

45%

of respondents said they have changed the way they interact with their banks since the coronavirus outbreak

The shift to digital is accelerating: mobile banking registrations jumped

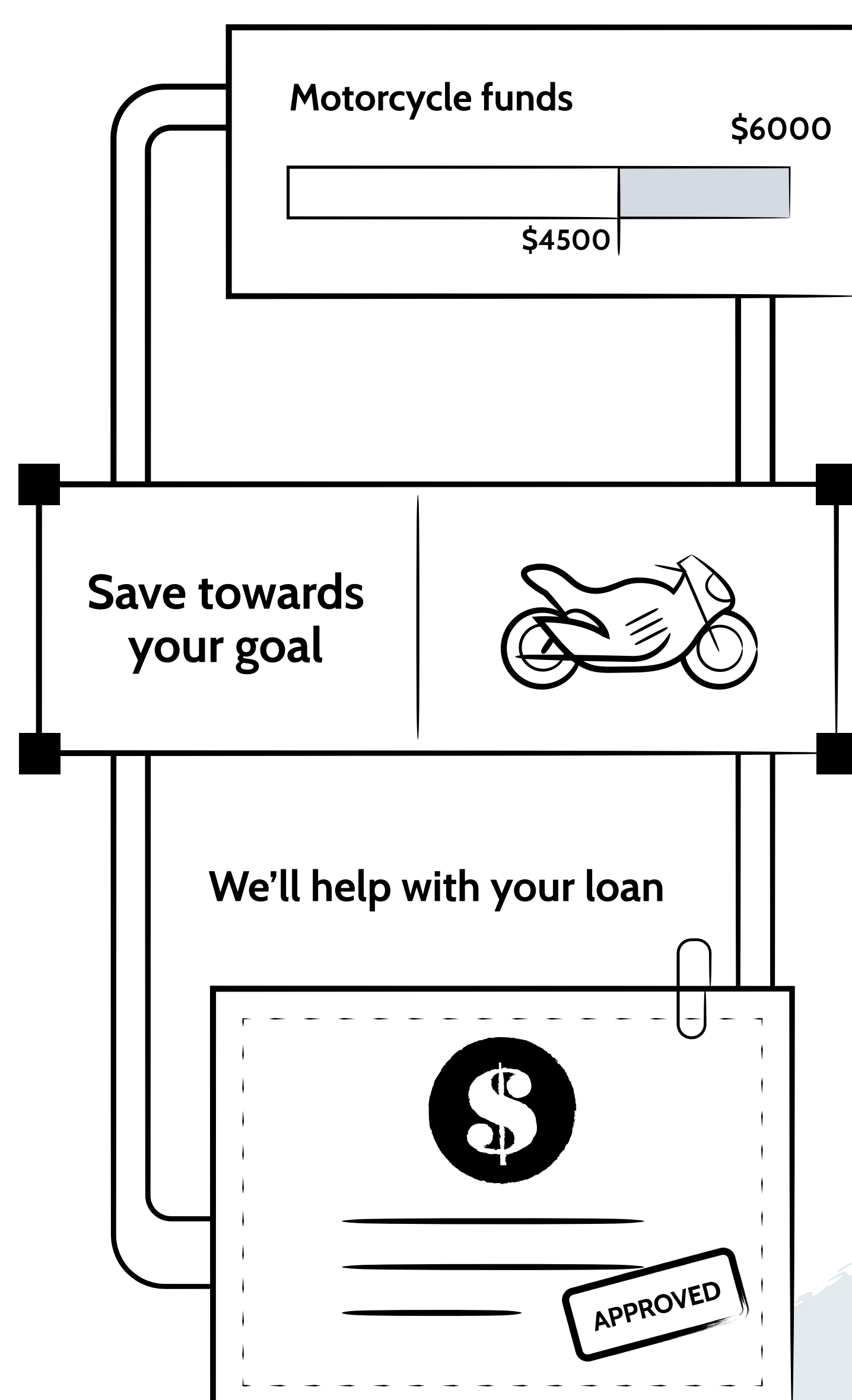
200%



Get personal to earn a relationship with customers

75%

of customer decisions in banking are influenced by positive experiences



Offering customers personalized digital experiences increases customer satisfaction by

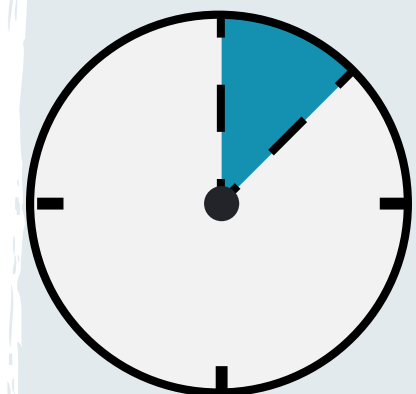
10%

Customers who had a very good customer experience with a bank

are 12.2X more

likely to try a new offering

Liveclicker makes personalization easy and cost-efficient for banks, credit unions, and credit card companies



7 minutes is all it takes

to start adding advanced personalization to your campaigns



\$20+ in ROI

Investments into advanced personalization can deliver marketers \$20+ in ROI

5 high-impact personalization tactics for finance brands



1. Become an indispensable resource for clients going digital

Online banking, automated bill pay, and ecommerce might be new to some customers. Emails with embedded videos, tutorials and streamlined signup can help customers adjust to digital banking and keep their accounts secure.



2. Use the gift of the 'take-back' to stay flexible and nimble

Over time, offers may expire or important messages about safety may change. Use dynamic content you can adjust after you've sent the email to swap them out with the most up-to-date information.



3. Free up valuable resources with a smarter workflow

Designing and developing separate campaigns for every category of user and product vertical quickly gets out of hand. Quickly scale up customized experiences for your entire customer base by designing a single email that adapts to each individual's status.



4. Remind VIP account holders all the reasons to stick with you

Keep clients engaged by adding individualized rewards data updated at the moment of open to your campaigns. Add a running tally of points earned and rewards unlocked so they never forget the benefits of keeping their account with you.



5. Show how close your serve and support are

Make sure customers know how to get the service they need with a map showing the nearest branch or ATM at the moment of open. Add tap-to-call and tap-to-text functionality so they can connect with agents directly.

Easy, efficient, effective personalization

Building experiences like these is fast and easy through the Liveclicker platform. See how you can set them up in a matter of days and start driving results.

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