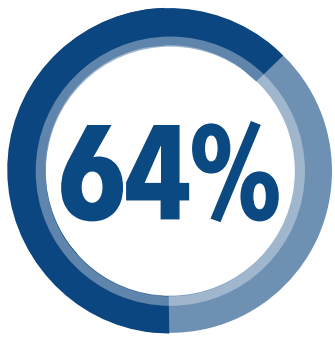
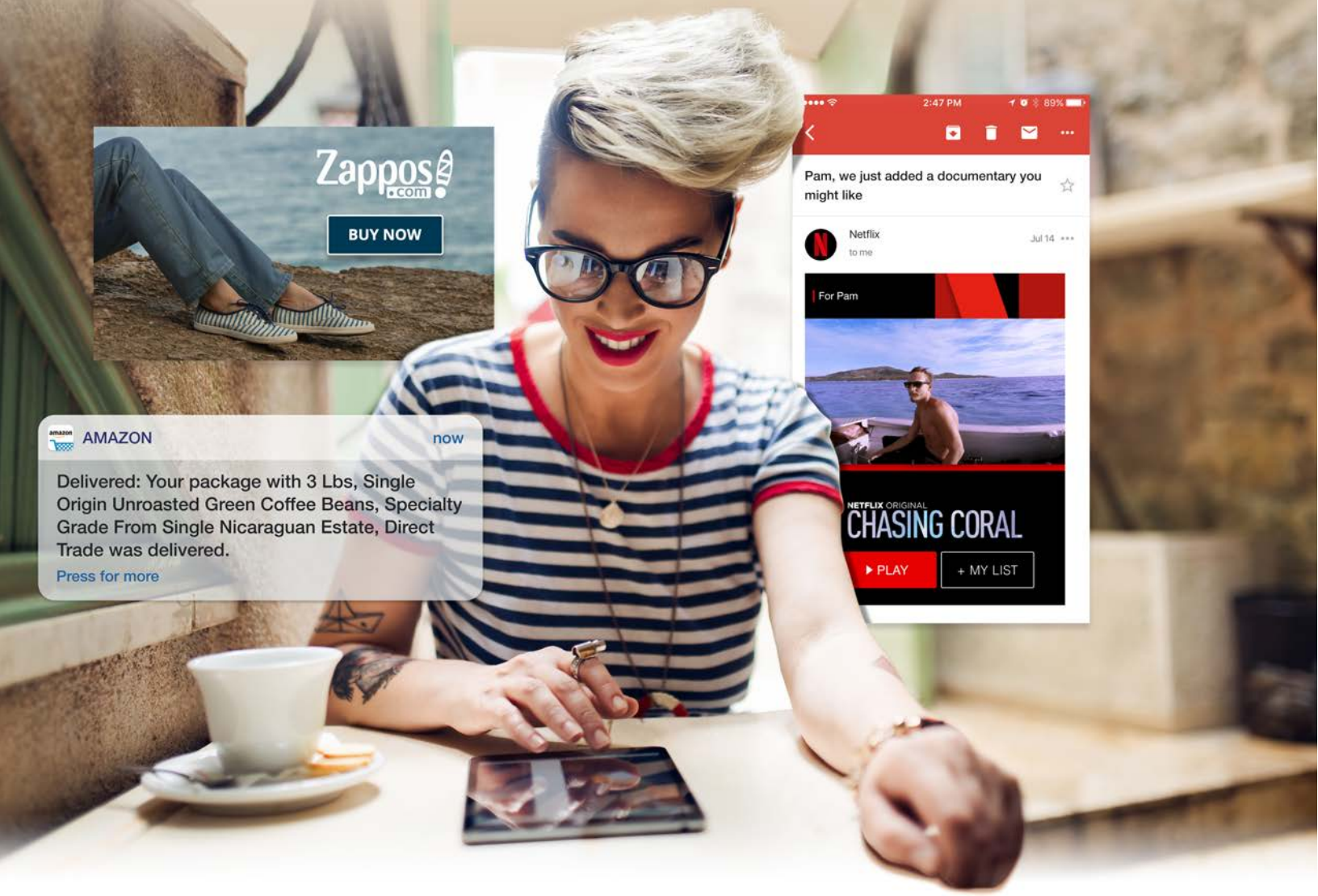


Banks Lag Behind in the Age of Personalized Communications.



of customers feel retail websites like Amazon, Zappos and Netflix know more about them than their bank does.

70% millennials

74% parents of child under 18



“Other industries, such as the retail sector, have already impacted customer expectations and set new standards in the area of customer experience. Banks have no choice but to place the customer and user experience at the heart of every IT decision.”

– AITE Group Report, *Large Banks and Technology Buying: An Evolving Mindset* by Christine Barry and David Albertazzi

Banks Have the Data to Provide the Personalization Customers Expect

54% of customers want to receive marketing communications that are tailored for them and their financial needs.

1 in 3 customers (33%) receive info from their bank that is irrelevant to them.

34% of customers say they are likely to switch banks if they receive personalized offers from a bank they do not currently use.

63%
millennials

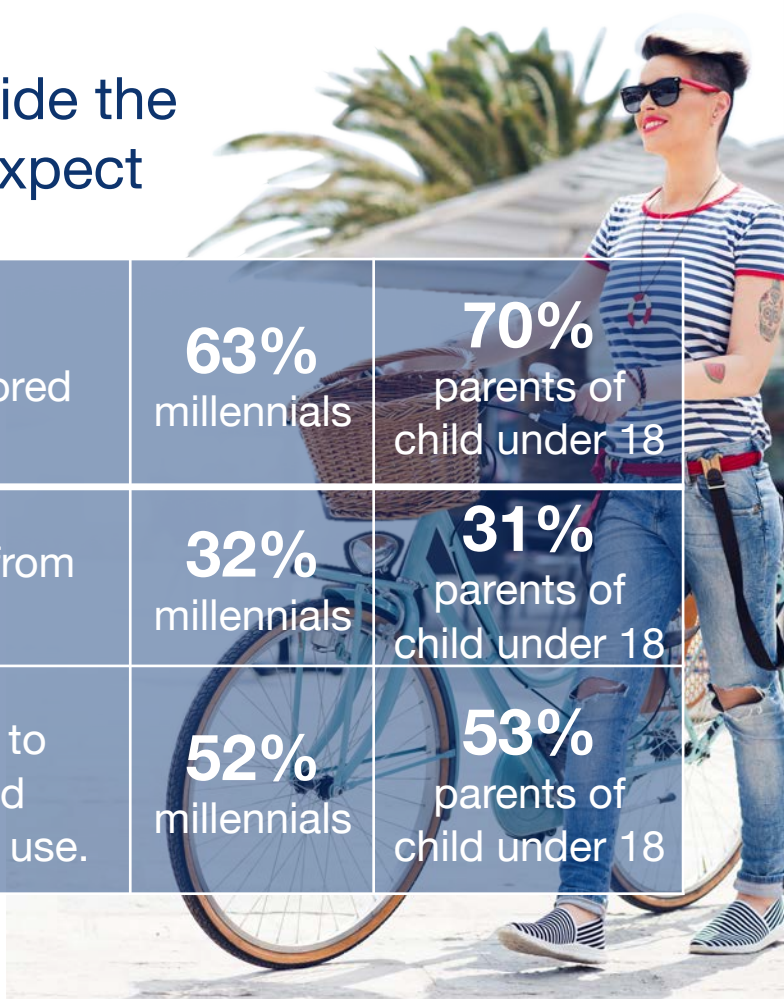
70%
parents of
child under 18

32%
millennials

31%
parents of
child under 18

52%
millennials

53%
parents of
child under 18



*Millennials are defined as those between the ages of 18 and 34.



© 2017 Segmint Consumer Bank Marketing Report – This survey was conducted online within the United States by Harris Poll on behalf of Segmint from March 23-27, 2017 among 2,201 U.S. adults ages 18 and older (2,065 have a bank). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact rachel.oneill@segmint.com