

# A Look at Financial Services Today

Market growth in financial services has changed the way consumers approach their financial health.

Accounting and finance, credit score and analytics, insurance, investing, personal finance, and many more subcategories have created an ecosystem with countless options for consumers. This growth has been met by a digitally-savvy consumer base with heightened customer experience expectations. Customer loyalty and personalization are crucial to FinServ brands looking to reduce customer acquisition costs and not only keep pace, but set the pace in an increasingly crowded field.

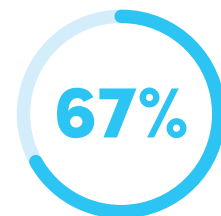
## A Growing Industry Not Without Its Challenges

Growth has been substantial, but that doesn't mean growing pains are completely avoidable.

- Customer acquisition costs are high in an industry where credibility and trust take time to build.
- Consumers are looking for ease of experience and better optimized interactions with financial experts and institutions.
- Disruptors are abundant, placing further pressure on incumbents to innovate and bring new products to market.



Size of FinServ  
industry by 2022



2/3 of financial  
transactions are  
made online



In 2020, there were 8,775 FinServ startups in the U.S., 7,385 in EMEA, and 4,765 in APAC



### How Iterable Can Help

The pressure is on for FinServ brands to create unique experiences in a digital world boasting an ever-increasing amount of choice for consumers. You can reach these customer expectations with Iterable:

- **Programmatic personalization capabilities.** Create data-rich individual lifecycle experiences that evolve in-step with your customers' changing financial goals and needs
- **Natively owned cross-channel messaging.** Nurture app-centric experiences with personalized mobile messaging, real-time account updates, and promotion of the product and service lines that matter to your customers
- **Real-time and secure.** Migrate confidently to the cloud knowing your data is updated in real time and protected under the latest and most secure privacy and compliance standards
- **Flexible data platform.** Activate the latent value within all of your disparate customer data and centralize the coordination of your organization's customer-first initiatives to add new depth to the financial customer experience

Developed for the enterprise, Iterable is built from modern technologies that transform cloud, partner, and tool-specific data into integrated, personalized, cross-channel engagements. No matter the audience size or degree of campaign sophistication, Iterable makes it easy to execute individualised experiences in real-time and at scale, driving loyalty, trust, and sustained growth.