A decorative graphic on the left side of the page consisting of several overlapping, rounded squares in shades of purple, blue, pink, and teal, arranged in a cluster. Vertical lines extend from the top and bottom of this cluster.

# Essentials for Success in the New Economy:

## Gaining ROI on Digital Strategies



# Today's speakers



**Cory Ayres**

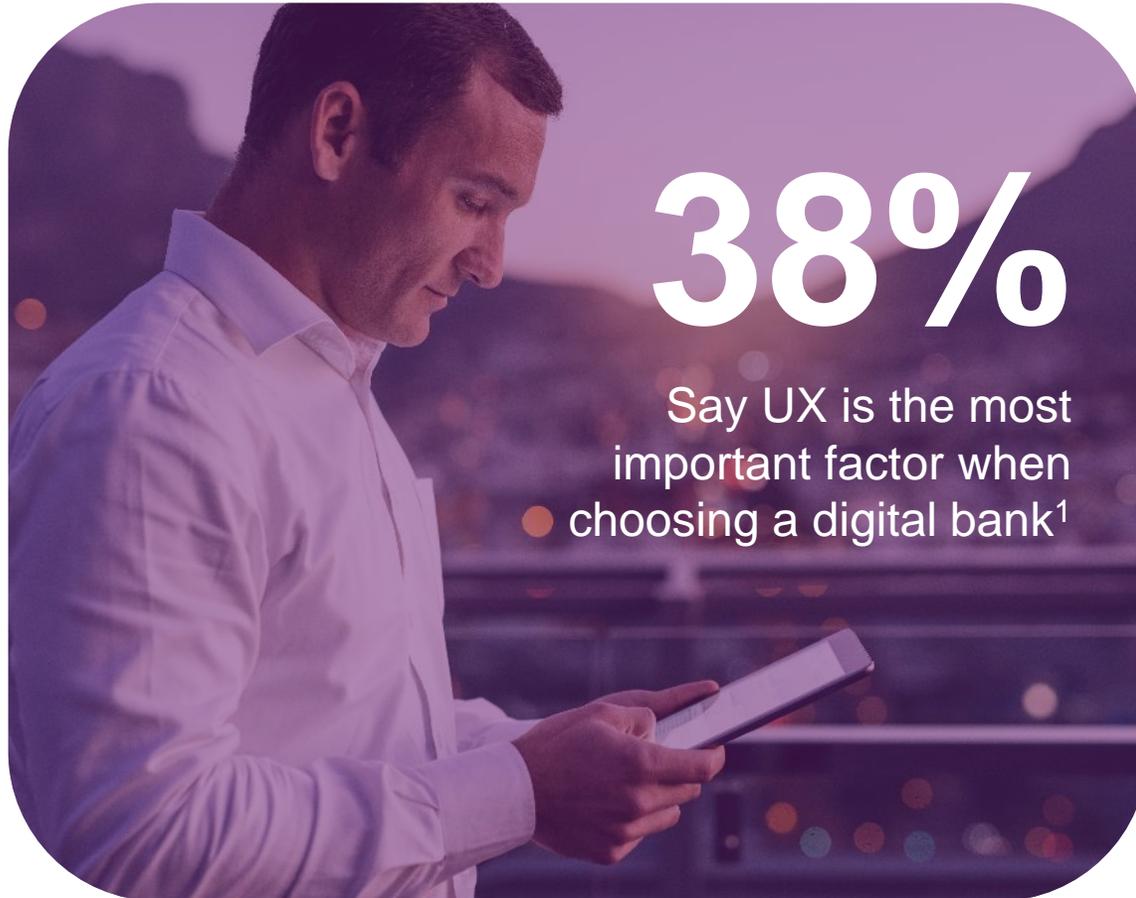
VP of Market Development, Experian  
Partner Solutions



**Javier Rodriguez-Paiva**

Expert Analytics Consultant, Decision  
Analytics

# COVID: A digital reality check

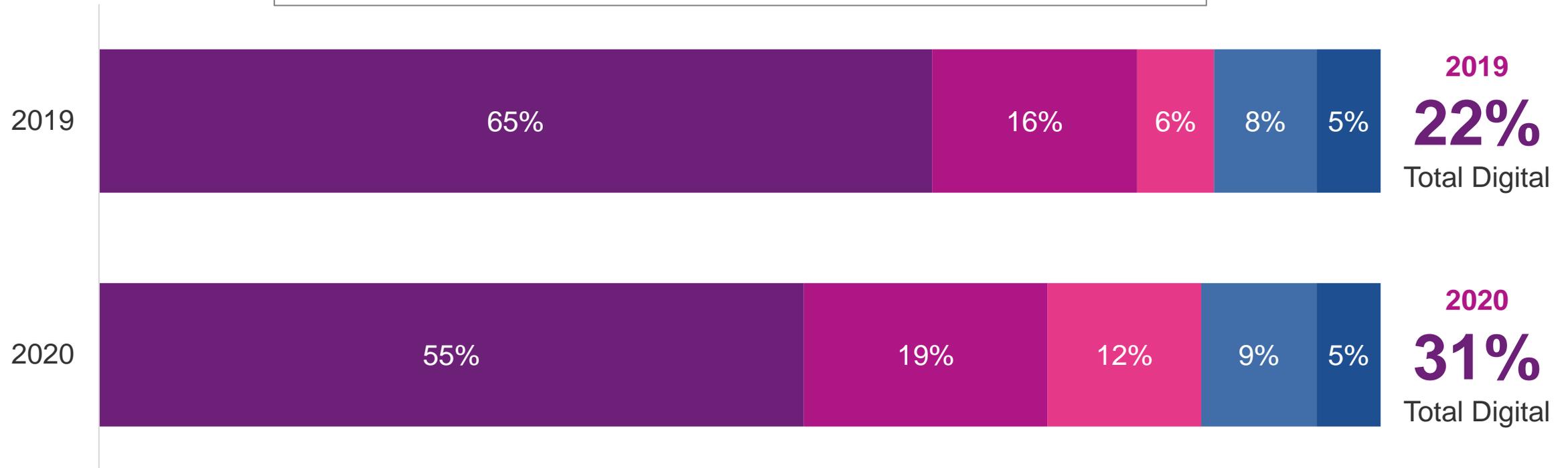


- More time spent in apps than ever before
- Digital-first players have become market winners

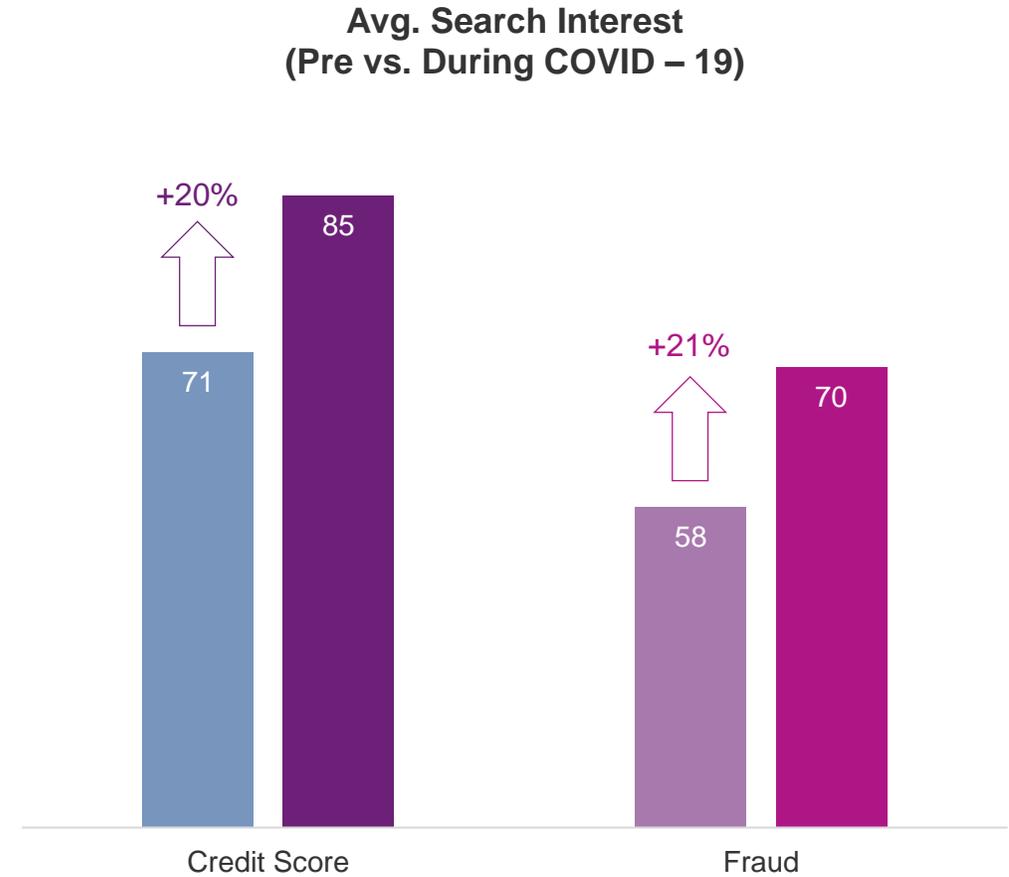
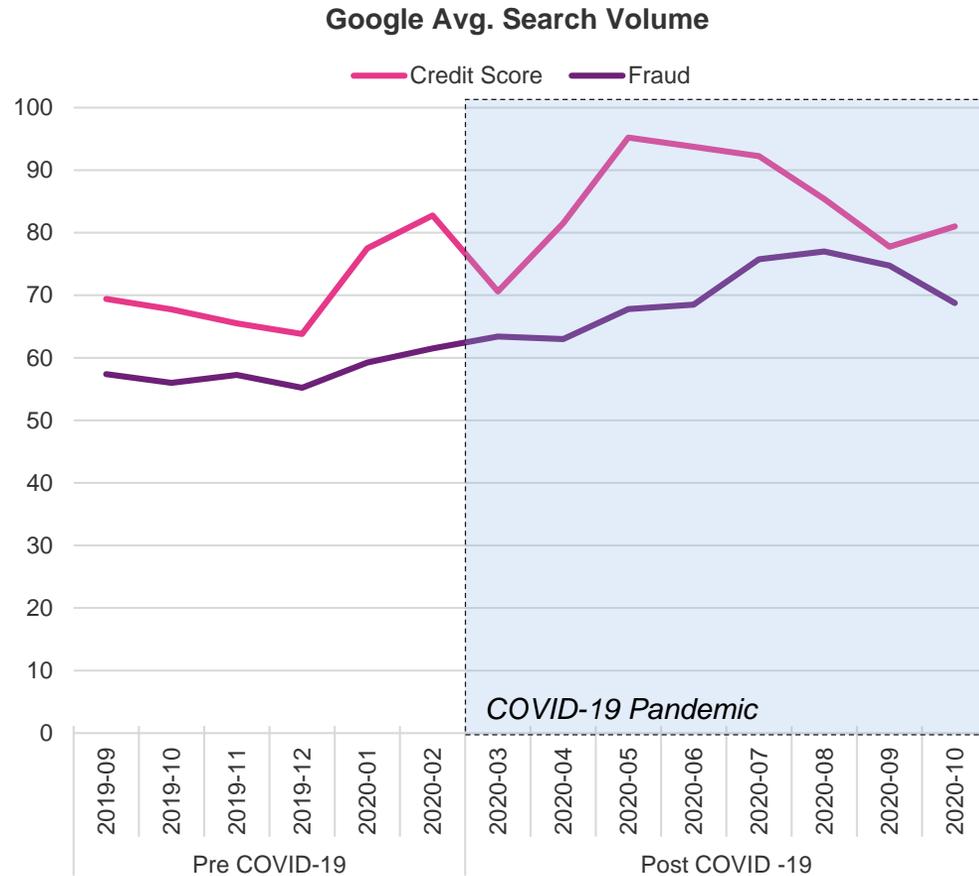
# Digital engagement has become central to financial services



How Consumers Opened Their Most Recent Banking Account

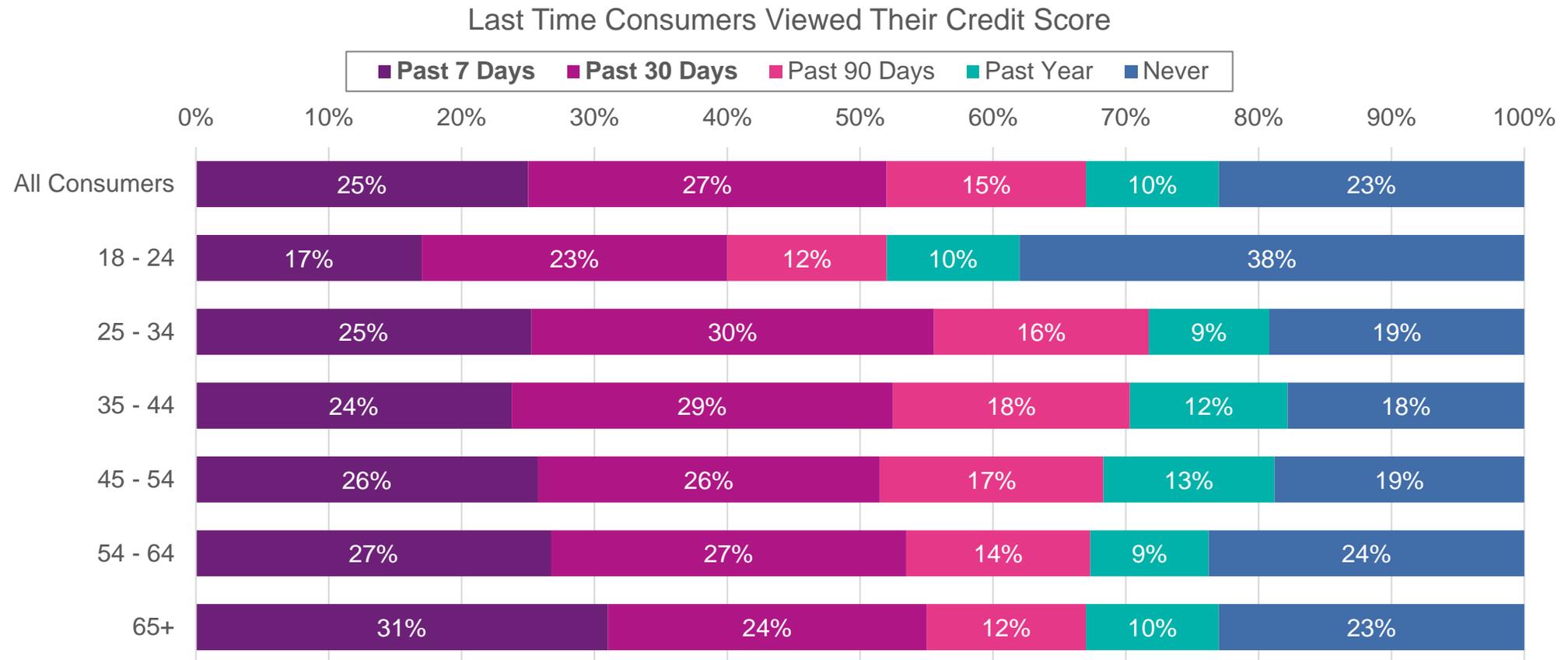


# Consumers have become more concerned about their financial wellness...



# ... with more than half of US consumers reviewing their credit score at least monthly

Financial education and empowerment opens the door to sustained digital engagement



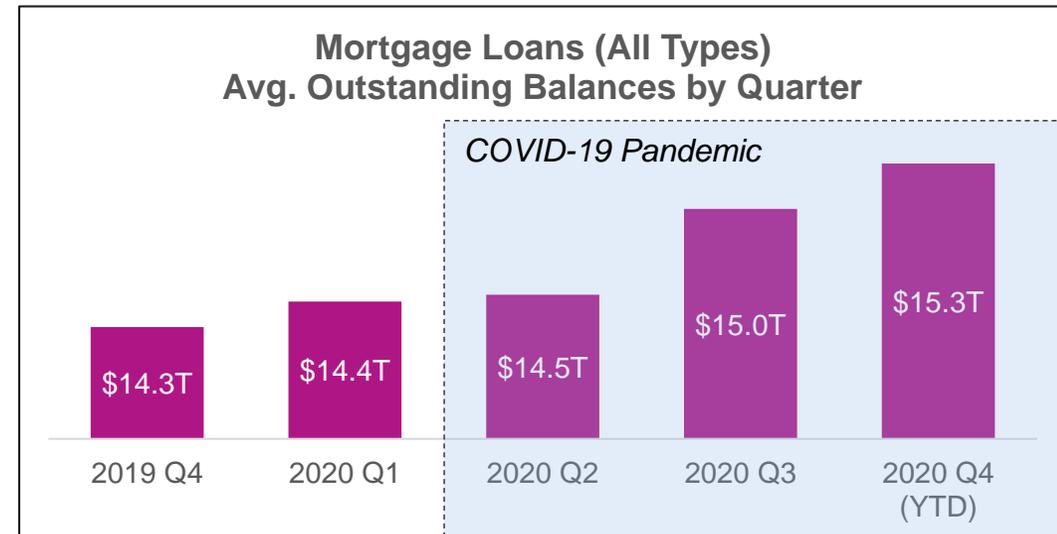
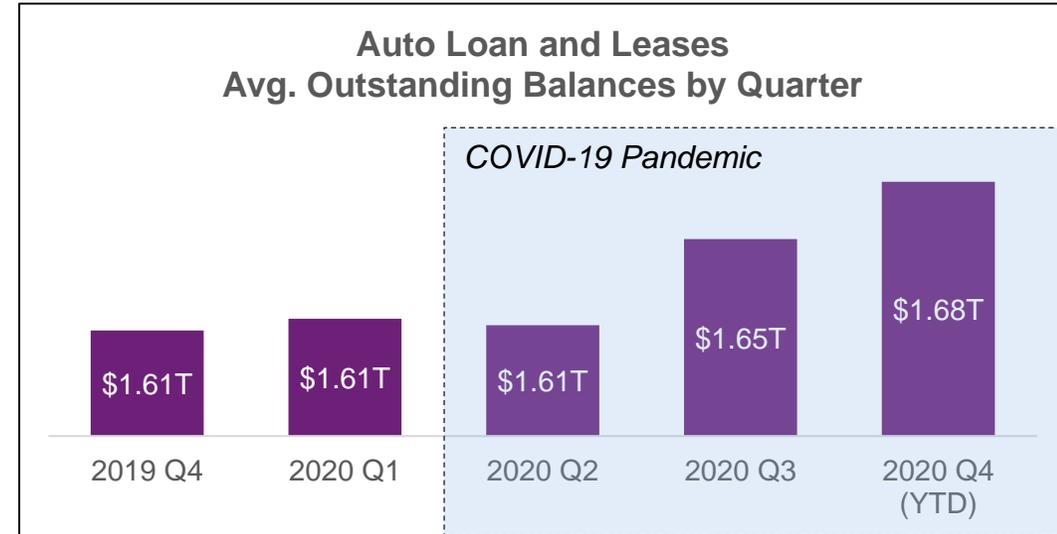
# Consumers are still making big credit decisions



## What's more: total pent-up demand in the market is unknown

- Car loans are up during the pandemic, currently close to \$1.7T
- Mortgage originations on pace for the best year ever

...and they are making these decisions digitally



# How to win in the new economy?

## Create a customer-centric digital experience

### *'Voice of the Customer' is everything*

- Help consumers on complex parts of their purchases or financial situation
- Offer access to real-time info to create 'stickiness'
- Leverage user analytics to understand the value of your digital experience

**FIs need to think about why consumers engage in the apps they love and apply this to their business model**

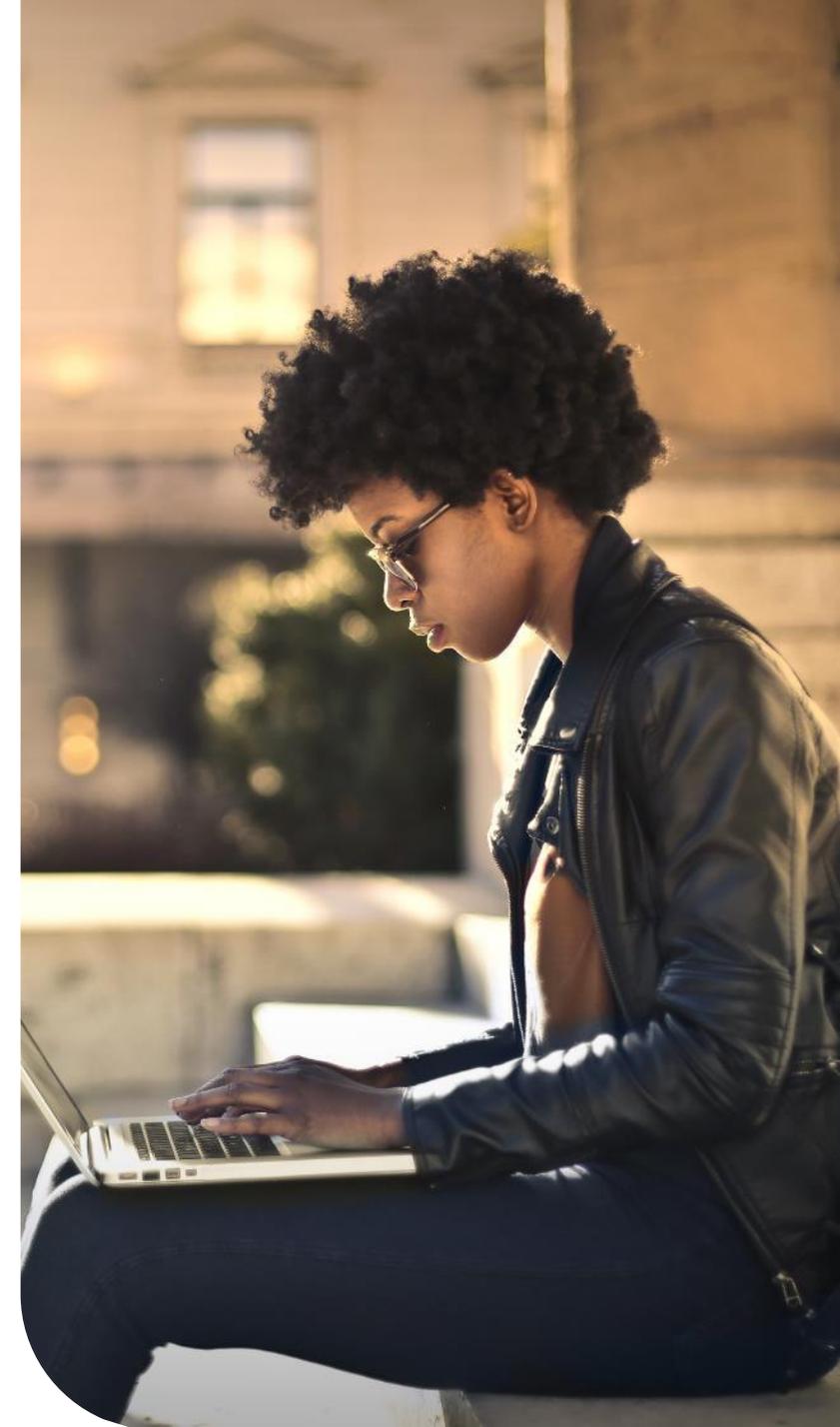


# How to lead the market?

## Offer personalized digital experiences

- Financial alerts are the most personal digital touchpoint
- Leverage Machine Learning and AI to deliver custom experiences
- Find partners to deliver new experiences quickly

**People remember bad experiences  
for much longer than good ones**



# How to optimize digital engagement in financial services to stay competitive



Interactive  
Credit  
Education



Identity  
Protection  
Services



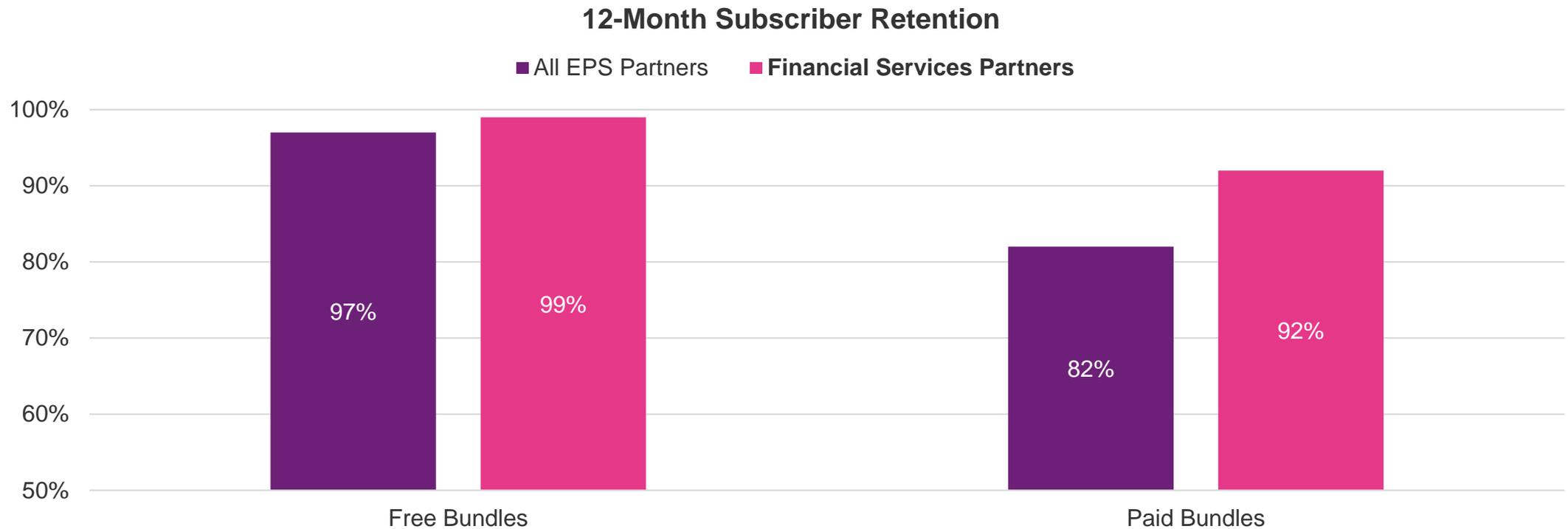
Financial Data  
and Custom  
Offers

- Simulators, videos, and dynamic content
- Fraud and credit monitoring alerts that have actionable next steps
- Pre-fraud awareness, financial transaction alerts to 'suspicious activity'
- Custom in-app offers of the right product at the right time

# Experian partner programs see very high subscriber retention rates, driving loyalty and long-term revenue for our partners

We observe that subscriber retention is particularly strong among Financial Services partners

*% of active subscribers as of January 2019, who are still enrolled as of January 2020:*



# Bottom line: Good brand experiences lead to ROI and can unlock new sources of revenue



## Peace of mind is the ultimate financial services product

- Customer satisfaction trails revenue growth. Trust creates confidence
- Brand experiences are the new source of truth moving forward



93%

of consumers say  
CX is important  
*-Forbes 2020*



4.3 hrs/day

Time spent on  
mobile apps  
*-Forbes 2020*

Our partners see **significantly higher customer retention** on members who sign up for credit monitoring and identity protection plans, provided by Experian.



# Thank You

Connect with us for more info:  
[Experian.com/partnersolutions](https://Experian.com/partnersolutions)

#### References:

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8. [Brookings Institute - July 2020](#)

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