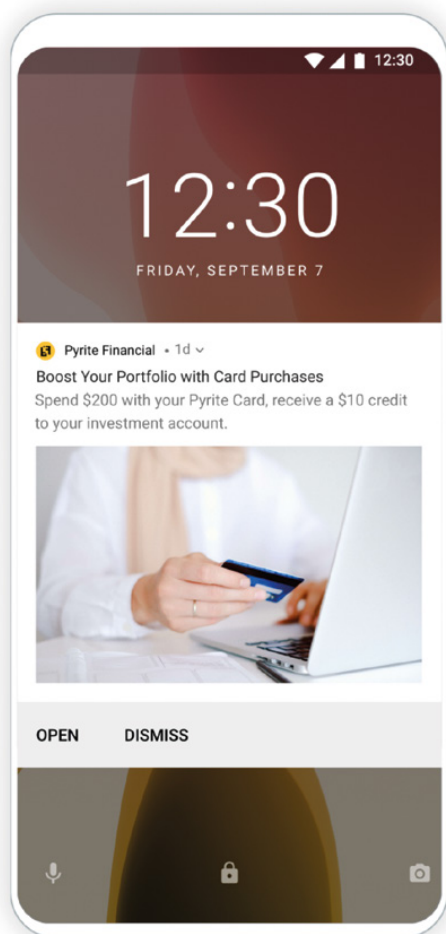


# Lapsing Users

**Problem:** Some of your users are engaging less frequently, raising the risk that they stop engaging altogether.

**Campaign Solution:** Create segments of lapsing users based on their engagement data and reach out to them via social or owned channels with tailored content, supporting more frequent—and deeper—engagement. Customize these messages with information about each users' historical activity and purchases to highlight their previous usage.

**Value:** By providing users who are drifting away with concrete reasons to come back and deepen their relationship with your brand, you can more effectively sustain growth and see stronger revenue over time.



# Endowus Transforms the Investing Experience With Cross-Channel Customer Journeys

Digital wealth platform Endowus is the first to allow people to invest across their private savings as well as public pension funds. As the Singapore-based company is digitizing a traditionally cumbersome and in-person investing experience, they work to balance building trust, reducing friction, and delivering value with each message they send.

After implementing Braze, the lean Endowus team began testing and experimenting with different channels, audience segments based on custom events and attributes, and frequency capping in order to develop the most effective cross-channel customer journeys. They also set up custom conversion events that allowed the team to better measure success.



30%

Increase in email open rates since implementing Braze



2X

Decrease in time needed to execute in-app communications via the drag-and-drop features available in Braze



1hr  
per week

Time saved by using Braze to automate follow-up campaigns and ease performance analysis



# Need more inspiration?

Explore our **financial services capabilities** and see how leading brands worldwide use Braze to deliver customer-centric experiences backed by industry-leading data and security practices.



## Trusted By



*braze*

Get in touch to learn more  
[BRAZE.COM/CONNECT-WITH-SALES](https://BRAZE.COM/CONNECT-WITH-SALES)