

8 KEY STATS FOR FINANCIAL SERVICES MARKETERS

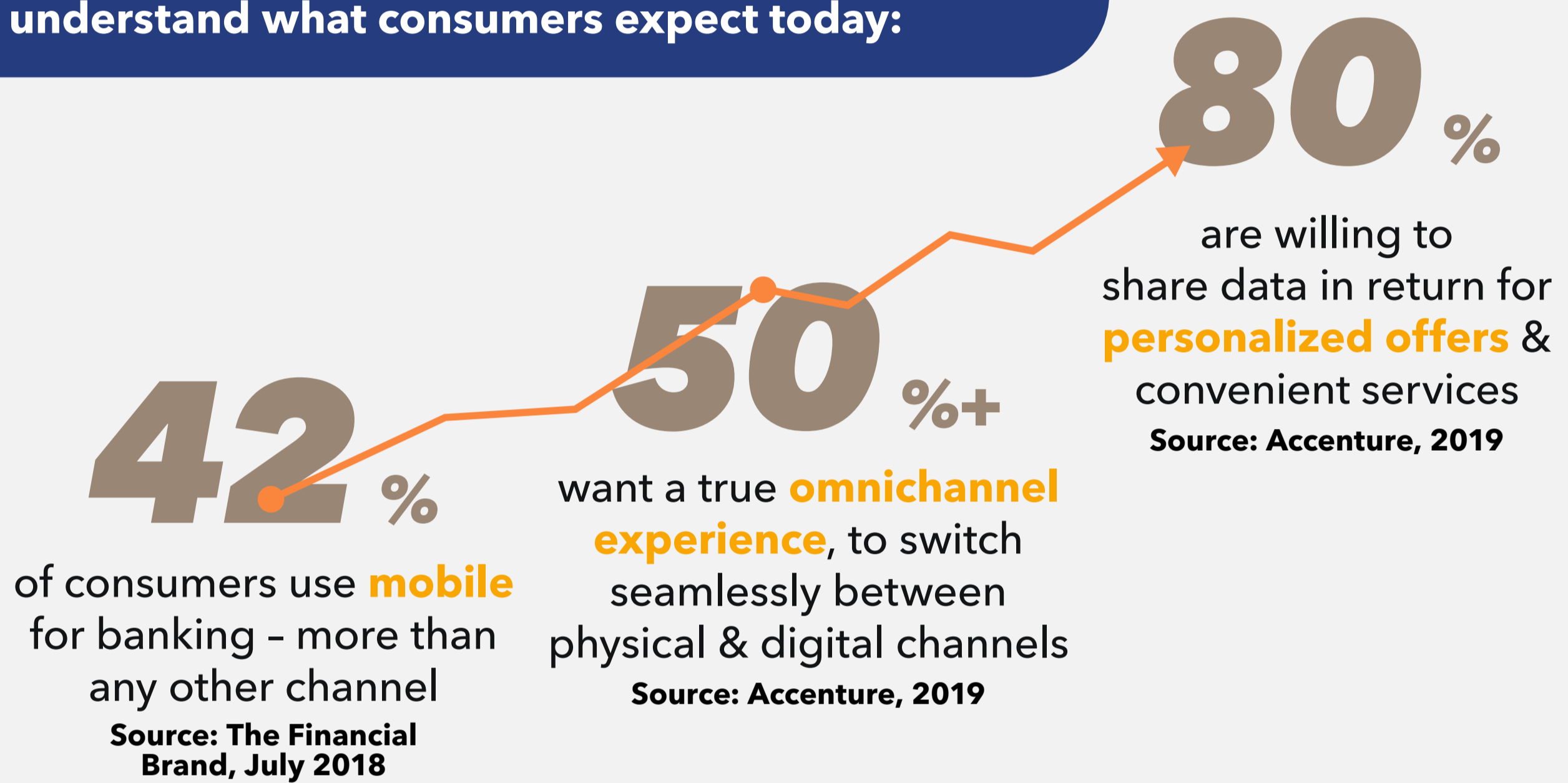
As we move into a new decade, financial institutions continue to transform, utilizing digital technologies and processes in new ways to satisfy customer demand for superior, consistent experiences:



72 %+ of all bank interactions are now **digital**
Source: FIS Global, 2018

37 % of banks said expanding their **digital presence** was a top priority
Source: The Financial Brand, February 2019

It's critical for financial services organizations to understand what consumers expect today:



It's equally important to understand what concerns consumers:

43 % of millennials have abandoned **mobile banking** because the process took too long or was too complicated
Source: eMarketer, March 2019

28 % of consumers don't believe that **mobile & online banking** is secure
Source: Accenture, 2019



And financial services institutions are wise to always be exploring & adopting new delivery methods:

27 % projected growth in global mobile payments by 2024 as more financial services adopt & integrate **mobile payment apps**
Source: Financial News Media, 2019

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