

FACEBOOK'S 2019 FINANCIAL SERVICES INSIGHTS REPORT

Trust, reputation and putting customers first



facebook
f i g m w o

INTRODUCTION

The first bank in the US opened in 1791. Despite centuries of social and economic transition, retail banking has remained an essential financial tool, empowering businesses to grow while enabling life's most important moments for people everywhere. And it's still evolving to meet the needs of clients today.

Like many customer-facing industries, financial services has been disrupted by the rise of digital. But that doesn't mean this time-tested consumer model is falling behind—in fact, it's evolving and improving faster than ever before. While adapting to the expectations of tech-savvy customers yields inevitable challenges for traditional banks, the opportunities and rewards for embracing mobile-first strategies have never been clearer.

Long-time customers who once limited their banking to in-person interactions at the neighborhood branch—or quick trips to the local ATM—now view these experiences as supplemental to their primary point of contact: digital banking on mobile and desktop. And newer customers 18–34—potential lifelong clients—take an à la carte approach. Among those surveyed, 61% of US checking account customers in this age group use financial technology services such as Venmo and Zelle alongside everyday checking accounts at big banks, compared to just 36% of people 35 and older.

For both groups, seamless mobile access is more than just a “nice-to-have”—it's the need-to-have. Today, 9 in 10 US checking account customers surveyed use their mobile device for at least some retail banking activities. Among consumers 18–34, that number jumps to 100%.

Large banks know that mobile plays an essential role in staying competitive and reducing customer churn. However, it's clear that for some brands, mobile-first is still an abstract concept. This lost opportunity on mobile leaves room for disruptive competitors to take the lead on innovation.

Customer research has identified other opportunities for financial services to thrive as well. By directly addressing important customer needs such as privacy, security, transparency and social responsibility, brands can distinguish themselves from the competition while growing customer trust and positive word of mouth.

In this report, we'll show you why traditional banks that adjust their marketing and services to deliver seamless mobile experiences, enable better customer communication and re-establish trust are best positioned to maintain and grow their customer base for years to come.



DEEPANJAN DE

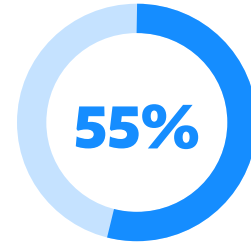
Head of Industry, Financial Services

Facebook

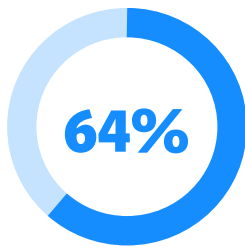


9 in 10

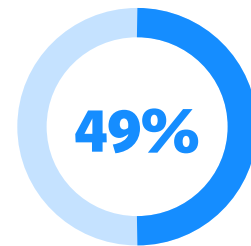
US checking account customers surveyed are already using mobile devices for at least some retail banking activities



pay bills/statements on mobile



check their checking/savings account balance on mobile app or web



transfer funds between accounts using mobile

ABOUT THE RESEARCH

This report presents insights and recommendations for marketers in the Retail Banking industry, based on the results of a global study commissioned by Facebook IQ. Research was conducted by Accenture among 10,118 people 18+ in United States (USA). Specific questions about decision-making processes around signing up for a retail banking product were asked of a subsample of 1,026 retail banking consumers. Qualified respondents were those who signed up for checking account, credit card or mortgage accounts during the prior 12 months.

TABLE OF CONTENTS

Part 1: The expectation evolution	05
Part 2: Where your business can grow	11
Part 3: Facebook solutions for financial services marketers	34
Part 4: Tomorrow's trends	37
Executive summary	39



Part 1

THE EXPECTATION EVOLUTION

Consumers are connected like never before. They need the same from their banks.

The needs of financial services customers have evolved in step with technology. Today's banking customers expect high mobile functionality that enables greater financial flexibility and casual convenience—all delivered with more of a human touch. Customers know they can piece together their own solutions by combining services from traditional firms with à la carte features from financial services disruptors. Equipped with new digital tools to help personal money management—including AI chatbots and automated savings apps—people are branching out.

- Financial flexibility
- Casual convenience
- Human touch



FINANCIAL FLEXIBILITY

You've heard of "finserv" and "fintech" before, but what about "finflex"?

For many people, traditional banks are still a mainstay—everyday checking accounts keep money safe and accessible, and local branches make it easy to drop in for other services. But since 75% of 18–34 year-olds say they could be enticed to switch from their current bank to an online-only provider—compared with 55% of people 35+—loyalty is shifting with younger consumers.

Whether they're drawn in by easy-to-use mobile apps, better customer service or lower fees, 61% of 18–34 year-olds surveyed—compared to 36% of those over 35—are combining financial technology services such as Venmo with that of their primary bank for more flexible money management.

Financial services providers need to become just as flexible as their customers. Though many financial technology solutions require the use of a connected, regulated bank account, the role of traditional providers is shifting from that of being a one-stop shop to an overall financial framework that allows people to customize their financial management.

When asked how they learn about retail banking products, 18–34 year olds selected the Facebook family of apps (Facebook, Instagram, Messenger and WhatsApp) more than any other online source.

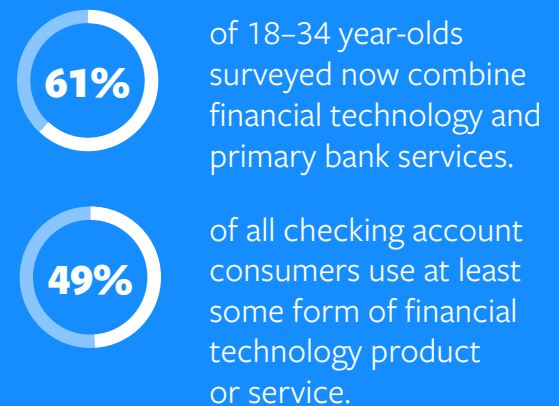
KEY INSIGHTS

Customers love online banking



surveyed say they could be persuaded to switch from their current bank to an online-only provider.

Newer banking customers have embraced "finflex"



CASUAL CONVENIENCE

Apps put everyday convenience within easy reach—smaller financial transactions should be no exception.

Customers have grown accustomed to convenience and ease and expect it from banking services. In fact, US checking account customers surveyed say the number-one reason they use digital banking services is because it's more convenient than going to a physical location (39%).

There's a desire for smaller money management tasks—like transfers—to become more seamlessly integrated into people's day-to-day lives. These peer-to-peer payment apps are particularly popular among younger age groups, with 53% of 18–34 year-olds surveyed saying they use an app to transfer money to family/friends, compared with 36% of those 35+.

Despite the strong need for mobile convenience, in-person contact is still important. Personalization is one way to keep foot traffic flowing, as 42% of Millennials surveyed say they'd value personalized recognition when visiting a physical branch.

KEY INSIGHTS

Time is money—customers are too impatient to go to the branch

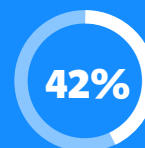
Americans say the **#1 reason** they use digital banking is because it's more convenient than going to a physical location.

Millennials are looking for opportunities to bank on digital



of 18–34 year-olds (and 43% of checking account customers 35+) surveyed say that if they could open a checking account online, they would.

Personalization could improve the branch experience



of 18–34 year-olds say they'd value personalized recognition when visiting a physical branch.

HUMAN TOUCH

(even on mobile)

In our increasingly automated world, personal connection is as valuable as ever.

Across age groups, data safety is the number-one way to increase trust, followed by transparency in fees and other terms and conditions. For 18–34 year-olds in particular, personal connection, empathy and compassion are important when evaluating banks. 67% of 18–34 year-olds say they want to feel understood by their financial provider, compared to 58% of those 35+. Another key distinction is that Millennials, more so than those over 35, want banks to contribute to causes they care about in order to establish trust (52% vs. 33%).

These generational differences are reflected in what people trust their banks with. While 76% of 18–34 year-olds say they are willing to share information with their financial services provider—from financial to purchase data—in order to receive personalized services, this drops to 52% for those over 35.

Financial services brands should take proactive steps to increase transparency and contribute to causes people care about in order to attract younger customers. Additionally, Millennials are more likely to say they want to interact with banks through messaging apps, highlighting the importance of brands being immediately available to field customer questions and concerns on mobile. Millennials are also far more likely to request financial literacy training via either an in-person video call or online resources—something financial companies understand but find difficult to deliver.

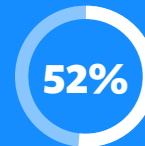
KEY INSIGHTS

Newer customers expect to be helped on their terms



67% of 18–34 checking account customers surveyed want to feel understood by their financial provider, compared to 58% of those 35+.

Public generosity helps your business



52% of 18–34 year-olds say that contributions to causes they care about are important, compared to 33% of those 35+.

If you're not messaging, you're missing out



of 18–34 year-olds

&



of people 35+

say they're interested in interacting with banks on messaging apps.

CHANGE THAT MAKES SENSE

Retail banks have an opportunity to establish relationships with the next generation of Millennials by updating marketing and services for every stage of the customer journey.

UNDER 35

OVER 35

Mobile is taking up a larger share of the consumer journey

49% hear about new retail bank options on mobile
57% evaluate retail banks on mobile

Compared to **28%**

Compared to **31%**

Younger consumers demand more from banks beyond traditional products and services

60% of checking account consumers said having access to financial literacy learning tools is important when establishing trust in a bank
60% say they want their checking account provider to express their values and morals
43% are more likely to buy from a business that offers personalized recommendations

Compared to **44%**

Compared to **40%**

Compared to **35%**

Younger consumers are turning to friends, family and online communities to make decisions

59% recommendations from friends/family
58% positive member reviews

43% recommendations from friends/family

37% positive member reviews

Part 2

WHERE YOUR BUSINESS CAN GROW

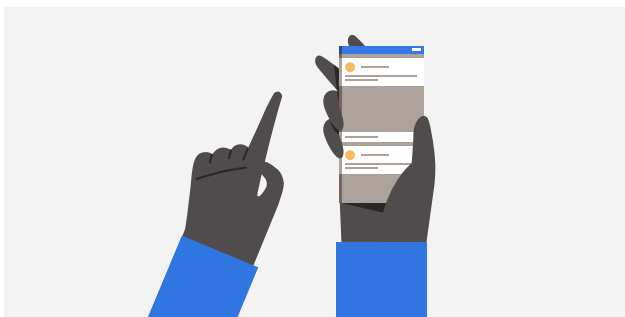


PRIORITIZE PEOPLE BEFORE PRODUCTS

Through our research, we learn that banks that respond to customer trends by adopting a people-first approach to problem solving are best positioned to solve fundamental product challenges. Specifically, financial services marketers and product experts that meet the needs and expectations of younger audiences today can make themselves more relevant and more likely to build a customer base that lasts for the long run.

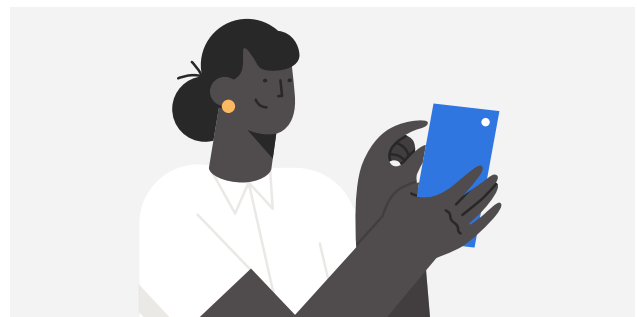
We're seeing successful banks adapt to this transitional consumer period by taking action across 4 key dimensions of opportunity, satisfying legacy customers while attracting younger clients.

OPPORTUNITIES FOR GROWTH



Mobile

Make mobile the center of the customer experience



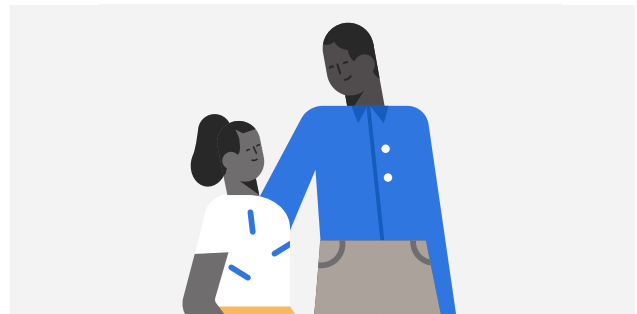
Personalization

Find new ways to grow personal connection



Trust

Be the bank that shares customer values

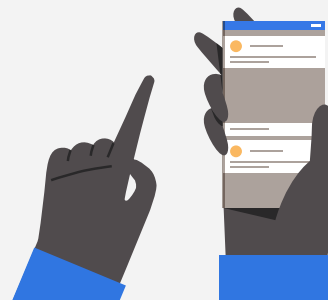


Community

Build community around content that educates and inspires

Opportunity 1

MOBILE

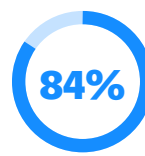


Mobile is already at the center of your customer's day—make it the center of your customer experience.

Research proves that consumers don't just consult mobile during product discovery journeys—they rely on it as a cornerstone of the experience. The financial services sector is no exception. Mobile has already proven to be an effective place for banks to engage and persuade potential customers:

Mobile makes for better experiences.

Given that checkout friction is a huge point of frustration for consumers, it's no surprise that

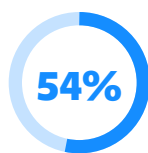


84% of users say they're unlikely to shop with a brand again after a poor experience. Well-designed app and mobile site experiences can encourage return visits.²

Mobile is near-ubiquitous for banking consumers.

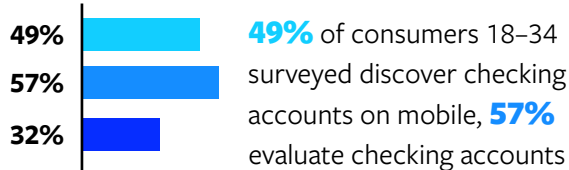


9 in 10 US retail banking consumers surveyed say they already use mobile for some kind of banking activity (10 in 10 among Millennials).



More than half of your website traffic already comes from mobile.¹

Millennials use mobile to discover and evaluate financial services products.



And Millennials are more likely than customers 35+ to start an application on mobile.

Additionally, newer formats such as mobile video are at the center of creating better customer experiences:

Soon, video will dominate mobile data traffic.

75% of the world's mobile data traffic will be video by 2021.³

Video engagement is on the rise.

Total time spent watching videos in Facebook Watch has increased by **14X** since the start of 2018.⁴

1) Facebook internal data, US, May–August 2018. 2) “Last Mile Delivery: What Shoppers Want and How to #SaveRetail,” Convey, 2018. 3) “Cisco Visual Networking Index (VNI): Global Mobile Data Traffic Forecast Update, 2017–2022,” Cisco Systems, February 2019. 4) Facebook internal data, US, August 2018.

Opportunity 1: Mobile
TAKE ACTION



Ignite discovery on mobile

People check their phones throughout the day, and building the right creative is your best tool for delivering a message that connects. Use ads in Facebook and Instagram Stories for people on the go, or consider longer-form storytelling for moments where people have more time to engage.

Build for viewing habits

People's video experiences lie on a spectrum: quick and bite-sized at one end, when they are in discovery mode throughout their day, and deliberate and longer at the other end, when they have more time and attention. Tailor your video ads using different Facebook formats designed to match viewing habits. Use in-stream ads to capture attention with a bite-sized ad experience that plays during a longer video, or use longer-form video ads in News Feed or Instant Articles for moments where viewers have an attitude of discovery.

Eliminate friction

Consumers expect a frictionless experience, and their tolerance for interruptions or slow load times has dropped significantly. Facebook Analytics can serve as the foundation that helps you understand cross-device shopper journeys, so you can better identify and address the friction points that slow people down.

Connect your creative with retail

Shorten the time it takes for customers to explore and understand your products. Create full-screen, immersive ads with Facebook Instant Experiences, build a better browsing experience with Facebook Collection ads that move people from discovery to purchase in an immersive way or create a visual mobile storefront with Shopping on Instagram.

Connect in the moment

Make it quicker and easier for people to get additional information about your brand by using pre-filled contact fields. Facebook Lead Ads helps accomplish this by directing people interested in your product to complete their information and take the next step.

Opportunity 1: Mobile

MAKE BANKING MORE APPROACHABLE

Creative best practices for your brand

Tell big stories

Build original work designed for the platform

Complement TV campaigns on social

Diversify branded content assets

Inspire and connect

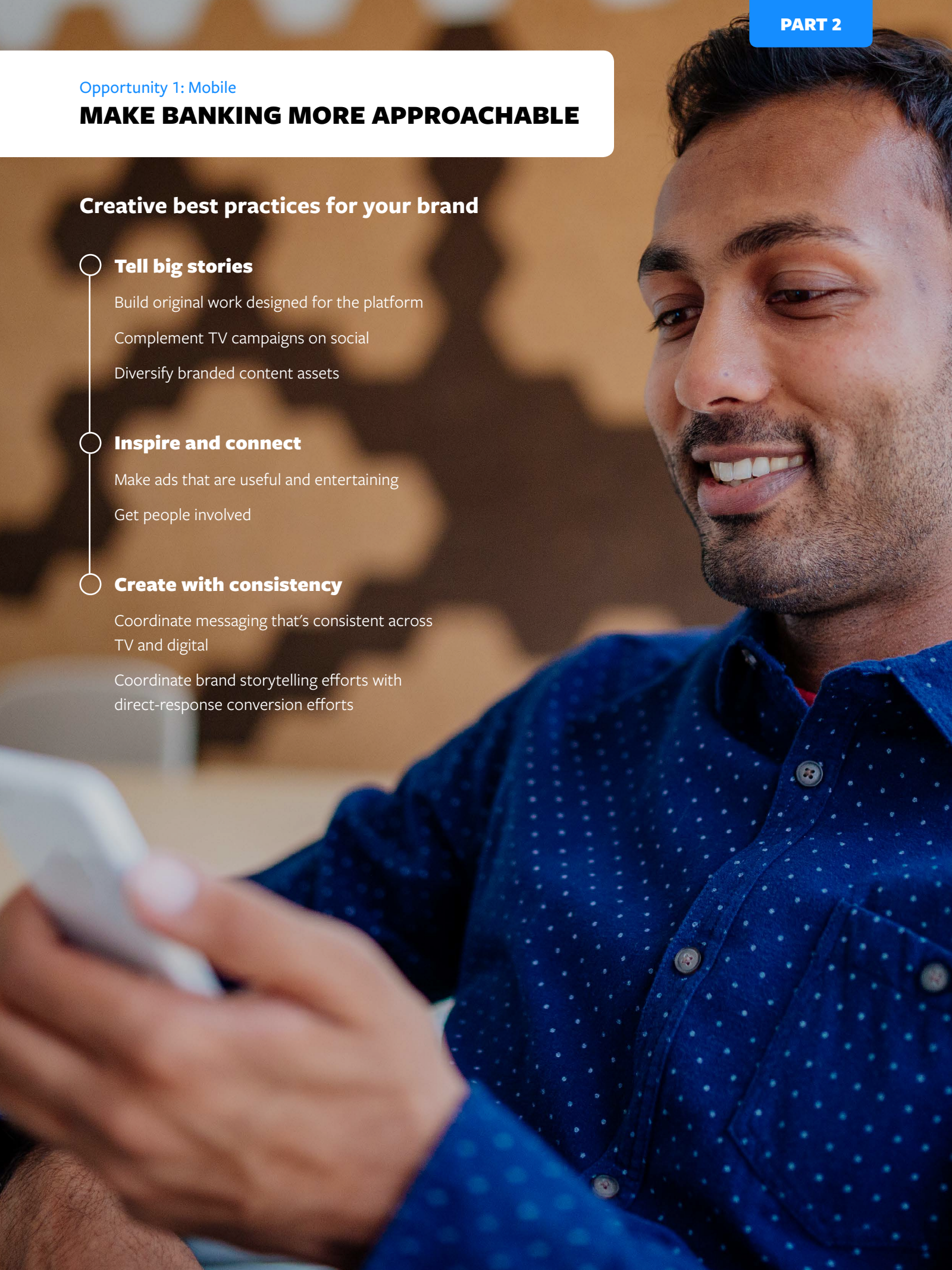
Make ads that are useful and entertaining

Get people involved

Create with consistency

Coordinate messaging that's consistent across TV and digital

Coordinate brand storytelling efforts with direct-response conversion efforts



Opportunity 1: Mobile

MAKE BANKING MORE APPROACHABLE**Designing for platform: Facebook and Instagram ads****Mobile-first**

Utilize mobile specs when possible for best results.

Square 1:1 | Static 9:16 | Vertical 9:16

**Use time wisely**

Keep in mind that users' attention span is about 2 seconds. Convey your message up front.

**Design with objective in mind**

Align creative with the objective of the campaign (recall, awareness, favorability).

**Build for sound-off**

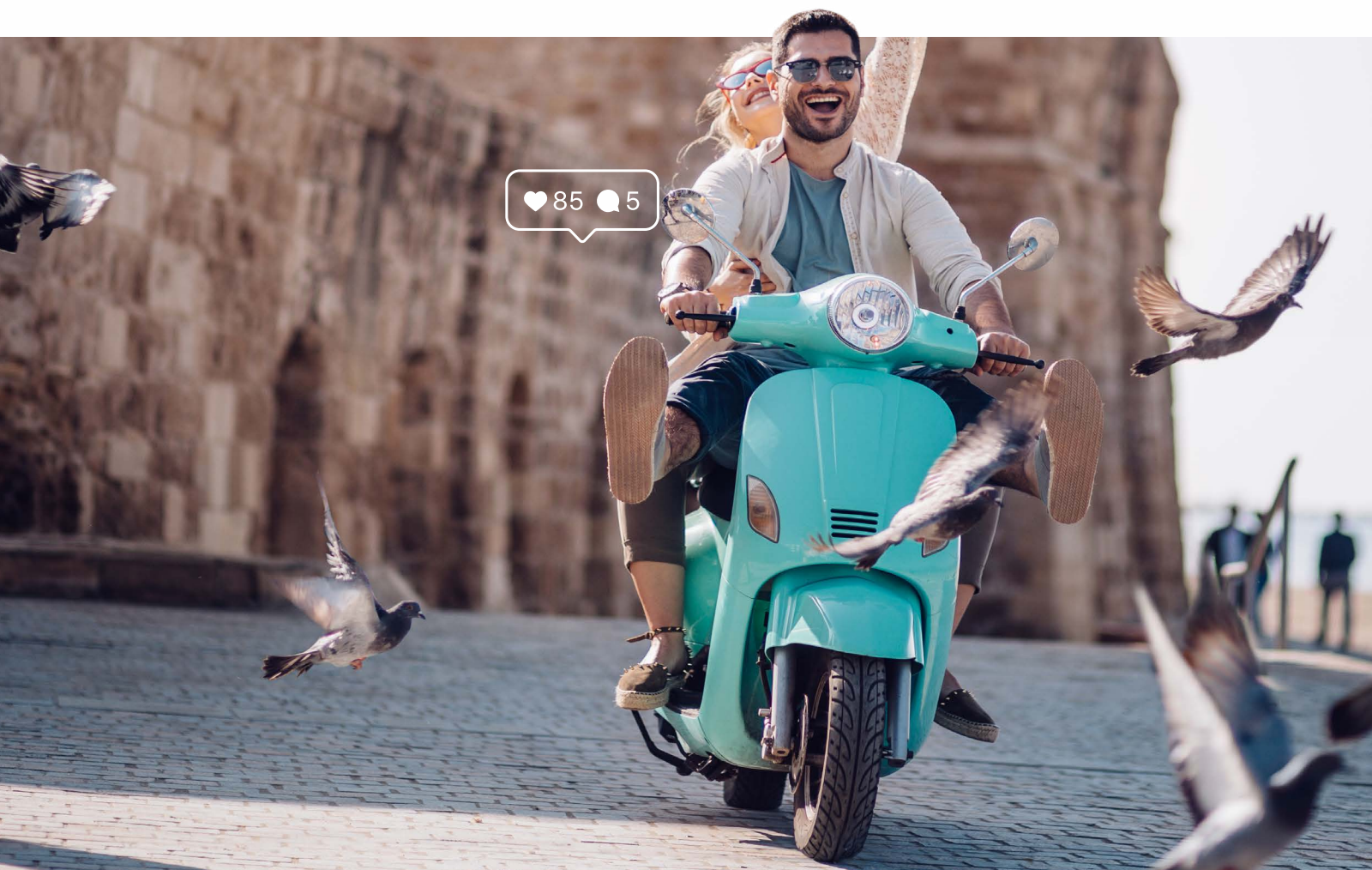
Build for sound-off viewing using effects such as text overlay.

**Bookend with brand**

Don't shy away from introducing your brand up front. You only have a few seconds with the user, and there should be no question whose ad they just saw.

**Instagram Stories**

Use speed and motion as a creative tool. Multiple scenes work better.



Request cash

Deposited into MoneyLion Checking • 1234
Instantly.

\$50

Opportunity 1: Mobile

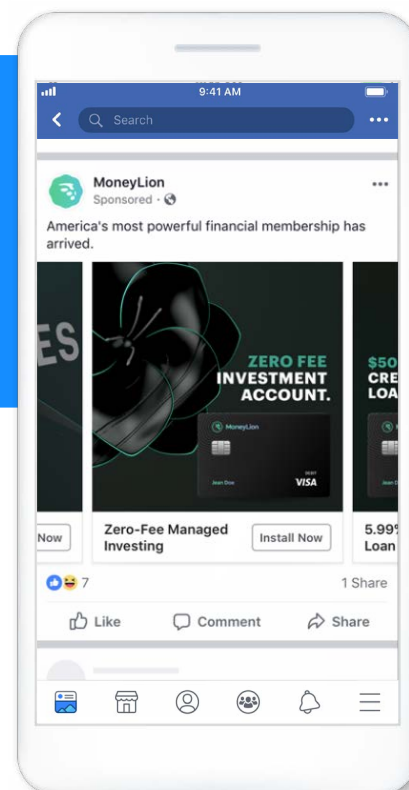
FINANCIAL SERVICES SUCCESS STORIES

62% increase
in app installs

32% higher
click-to-install rate

MONEYLION

MoneyLion is a mobile financial app that gives millions of members access to new ways to save, invest, borrow and grow their finances. MoneyLion had previous success with its Facebook ads, so it wanted to refine them and find efficient ways to improve campaign performance. MoneyLion moved from manually managing ad sets to a simplified and automated approach using video creative optimized for mobile.

**HOW THEY DID IT****Videos for the small screen**

Following Facebook's best practices for mobile video, the team designed its video ads in a square or vertical format so they'd fit nicely on a phone. The ads also included text overlays for viewing with the sound turned off and captured attention by introducing the brand and main message in the first 3 seconds.

Platforms that perform

In the past, MoneyLion needed to decide which ads would run separately on Instagram, Facebook, Messenger or Audience Network. This time, the marketing team decided to try using the automatic placements feature for its video ads. With automatic placements, placements are prioritized for the platforms where ads are already performing best. MoneyLion showed its mobile video ads to lookalike audiences based on the people who had enrolled in its financial membership.⁵

⁵ "MoneyLion: Increase app installs with a simplified Facebook ad campaign structure," Facebook for business success stories.

Opportunity 1: Mobile

FINANCIAL SERVICES SUCCESS STORIES

4.7%* more
video views

7X* lower
cost per video view

83%
of video watched on
average, when using
in-stream video ads

7PT lift
in ad recall for in-stream video
and News Feed video ads,
compared to control group

**VISA**

Visa wanted to promote its online and mobile payment ecosystem to increase awareness that digital payments give people more ways to pay. To do this, Visa tested video ads in Facebook News Feed alongside in-stream video ads on Facebook and Instagram.

HOW THEY DID IT**Mobile ads for mobile products**

Visa worked with its agency BBDO to create videos showing people using Visa to make digital payments for concert tickets, plane fares and spa treatments with just a click or tap. All videos were short (10 seconds) and built for sound-off play with text overlays.

Multiple video formats

To gain a deeper understanding of consumer viewing habits and the cost efficiencies of the campaign, Visa

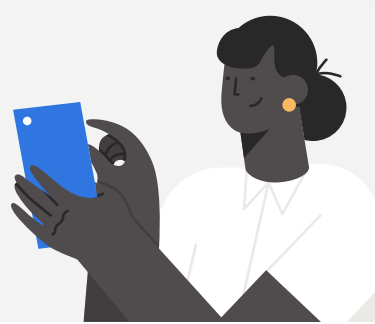
worked with its digital agency SocialCode to conduct a 3-cell comparison test, running video ads in:

1. Facebook News Feed only
2. In-stream video only
3. News Feed and in-stream combined. A Facebook brand lift study for each cell showed that combining News Feed and in-stream ad placements performed best, yielding the most efficient video view cost, the most video views and the highest ad recall.⁶

*For in-stream video ads, compared with News Feed alone.

⁶ "Visa: Promoting digital payment options with Facebook in-stream video ads," Facebook for business success stories.

Opportunity 2

PERSONALIZATION

Connection is as valuable as ever. Seize the opportunity to be a bank that grows personal relationships online.

The flipside of mobile's ease and popularity is its potential effect on customer relationships —increased automation can make it difficult for brands to stay in 1:1 contact with customers. But mobile also creates exciting opportunities to grow customer relationships in new ways. By analyzing how customers currently feel about the retail experience, marketers can identify new tactics and solutions that address consumer habits head-on.

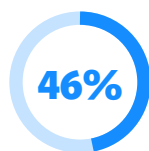
When it comes to retail banking, consumers say they're ready for an experience that feels more personable and relatable:

They want to communicate with banks directly.



of 18–34 year-olds

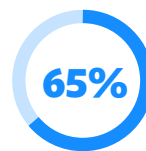
&



of people 35+

surveyed say they're interested in interacting with banks on messaging apps.

They're already looking for personable financial information online.

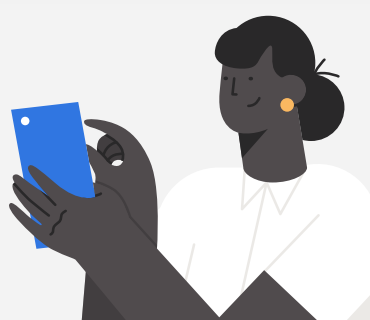
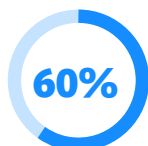


of US recent checking account consumers (**78%** of checking account consumers ages 18–34) surveyed say they'd like to see more financial-related content in their Facebook or Instagram Feed.

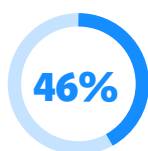
Consumers want to see content about:

- 1 Financial products and services that can make their life easier
- 2 Customer reviews
- 3 Information on sales, coupons and deals that can save them money

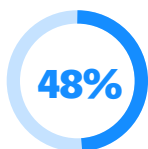
Opportunity 2

PERSONALIZATION**They're drawn to relevant ads.**

of people surveyed say they had a particular brand in mind when they opened a checking account, underlining the importance of brand familiarity prior to signup.



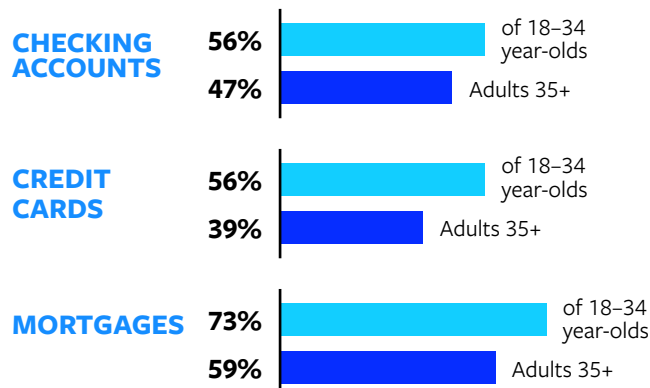
of Millennials say the retail banking products they see advertised on Facebook and social media are usually products they're interested in.

They're ready to open an account online.

of consumers surveyed agree that if they could open a checking account online, they would—**52%** among consumers 18–34.

They shop around.

Millennials are more likely to consider multiple brands during research and evaluation—but they're not the only ones. Here's a breakdown of consumers who considered multiple brands before signing up for checking accounts, credit cards and mortgages:



Opportunity 2: Personalization

TAKE ACTION**Make messaging a core feature**

App-based messaging has become an essential component of the mobile experience. Make it even easier for your customers to send and receive payments from friends by offering Facebook Messenger integration.

Prioritize customer service

It's the number-one motivator for Millennials considering a checking account with your bank. By making yourself more available to provide 1:1 customer help and hear feedback using tools such as messenger bots, you can build brand equity and increase the chances people recommend you to others.

Build ads for everyone

Make universal experiences feel personal to help people discover your brand. Use broad audience targeting for your ads to deliver messages around how financial services helps enable life's most important moments.

Find interested audiences

Engage the audiences most likely to consider your products by promoting complementary products and services to recent purchasers. Use solutions such as the Facebook pixel, SDK, offline conversions and dynamic ads with broad targeting to leverage your proprietary, off-Facebook insights in a way that helps you reach more people interested in your products.

Opportunity 2: Personalization

FINANCIAL SERVICES SUCCESS STORIES**8PT** lift

in ad recall

4PT lift

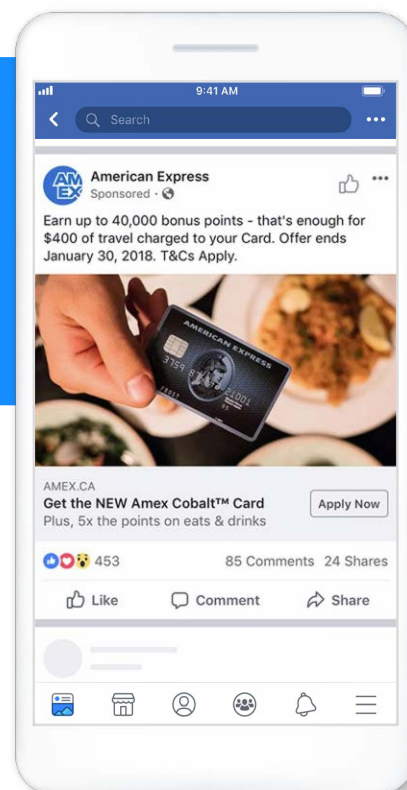
in product awareness

5PT lift

in intent to consider

AMERICAN EXPRESS CANADA

American Express Canada wanted to drive awareness, interest and acquisition for its Cobalt Card—a new card designed to meet the needs of Millennial consumers. For the digital ad campaign to promote the launch, American Express chose Facebook—a platform that’s core to the lives young people lead. The results of the first 4 weeks of the campaign were determined using a Facebook brand lift study and a mix of Ads Manager and the advertiser’s own data.

**HOW THEY DID IT****People before product**

With the Cobalt Card, young Canadians get rewarded for the kinds of purchases they’re already making—it fits their life, not the other way around.

Customized creative

Because Millennials often enjoy displaying their social lives on social media—and food, drinks, travel and transit, entertainment and dining out are top passions—the ad creative focused on these areas, along with the tagline, “The Card that lets you do you.” The video ads featured celebrities and influencers—such as Marcus Stroman of the Toronto Blue Jays—who was

shown using his Cobalt Card to earn rewards points when ordering takeout food, as well as dining out with friends.

Knowing the audience

Ads were shown to Canadians 25–40, as well as those with an interest in dining and travel. To improve acquisition rates, American Express served ads to lookalike audiences based on the characteristics of existing members. The company also retargeted ads to people who had previously indicated interest in the product by engaging with the ads or landing page.⁷

⁷ “American Express Canada: Charging ahead with brand awareness using Facebook video ads,” Facebook for business success stories.

Opportunity 2: Personalization

FINANCIAL SERVICES SUCCESS STORIES**25PT** lift

in ad recall

19.9PT lift

in favorability

18PT lift

in likelihood to recommend

SANTANDER UK

Santander UK is a leading UK bank with 14 million active customers and more than 800 branches. It wanted to build loyalty and brand warmth among existing customers and increase product interest among potential customers by taking a fresher, quirkier approach to bank ads.

HOW THEY DID IT**A message for everyone**

Santander launched a broadly targeted, UK-wide campaign to boost its marketing efforts. In addition to Facebook, the campaign ran across TV, digital display and video on demand.

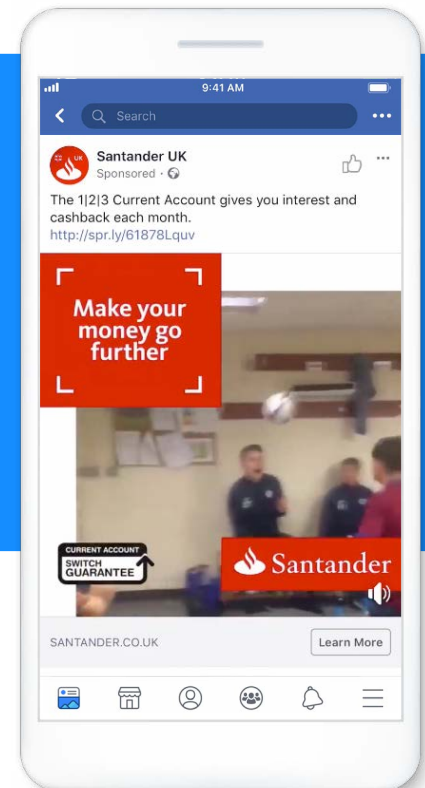
Banking with personality

Building on a theme of prosperity, the campaign featured ordinary people doing extraordinary, quirky things. Short video ads featuring user-generated

content gave the campaign a fresh feel. Santander worked in partnership with the Facebook team to specifically shape the creative to work in News Feed.

The power of connection

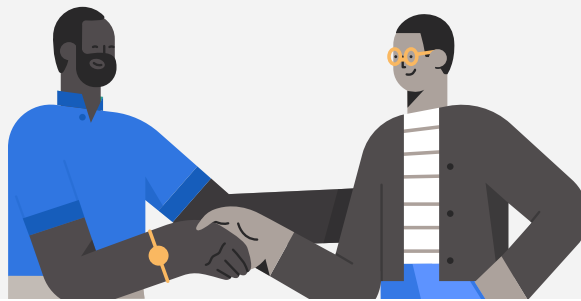
Santander measured the campaign using a Facebook brand lift study—a first for the bank, and an important step toward developing a robust and methodical approach to gauging results.⁸



⁸ "Santander UK: Building love for a banking product with Facebook video ads," Facebook for business success stories.

Opportunity 3

TRUST

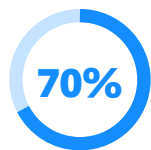


Customer confidence has to continually be earned. Stand out by proactively building trust and showing customers you share their values.

In the wake of the 2008 financial crisis, distrust of banks (particularly among younger consumers), paired with the rise of mobile, helped spawn a new breed of financial startup. Unlike larger banks, these businesses offered the simplicity people sought. Now, more than 10 years later, financial services providers are finding new ways to regain trust and build brand affinity.

What matters most to consumers when choosing a bank?

People want to feel they can trust banks.

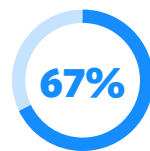


US checking account customers surveyed say trust is important when picking a retail bank, but only **52%** of those who recently opened a checking account have a high level of trust in their current bank. That drops to **45%** among consumers 18–34.

Data protection and transparency are most important.

Data privacy (**75%**) and increased transparency around fees, terms and conditions (**71%**) scores strongly among all checking account holders surveyed.

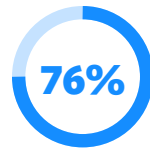
Younger customers have other priorities too.



67% say they want to feel a bank understands them as a person and knows their values, **61%** want to bank with a company recommended by family or friends and **60%** are looking for tools that can increase their financial literacy.

Authenticity and social responsibility make you stand out.

Building trust with younger consumers requires connecting with them on a personal level.



76% of young people surveyed said they have purchased or would consider purchasing a brand/product to show support for the issues the brand supported.

They'll still bank with you (for now).

90% of consumers surveyed said they opened their last checking account with a traditional bank.

Opportunity 3: Trust
TAKE ACTION



Understand your mission and values—then share them

Among 18–34 US recent checking account customers, your contribution to the world-at-large matters more than professional reviews or product training. This quality is 45% more important for younger customers than it is for customers 35+.

Use the power of your brand for good

Facebook can help your business rise to the occasion by making it easier than ever to partner with nonprofits and raise money for good causes. Use Facebook Page Fundraisers to share your personal commitment to a cause and rally others around a fundraising goal, fundraiser matching to incentivize customer giving and donate buttons in Facebook posts or Live videos to make it easy for people to give to the causes you promote.

Opportunity 3: Trust

FINANCIAL SERVICES SUCCESS STORIES**14PT** increase

in brand association with social causes

54% increase

in the number of customers who adopted a cause

65M people

reached in 3 days

VISA BRAZIL

Visa launched a program in Brazil that donates one cent from every purchase made with a Visa card to a social cause. To build awareness for this fundraising initiative and get more members to participate, Visa relied on Facebook's massive reach to deliver video ads encouraging customers to pick a cause for donation.

**HOW THEY DID IT****Customer choice**

Visa let customers choose from a list of 16 social causes for donation, giving people the freedom to align their giving with their values—while allowing Visa to be associated with multiple positive efforts at once.

Attention-grabbing creative

Visa and its agency developed a series of humorous videos in vertical formats to capture attention in-Feed on Facebook and Instagram Stories.⁹

⁹ "Visa Brazil: Facebook ads and massive reach to help in social causes," Facebook for business success stories.

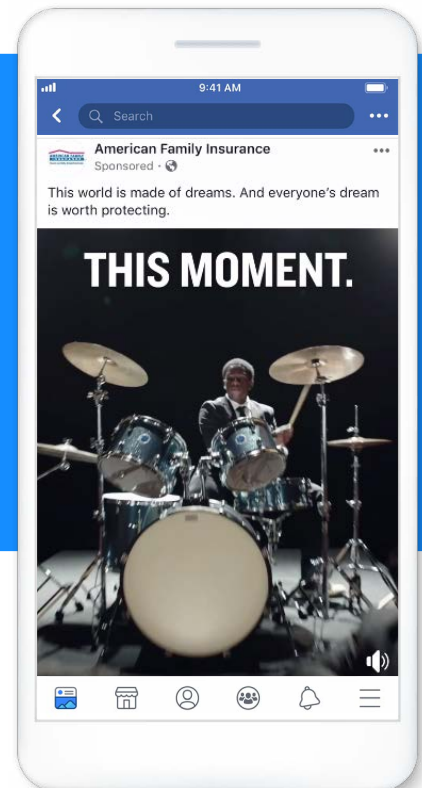
Opportunity 3: Trust

FINANCIAL SERVICES SUCCESS STORIES

8.4PT lift
in brand awareness

12.8PT lift
in brand favorability

9.3PT lift
in consideration intent

**AMERICAN FAMILY INSURANCE**

American Family Insurance needed to repurpose its TV creative assets for Facebook and Instagram, with the aim of boosting favorability and increasing awareness. Since the original inspirational spots were too long and not designed for mobile, the company partnered with Facebook Marketing Partner VidMob to build new assets.

HOW THEY DID IT**A message that inspires**

“The Dream,” the positive, welcoming campaign American Family chose to adapt, was designed to appeal to multiple generations by showing how the company enables and protects all types of dreams for all types of people.

Creative that resonates

The creative featured quick scenes and inspiring moments, showing people from all walks of life and varying ages involved in all kinds of activities and

professions. VidMob applied clear branding to the videos (including a logo) and added text overlays that clearly delivered the campaign’s message with sound off.

Values that matter

Ads were served to adults in the states American Family serves, as well people with an interest in “the American dream,” community, goal-setting and home insurance.¹⁰

10) “American Family Insurance: Increasing awareness with mobile-optimized video and photo ads,” Facebook for business success stories.

Opportunity 3: Trust

FINANCIAL SERVICES SUCCESS STORIES

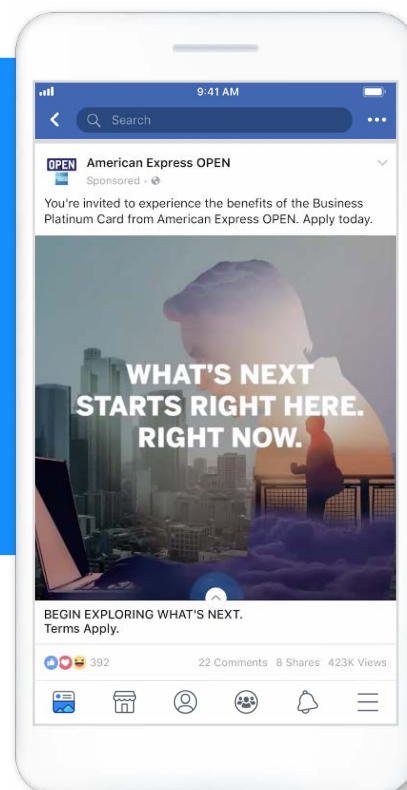
52% higher
return on ad spend

37% lift
in conversions

27% decrease
in cost per acquisition compared to video link ad

AMERICAN EXPRESS OPEN

American Express OPEN helps business owners grow their businesses by giving them access to insights, connections and exposure to other business owners. The OPEN credit card provides funding for large business purchases. American Express wanted to attract more applicants and differentiate its brand from more typical, reserved business ads.

**HOW THEY DID IT****Full-screen storytelling**

Ad creative leveraged Canvas to provide the audience with a seamless, immersive visual experience, from generating interest, to learning about the benefits of using an OPEN Business card, to finally submitting an application straight from the ad unit.

Inspiring visuals

The Canvas ads used a mix of lifestyle and product photos and videos that reflected business owner interests and showed how they aligned with card features.¹¹

11) "American Express OPEN: Charging up online sales with a direct response Facebook Canvas," Facebook for business success stories.

Opportunity 4

COMMUNITY

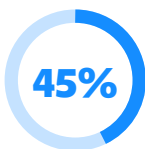
Community powers adoption. Find new ways to educate and inspire your customers, and grow a stronger sense of community around your brand.

When it comes to making an important personal finance decision such as signing up for a checking account, people are strongly motivated by community feedback and consider it as important as professional reviews, ads or social media buzz.

Word of mouth is valuable.

Recommendations from friends and family and positive member reviews are the 2 highest influencers for younger audiences surveyed. Among consumers 35+, only past experiences with the product or brand rank higher. For consumers 18–34, prior experience is the number-3 influencer.

Professional reviews matter—but not as much as hearing from someone they know.



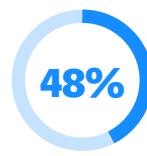
Journalist/expert reviews are more important for Millennials surveyed (**45%**) than customers 35+ (**20%**)



but still don't rank as highly as recommendations from people they know or positive member reviews among either group.

Good customer service is an excellent way to foster community.

People remember past experiences with your brand—**48%** of Millennials surveyed say positive prior engagement is an important factor in deciding to sign up for an account.



Financial literacy and product training are a huge opportunity to connect with younger customers.

These are strong middle-tier influencers for Millennials (**46%** and **41%**, respectively)—and since not all your competition offers them, they're good opportunities to distinguish your brand.

Opportunity 4

COMMUNITY

How influential are the following when deciding which checking account to open/sign up for?

● of 18–34 year-olds

● Adults 35+

Consumers that identified the following factors as important to their decision.

Recommendations from friends/family



Positive member reviews



Past experiences with product/brand



Brand mission or values

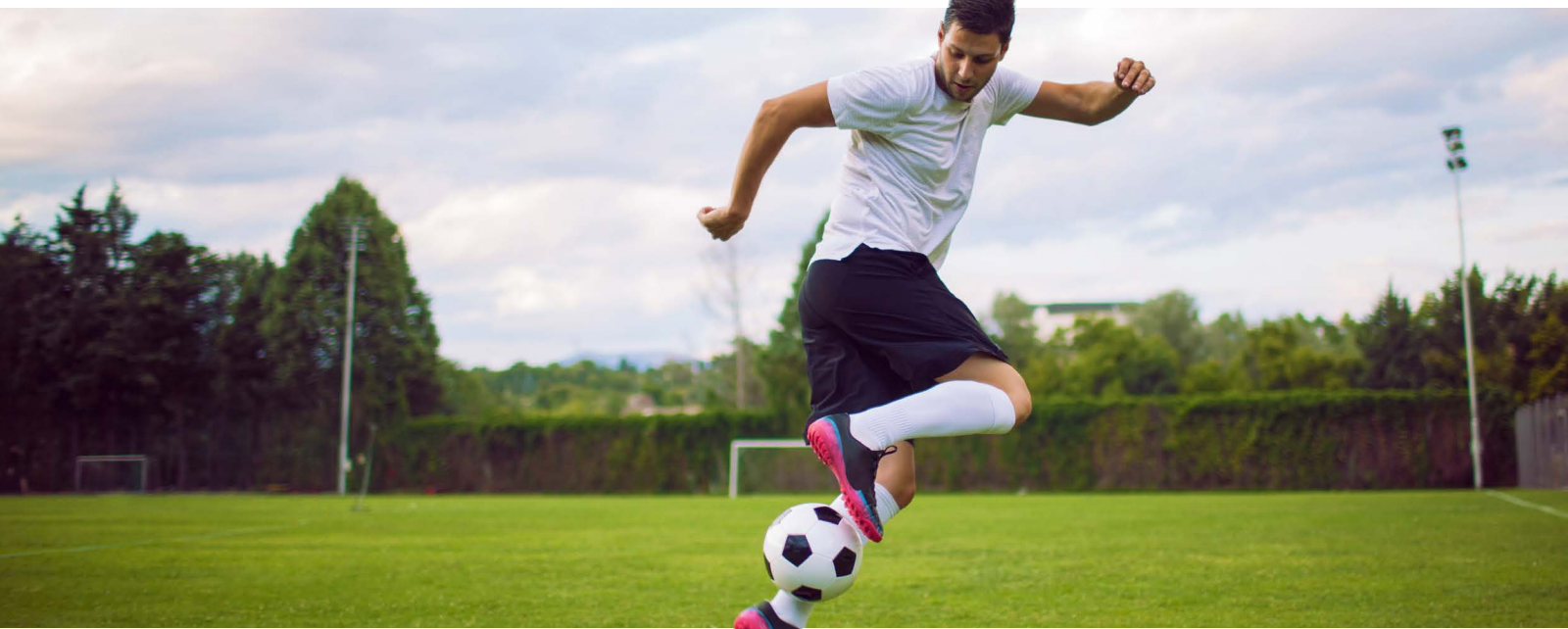


Other engagements with brand
(e.g., customer service)



Financial literacy tutorials

(e.g., managing finances, credit score breakdown)



Opportunity 4: Community

TAKE ACTION**Consider content marketing, not just marketing-marketing**

While campaigns, trending topics and social media influencers still matter, they're most effective when paired with a brand customers have already heard good things about. Useful content marketing is more meaningful for your audience than product-focused advertising.

Make decision-making easy

Financial services marketers have a genuine opportunity to create inspirational content that gives customers a sense of added value and helps them make important decisions.

Build for Feed

65% of checking account consumers (78% of age 18–34 checking account consumers) say they'd like to see more financial content in their Facebook or Instagram Feed. Specifically, consumers want to see more content about products and services that makes their life easier.

Finance with feeling

Whether or not it's top of mind for every customer, financial services providers are often key players in major life moments. Consider messaging that highlights—e.g., “It's not a mortgage, it's a home,” or “It's not a loan, it's an education”—to de-emphasize your products and focus on the opportunities they enable instead.

Opportunity 4: Community
TAKE ACTION

EDUCATIONAL CONTENT BUILDS CONNECTION

Consider the following ideas for crafting educational content that resonates with your audience:

Consider a distinct brand

Step away lightly from your existing brand to develop a site or entity that hosts educational content built and promoted by your company. This can help increase the utility of your content by separating it from how you advertise your products—while still enabling a sense of trust and community.

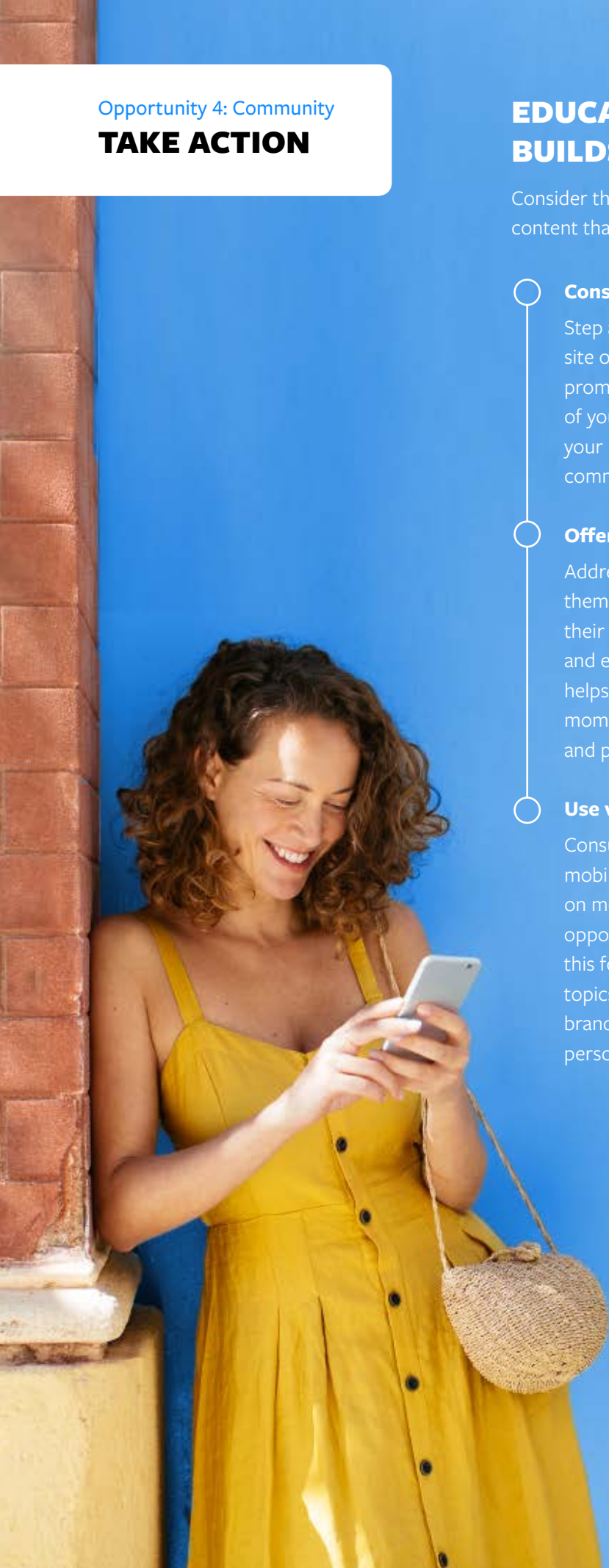
Offer best practices and easy lists

Address customers' burning financial questions and give them direct, stepwise instruction for how to practically solve their problems. This is your chance to prove your expertise and encourage investment and savings. Build content that helps people build personal finance plans, save for major life moments, explore new ways to invest, learn financial terms and principles and more.

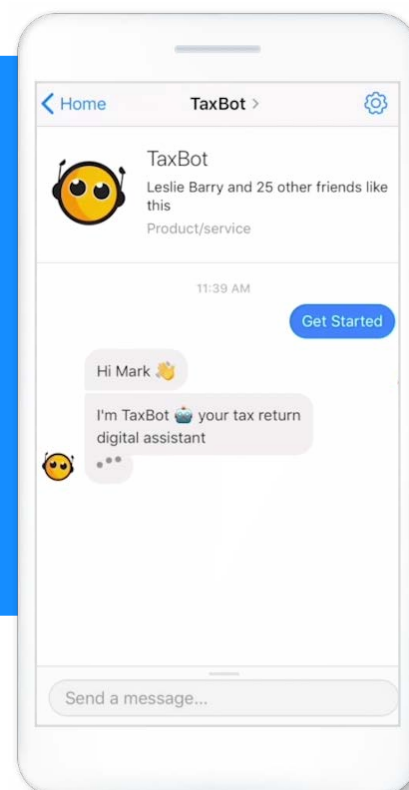
Use video storytelling

Consumers are increasingly turning to video, especially on mobile. In fact, 75% of worldwide video viewing now happens on mobile.¹² Considering the educational and inspirational opportunities financial services customers respond to, this format is ideal for engaging people on important topics they spend much of their day thinking about, using branded content. Live video can help you deliver a feeling of personalization at scale.

¹² "Cisco Visual Networking Index (VNI): Global Mobile Data Traffic Forecast Update, 2017-2022," Cisco Systems, February 2019.



Opportunity 4: Community

FINANCIAL SERVICES SUCCESS STORIES**10%**weekly average
conversion rate**8% conversion rate**among people who saw TaxBot
shared by friends in Messenger**92%**of customer questions
answered automatically**99%**of tax returns
completed automatically**TAXBOT**

TaxBot uses AI to help Australians complete simple tax returns in just a few minutes. The virtual tax accountant is available anytime via Messenger on mobile.

HOW THEY DID IT**Meeting a customer need**

“Fun,” “quick” and “easy” aren’t terms usually used to describe taxes. TaxBot meets a clear customer need by serving as a simple and affordable channel for young Australians to complete their tax returns.

Help that feels like a conversation

To start the process, people click on the “Send Message” button from TaxBot’s Facebook Page, launching a Messenger chat window. TaxBot

immediately starts the conversation, using friendly, simple language and emojis to give people the experience of speaking with a real accountant, not a bot.

Connecting customers with experts

TaxBot successfully answers most customer questions and completes most tax returns automatically, but can connect users with a real human when required.¹³

13) “Taxbot: Simplifying tax returns for Australians with a bot for Messenger,” Facebook for business success stories.



Part 3

FACEBOOK SOLUTIONS FOR FINANCIAL SERVICES MARKETERS

Opportunity 1

MOBILE

TREND	ACTION	SOLUTIONS	TIP
Mobile enables more immersive experiences	Make it easier for people to understand your product with experiential ads that engage and drive action	<ul style="list-style-type: none"> • Instant Experiences • Stories • AR (Ads and 360 Video) 	Add a form to your Instant Experience, so people can immediately indicate their interest
Video is central to user experience	Leverage different formats and ad lengths that fit the way people watch	<ul style="list-style-type: none"> • In-Stream • Facebook and Instagram Feed • Stories • Instant Experiences 	Limited by budget? Use Facebook's video creation kit to build lightweight, mobile optimized videos
People expect fast and frictionless experiences	Understand the friction points in your flow, and make it easy for people to find out more	<ul style="list-style-type: none"> • Facebook Analytics • Instant Experiences (with forms) • Lead Ads • Facebook Login 	Use Facebook Analytics to understand how people are getting to your site and where they might be getting stuck

Opportunity 2

PERSONALIZATION

TREND	ACTION	SOLUTIONS	TIP
People want to feel understood by brands	Reach customer groups with information that's relevant	<ul style="list-style-type: none"> • Facebook pixel • Facebook SDK • Offline conversions 	Build a custom audience modeled on in-branch signups to reach people on Facebook
People feel many brands are unreachable	Leverage messaging apps for quick and personalized customer service	<ul style="list-style-type: none"> • Messenger • WhatsApp 	Use Messenger templates to engage customers and helpfully guide the conversation

Opportunity 3

BUILD TRUST

TREND	ACTION	SOLUTIONS	TIP
People want banks that align with their values	Create outreach groups and enhance social good by raising money and matching donations for causes people care about	<ul style="list-style-type: none"> • Groups • Events • Video 	Create a Facebook Group for a cause that's important to your audience, help amplify the cause or offer donation matching
People want personalized service	Create recommendations based on information they've expressly shared with you—offer financial literacy education and product training	<ul style="list-style-type: none"> • Live • Video 	Create a helpful series around specific financial topics

Opportunity 4

CREATE COMMUNITY

TREND	ACTION	SOLUTIONS	TIP
Word of mouth is hugely important to customers	Make it easy for people to share positive experiences and find helpful user reviews	<ul style="list-style-type: none"> • Pages 	Create a place where people can find positive brand content and share it organically with friends
People appreciate brands that curate a sense of community	Create a venue for people to share information and get guidance	<ul style="list-style-type: none"> • Groups 	Create Groups around specific products or initiatives where people can ask questions and share information
In-person branch visits are less essential to everyday banking	Leverage digital channels that are interactive and engaging to build community and increase customer time spent	<ul style="list-style-type: none"> • Facebook Live 	Host a live stream to provide insights and information while letting people ask questions

Part 4

TOMORROW'S TRENDS

A look at Generation Z



As financial services advertisers consider new ways to engage Millennial audiences, it's also time to start preparing for Generation Z. Pew Research Center defines this group as anyone born in 1997 or later.¹⁴

Considering Gen Z would've been 9 years old—at the oldest—when smartphones first rose to popularity in the US, this audience has never known a time without the Internet or mobile apps. This includes social media and messaging apps that enable instant communication and an extended network of influential peers. This group socializes, learns and has fun in a way that blurs the line between online and offline.

Here are some key factors to keep in mind when looking forward to the future of financial services marketing for this audience:

Gen Z is savvy.

They've witnessed the global financial crisis, the Great Recession, international terrorism and highly-publicized cyberattacks. This audience is not easily fooled and immune to misdirection and “marketing-speak.”¹⁵ They know how to spot a fake, and they expect brands to be transparent and authentic at all times. Millennials are tech-savvy, and since Gen Z tends to be more independent than Millennials, they curate their online identities and content experiences more carefully.

They're entrepreneurial.

Gen Z has witnessed the job market struggles of Millennials—some of whom still live with them at home—and resolved to do things differently. More than any generation on record, they value financial security since they know it's increasingly scarce.¹⁶ They're motivated, creative and tech-savvy, and this reflects in their plans for the future—many high school students say they want to start their own business someday. Look for this generation to continually innovate new careers in the digital space.

They're financially empowered.

The majority of Gen Z makes purchases on their own and keeps careful track of their finances.

One-fifth had a savings account before the age of 10, demonstrating that habits around financial discipline have been ingrained from a young age.¹⁷

They still shop in person.

Brick-and-mortar retail remains popular for Gen Z—but brand consideration has sped up considerably. Thanks to mobile, young shoppers now research and consider purchases dynamically, often while shopping in-store.¹⁸ Financial services marketers can capitalize on this behavior by integrating the in-branch experience with the online speed and personalized services these customers expect.

They value social good.

Even more than Millennials, Gen Z admires brands for being socially responsible.¹⁹ They view purchase power as a way to make their voice heard and will support brands that give back and support communities. Even more importantly, they'll stop purchasing from brands that contradict their values. Financial services brands that are equally sure of themselves—and not afraid to stand for what they think is right—will fare well with Gen Z customers.

14) “Defining generations: Where Millennials end and Generation Z begins,” Pew Research Center, January 2019. 15) “There's a generation below millennials and here's what they want from brands,” CNBC, April 2018. 16) “How Generation Z is changing Financial Services,” ABA Bank Marketing, January 2019. 17) “Banks can't afford to ignore Generation Z,” American Banker, October 2018. 18) “What do Gen Z shoppers really want?” National Retail Federation, April 2018. 19) “Engaging Gen Z in your social impact efforts,” Forbes, June 2018.

EXECUTIVE SUMMARY

Build for tomorrow. Thrive today.

As long-time customers evolve in their habits to make mobile an everyday part of their lives and younger consumers mature in their reliance on financial services products, traditional brands have a unique opportunity to disrupt their competitors by marketing and building products that deliver on the 3 core expectations of today's mobile banking audience: financial flexibility, casual convenience and human touch.

To be successful in this changing environment, financial services marketers can pursue new creative and retail opportunities that bolster their mobile presence, deliver services that feel personalized for customers, establish and build trust by reflecting customer values and share educational, insightful content that grows a sense of community around the brand.



EXECUTIVE SUMMARY

CUSTOMER EXPECTATIONS



Financial flexibility

People want the freedom to manage their money on the go



Casual convenience

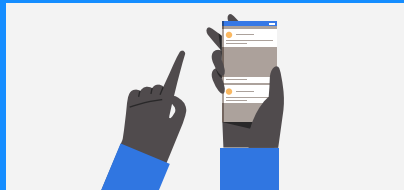
People want to manage their money with minimal fuss



Human touch

People want brands to build trust through shared, human values

FINANCIAL SERVICES OPPORTUNITIES



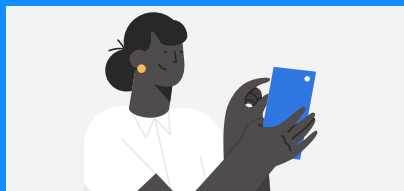
Mobile

Make mobile the center of the customer experience



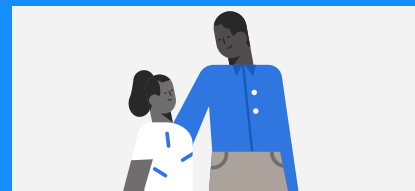
Trust

Be the bank that shares customer values



Personalization

Find new ways to grow personal connection



Community

Build community around content that educates and inspires



© 2019 Facebook, Inc. All Rights Reserved.

All materials, including all images, are copyrighted by Facebook and/or its licensors and may not be further reproduced, in whole or in part, in any form or by any means without the express prior written permission of Facebook. Facebook and Instagram are trademarks or registered trademarks of Facebook. All other trademarks are the property of their respective owners. No endorsements are implied or should be inferred. Stats quoted are accurate as of printing. Subject to change.