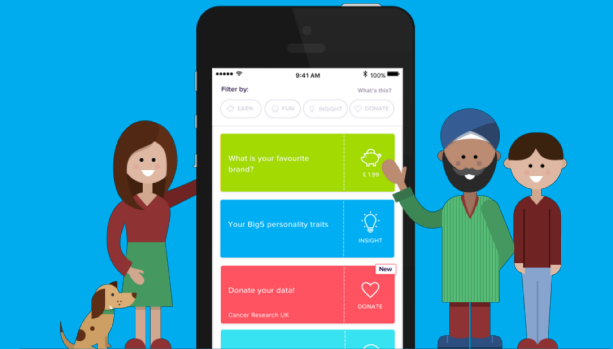


# THE POWER OF INTEGRATED DIGITAL DATA

A study of how Challenger Banks can grow



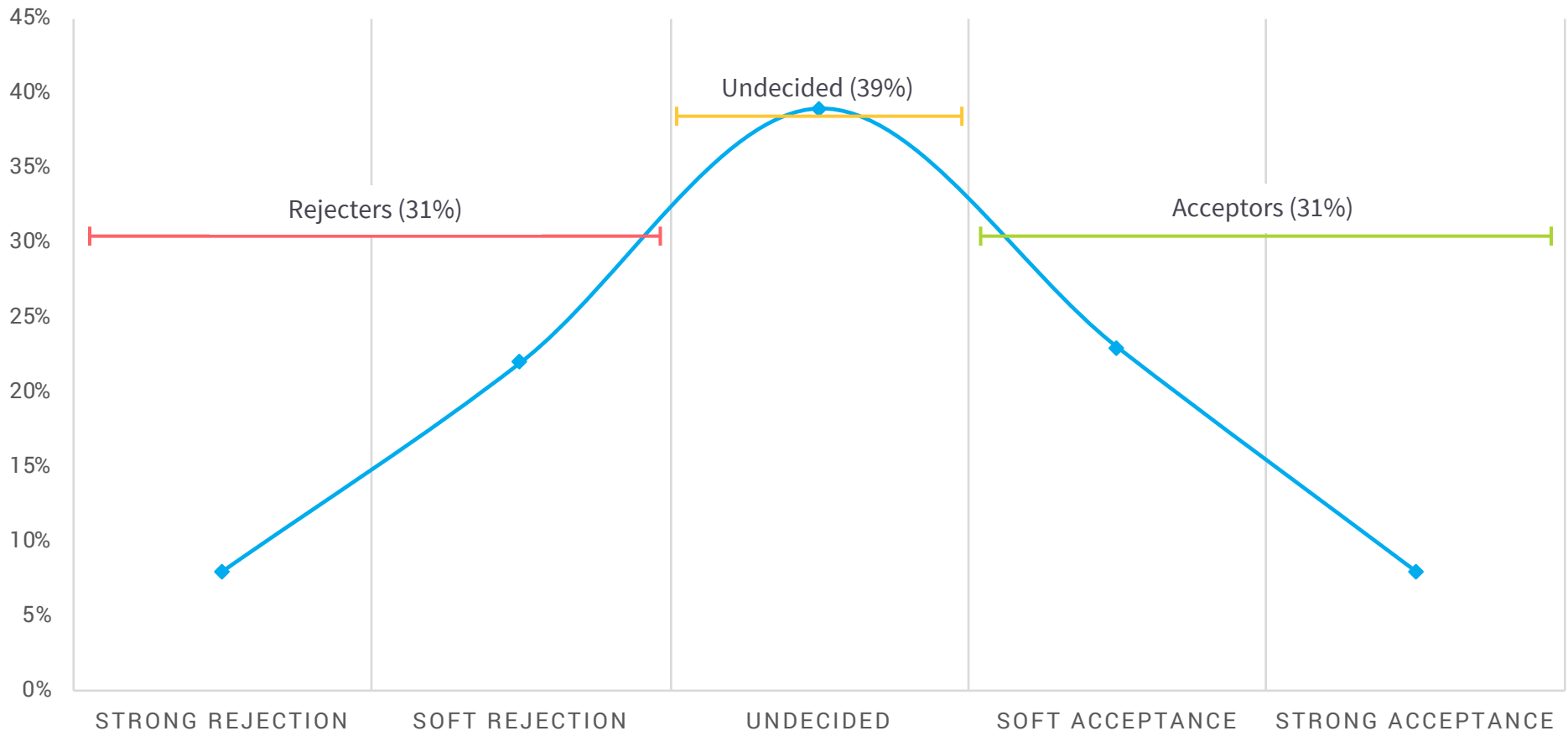
# CitizenMe aimed to explore the digital banking in completely new ways using digital data.

The research (July 2017) aims to identify the benefits that adding digital data brings to traditional research. The objectives:

- How well are Challenger Banks cutting through, and how can they improve this?
- Which customers groups are more likely to adopt challenger banks' products?
- How can challenger banks raise awareness with this group?
- How should challenger banks reach these people?
- Just how frickin' awesome is it when you integrate digital data?

# There is appetite for a new type of banking: A third of the UK market are open to a digital only proposition, paving the way for Challenger Banks.

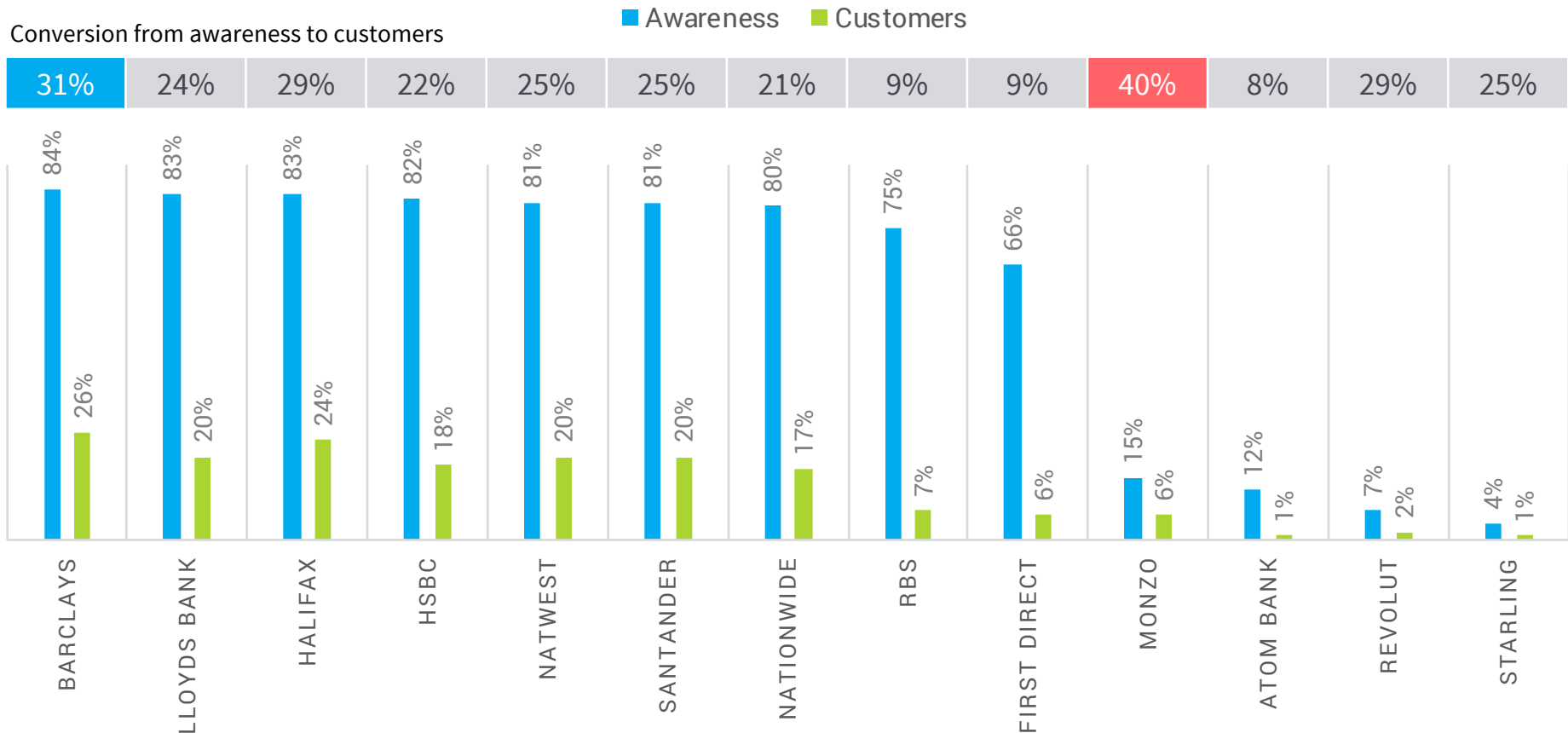
## DIGITAL ONLY BANKING ACCEPTANCE



SURVEY DATA ONLY  
BASE: All respondents (n=500)

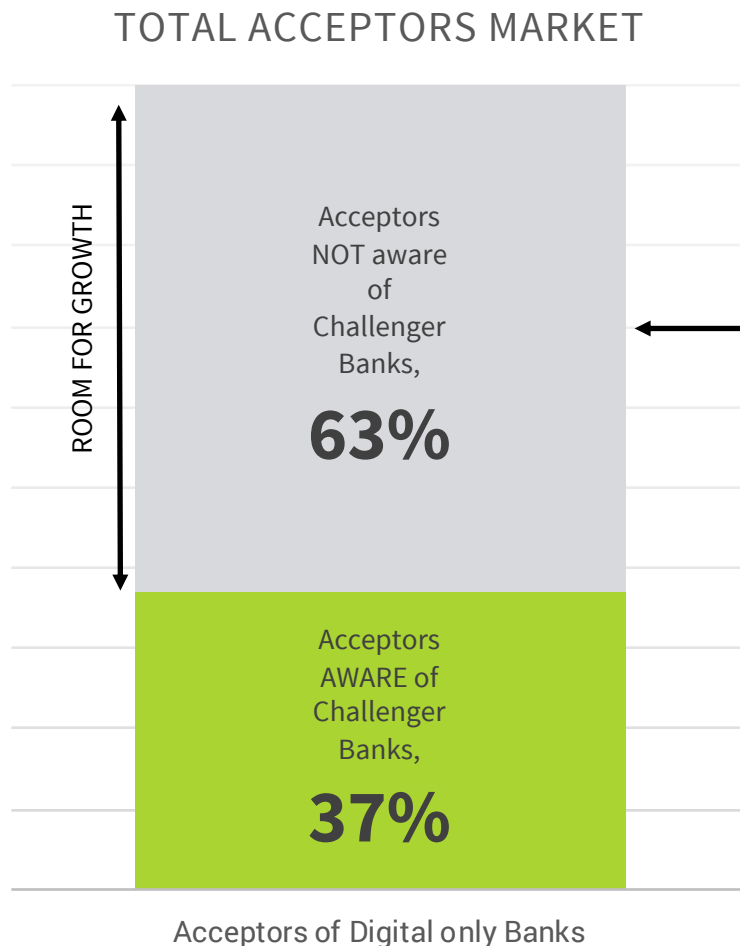
The leading challenger bank is Monzo. It is **converting customers better than any other bank**. Raising awareness among consumers accepting of digital banks is key to growth

## AWARENESS AND USAGE OF BANKS



SURVEY DATA ONLY  
BASE: All respondents (n=500)

# There is still lots of room for challenger banks to grow among the key segment of the market.



The majority of Acceptors are not aware of Challenger Banks.

This raises THREE questions:

1. What is the profile of Acceptors?
2. How do Challenger Banks grow awareness in this group?
3. Which established banks are most at risk from challenger bank growth?

# Profile of Acceptors

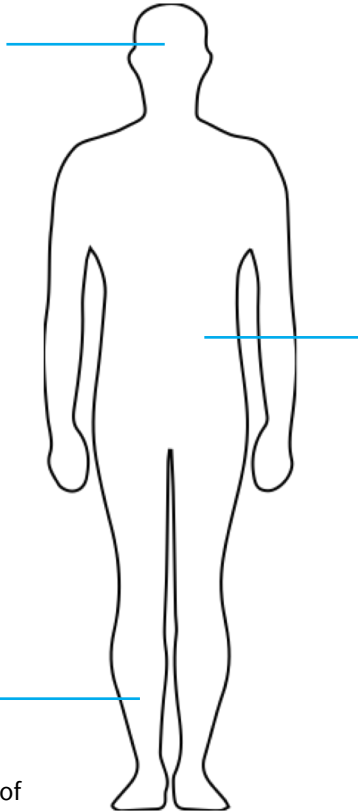
Basic Micro Survey Profiling Vs. CitizenMe Profiling

# Acceptors of Digital Banks

## Survey profile

In a micro survey, questions can help us gain a basic understanding of consumers, but it lacks depth

More likely to be  
MALE (57%)



They are slightly older than rejecters. The average age is 32 years old

They are more affluent than rejecters.

Only 39% are in the Low income bracket, vs 66% of rejecters.



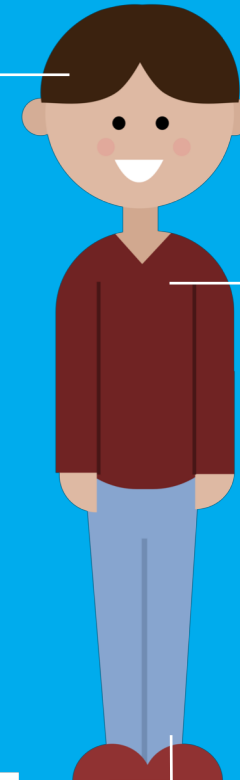
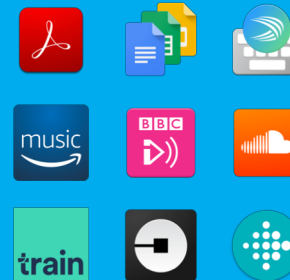
# Acceptors of Digital Banks

## A CitizenMe profile

The additional digital data available from CitizenMe unlocks deeper levels of behavioural insight

Acceptors are more tech savvy

They do more leading edge activities on their phone



They are more...

- Extraverted
- Organised
- Relaxed

...than rejecters



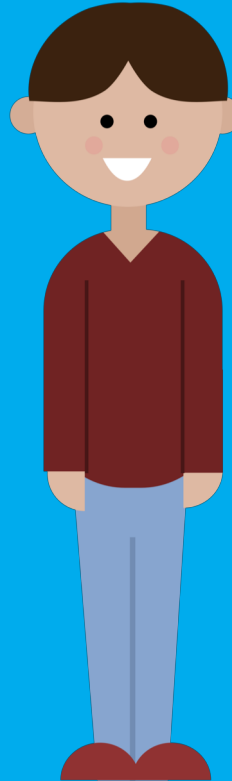
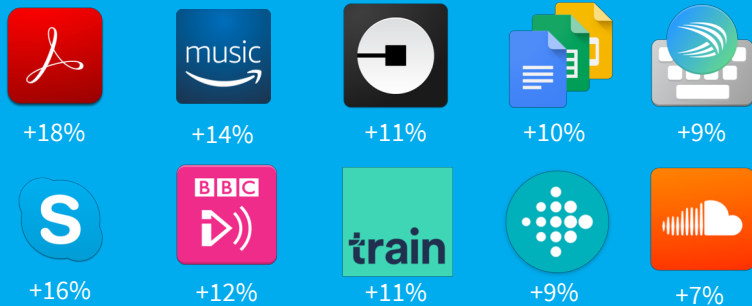
They are more likely to use banking apps



# Using digital data, we can get an understanding of personality, behaviour, and preference.

By looking at apps installed on smartphones, we can see Acceptors are more tech savvy.

They are more engaged with their phones, averaging 73 apps (vs 63 for rejecters) & use it for a wider range of leading edge activities (e.g. travel & productivity). They are more likely to use niche apps over mainstream ones too.



Using the OCEAN Big5 personality framework, we know Acceptors tend to be more; EXTROVERT, ORGANISED & RELAXED



They are more likely to be managing their finances through an app





# How Challenger Banks can reach new customers

Using CitizenMe data to unlock channel and messaging insights

# Reaching and speaking to those adopting challenger banking products

## CHANNELS

### Less Facebook



Those who are aware of challenger banks are less engaged with Facebook

Aware: Like 36 FB pages (avg.)

Unaware: Like 44 FB pages (avg.)

### More Twitter & LinkedIn



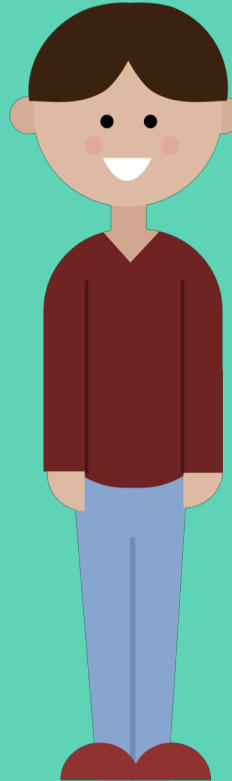
+9%

Twitter & LinkedIn are better channels!



+14%

Those currently aware of Challenger Banks are more likely to use Twitter and LinkedIn.



## MESSAGING

### Extraverted

They live fast paced lives, preferring the company of others, and crave stimulation. Challenger banks should use positive messaging that evokes optimism to catch their attention.

### Organised

They like to plan and think decisions through properly, and are strongly driven by setting goals. Focusing on product features that help people stay on top of finances will be most impactful.

### Relaxed

They're calm & self assured, and tend not to buy impulsively; so are receptive to honesty over bold claims.

These are early adopter profiles. The challenge for Challenger Banks is how to speak to and reach the early majority to take their products mainstream



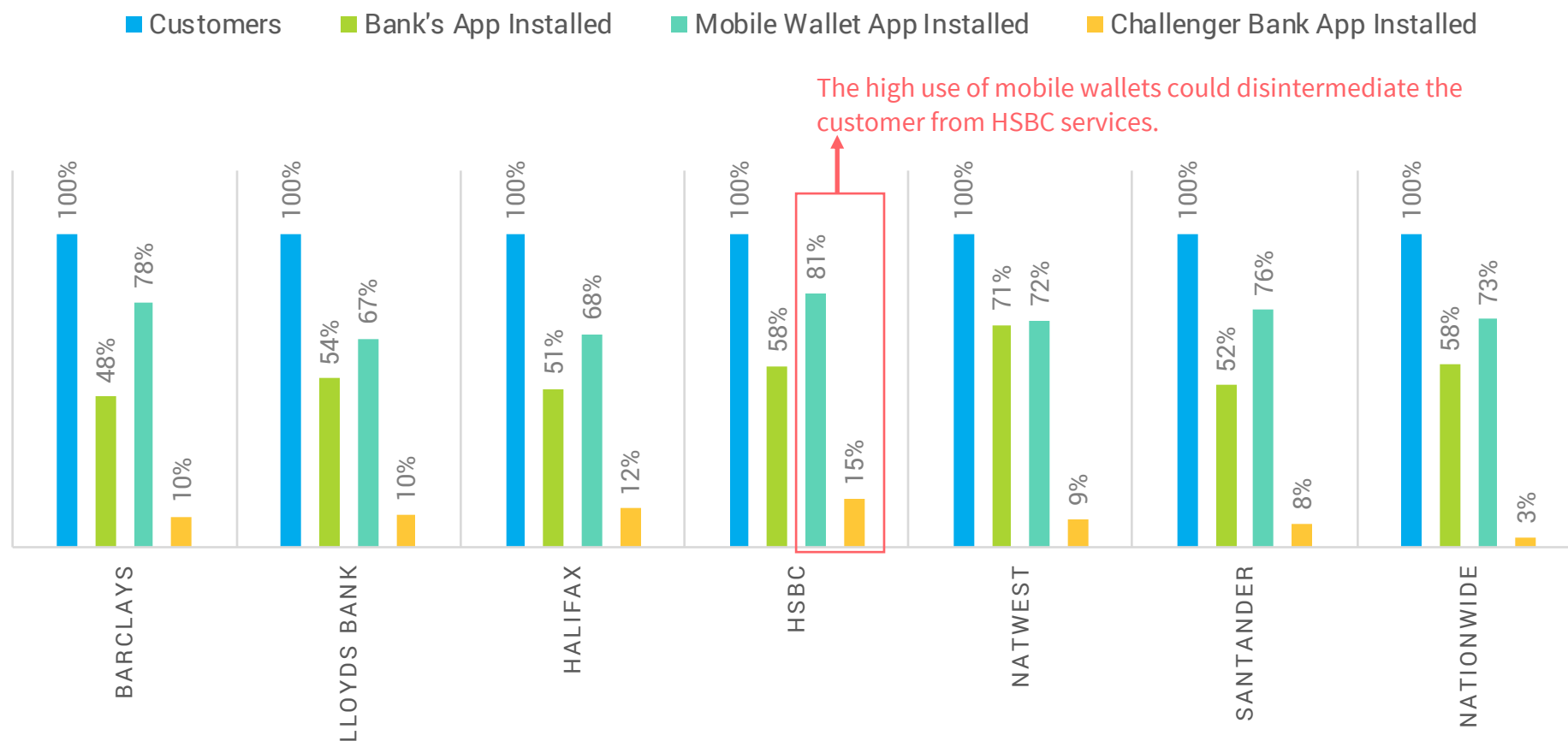
Apps data + Facebook  
Data + Psychographics

# Which established banks are most at risk

As challenger banking products become available, which customers from which banks are adopting them?

# HSBC customers are the most likely to use mobile wallet apps and challenger banks

## TRADITIONAL BANKS' CUSTOMER MOBILE EXPERIENCE



The data for each bank has been based on each bank's own customers. We have then looked at the apps they have installed (Android only)

Base: Barclays (n=92), Lloyds (n=69), Halifax (n=81), HSBC (n=52), NatWest (n=69), Santander (n=66), Nationwide (n=62)

Interested to know how  
CitizenMe can supercharge your  
insights? Get in touch for a free  
consultation today:

**[insight@citizenme.com](mailto:insight@citizenme.com)**

