

mengage

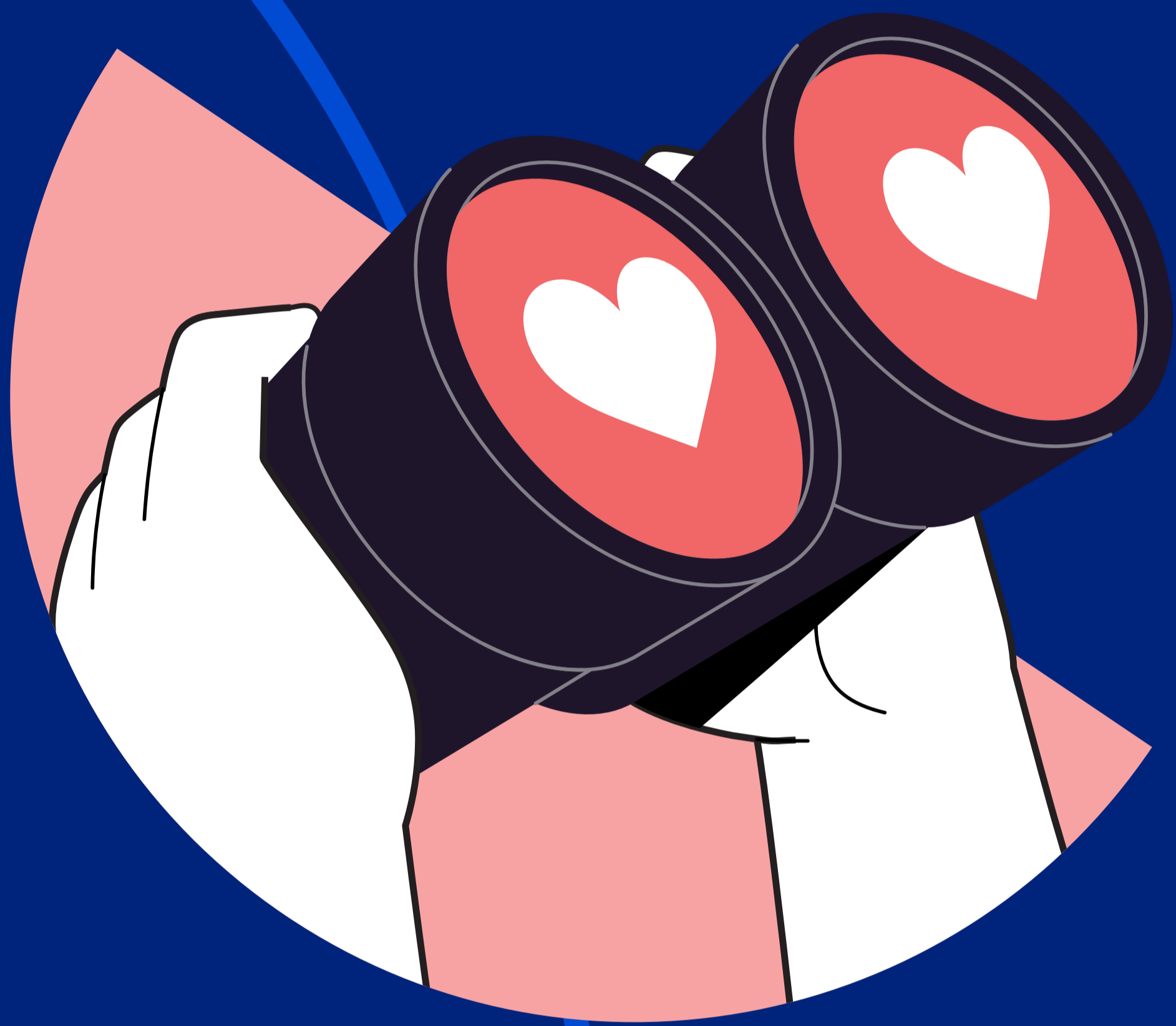
Martech Readiness 2024

Are Financial Service brands prepared to cater to the modern consumer?

FINANCIAL SERVICE EDITION



FinServ brands understand
consumer expectations are
constantly evolving...



60%

of FinServ Enterprise brands agree that consumer behavior, preferences, likes, and expectations are evolving rapidly.

...and they have the right
teams to meet these
expectations.

55.7%

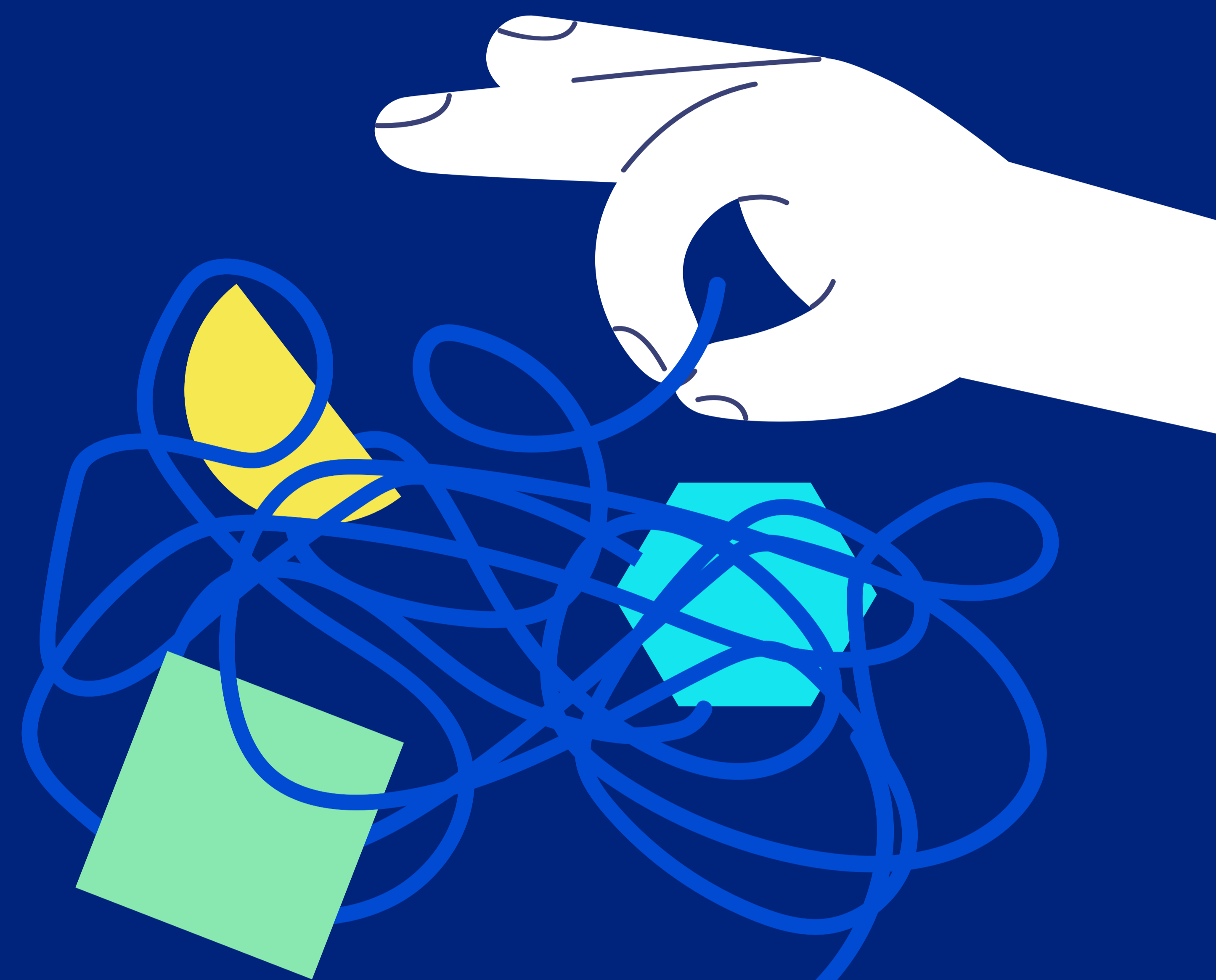
of FinServ Enterprise brands agree that their teams have the right skills and knowledge to engage customers in a rapidly evolving digital world.



But their current MarTech stack is holding them back!

47.2%

of FinServ Enterprise brands claim they are not very well prepared to adapt to changing consumer expectations in 2024.



salesforce

47.2%

of FinServ Enterprise brands use a legacy platform such as Salesforce Marketing Cloud, Adobe Experience/Campaign Manager, or Oracle Responsys to manage marketing automation and cross-channel customer engagement.

65.7%

of FinServ Enterprise brands are not satisfied with their current MarTech stack and vendors as they do not empower them to meet evolving consumer expectations.



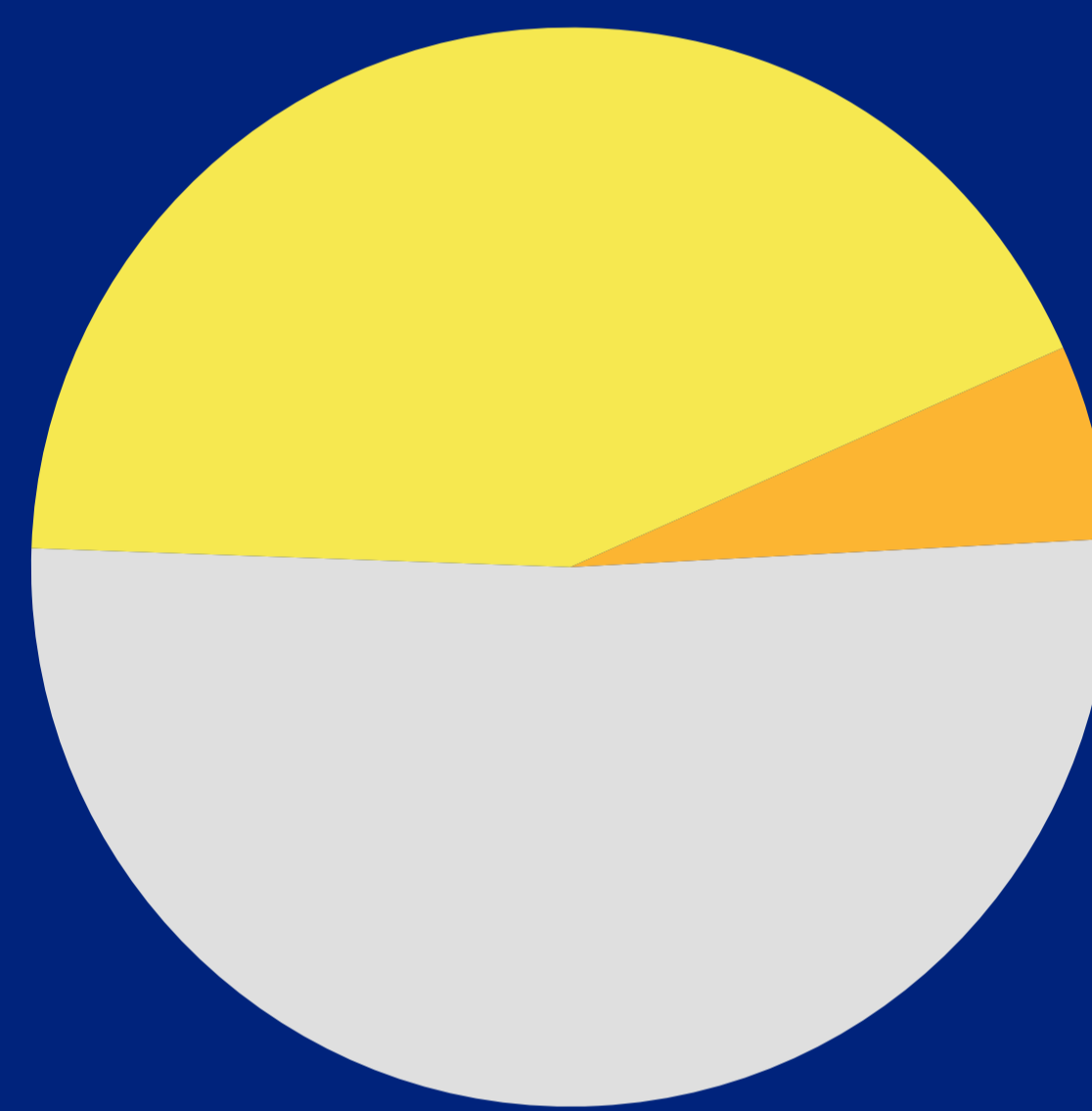
FinServ brands know that speed and agility is the need of the hour...

68.6% of FinServ Enterprise brands agree that speed and agility is important to understand and adapt to changing consumer expectations in 2024.

...but their current MarTech stack is anchoring their ability to move fast!

42.8%

of FinServ Enterprise brands take more than 4 weeks to launch a cross-channel customer engagement campaign with their current MarTech Stack.

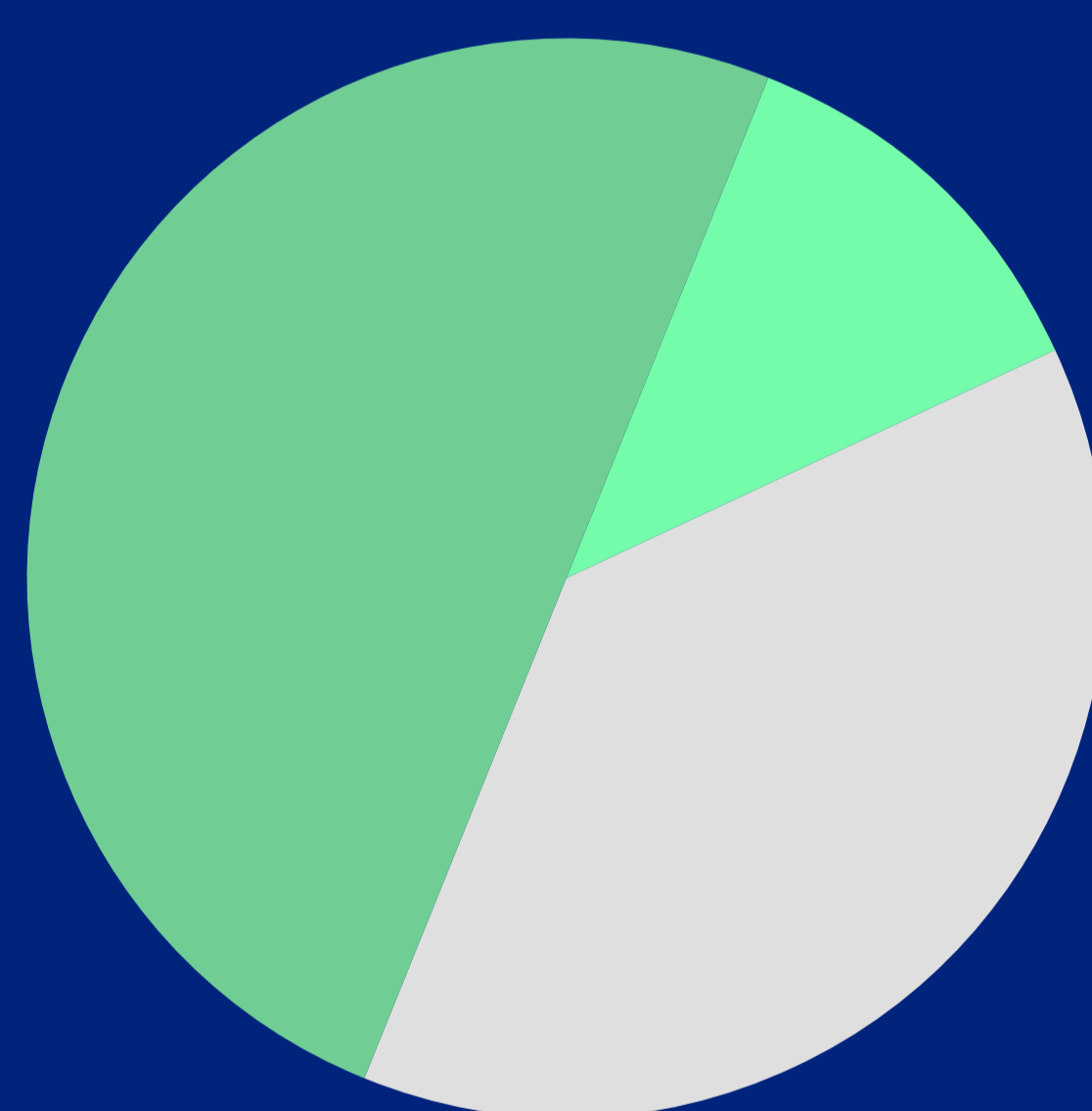


Only **5.7%**

of FinServ Enterprise brands go live with a new campaign in under a week.

58.6%

of FinServ Enterprise brands take more than 2 weeks to gather data and insights into customer behavior, preferences, likes, journeys, and expectations with their current MarTech Stack.

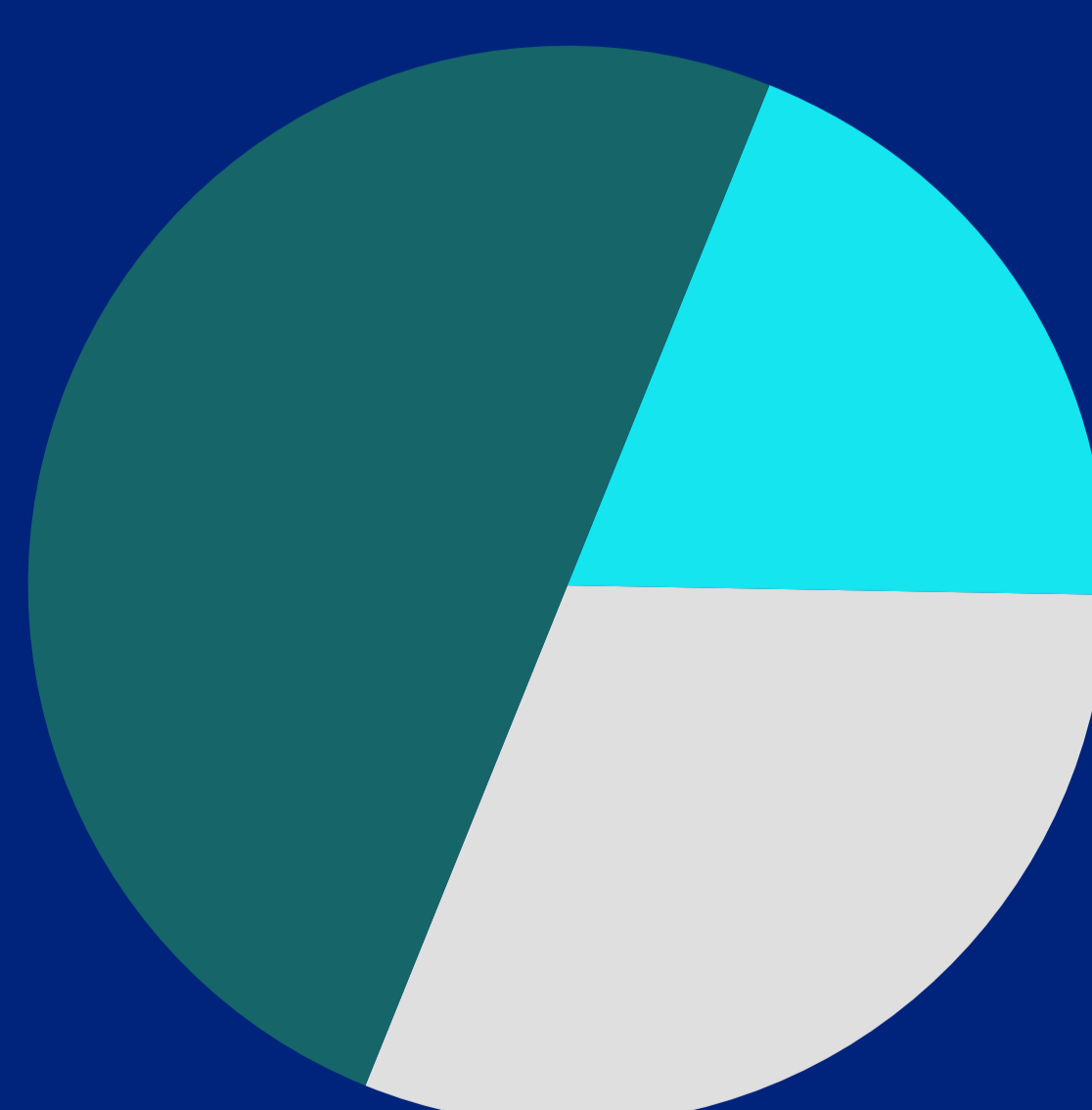


Only **14.3%**

of FinServ Enterprise brands take <1 week.

40.9%

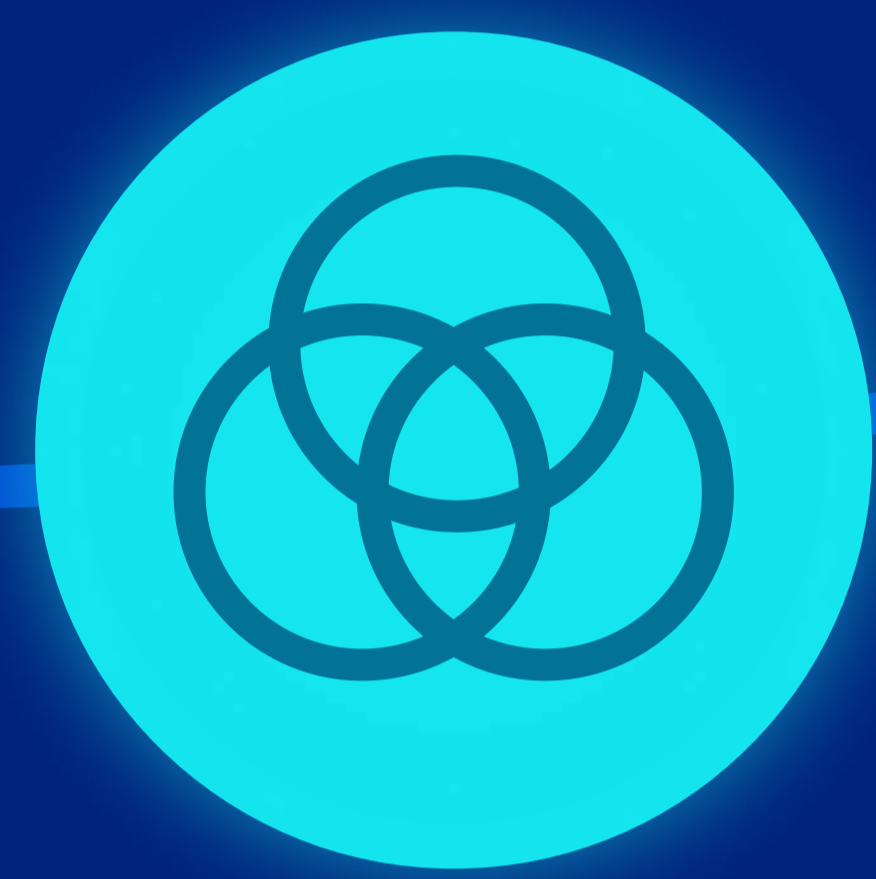
of FinServ Enterprise brands take more than 2 weeks to gather data and insights about campaign performances such as reach, clicks, conversions, channel effectiveness, or attribution with their current MarTech Stack.



Only **15.8%**

of FinServ Enterprise brands are able to gather this data in under a week.

What do FinServ Enterprise brands need to meet customer expectations in 2024?



Data suggests that to effectively meet customer expectations and demands, finance brands need a ***unified, agile, & secure*** customer engagement platform ***purpose-built*** for the financial service industry.

Trusted By The Biggest Names in the Financial Service Industry



About MoEngage for Financial Services

‘MoEngage for Financial Services’ is an agile, secure, and purpose-built solution for the financial service industry. Leading global financial institutions such as Standard Chartered, Citi Bank, Punjab National Bank, Ally Bank, UBank, AXA Insurance, Generali Insurance, Home Credit, and more, use MoEngage to serve digital-first consumers.

Thanks to industry-first capabilities, ‘MoEngage for Financial Services’ empowers marketers and product owners with fast and secure data ingestion from data warehouses and cloud storages. A robust layer of security via PII masking, PII encryption, PII tokenization, and more, enables financial institutions to unify and analyze data, understand customer expectations to predict their behavior, automate customer journeys, and engage them with personalized communication across multiple digital channels – all without compromising the security of your customer data!

Finance brands also use MoEngage to send and manage critical alerts, service messages, and transactional alerts at scale using a single API, while ensuring no delivery failures and <3 second delivery times.

1.2B end-customers engaged each month

3.2B messages send daily around the globe

2.2B Omnichannel experiences delivered monthly

moengage

Get more resources for the FinServ industry here

