



2022

FINANCIAL SERVICES

# TRENDWATCH

Top 5 Financial Services  
Marketing Trends of 2022

VERICAST



# / CONTENTS

## Top 5 Financial Services Marketing Trends to Watch



### TRENDS

01  
Change Events  
Threaten Long-  
Standing  
Loyalty

02  
Streaming  
Entertainment  
Delivers New Account  
Acquisition Tools

03  
Expectations  
of Privacy Affect  
Marketing  
Strategies

04  
Demand for Corporate  
Responsibility  
Challenges  
Marketing Goals

05  
Loans Will Be  
the Market-Making  
Competitive  
Battleground

[ABOUT THE STUDY](#) / [MEET OUR EXPERTS](#) / [ABOUT US](#)

Today's consumers are both emboldened by more choices, increased wages and a semblance of normalcy and challenged by clogged supply chains, market volatility and rising inflation.

**The most successful financial institutions** seek first to understand and empathize with what consumers are experiencing — the market is far too competitive and unstable for guessing or assumptions. Only then can they achieve selling authenticity and deliver what consumers truly want.

The **2022 Financial Services TrendWatch** report from Vericast analyzes survey feedback from banks, credit unions and consumers about their current goals and expectations for the future. We discovered that changes in privacy practices, consumer expectations for personalization and lifestyle, social change and marketing innovation have opened **critical gaps** between financial institutions and consumers.

There's a lot at stake. If financial institutions are to achieve their business goals and secure long-term survival, they must first close these gaps. They have to meet consumers where they are, not where they

think they are or want them to be. This report confirms where consumers stand and presents advice for institutions looking to differentiate themselves within that space.

## So to us, these gaps aren't failures... they're opportunities.

Because one of the most powerful tools for financial institutions to close the gaps between the results they want and the results they get is consumer insight.





TREND  
**01**

## Change Events Threaten Long-Standing Loyalty

The dichotomy of change. Nearly 20% of financial institutions consider mergers and acquisitions (M&A) a key driver of inorganic growth. But the opportunity to maximize the full potential of an acquired customer base can be short-lived, as nearly half (48%) are likely to leave within the first year of an M&A.<sup>1</sup>

Recent companion surveys about M&As revealed a significant perception gap based on dual perspectives of customer engagement. Nearly 75% of senior banking executives believe their organization outperforms others when it comes to customer engagement; however, less than 1/3 of customers say their experience is positive.<sup>3</sup>

**63%** OF BANKS SURVEYED with assets of \$10B or more plan to actively acquire within the next five years<sup>2</sup>

**75%** OF CONSUMERS SURVEYED are very or somewhat likely to leave after an M&A; 19.1% *very likely*

LESS THAN  
**1/3** of customers say their banking experience is positive

TREND

# 01

## Change Events Threaten Long-Standing Loyalty

**It's the same for digital banking conversions.** Financial institutions understand the need for digital transformation to improve productivity and workflow. Eighty-two percent of CEOs and operations professionals said they've significantly accelerated the upgrading of online and mobile banking capabilities in the past year.

Unfortunately, too often, institutions underestimate the amount of planning, preparation and operational resources needed to manage it successfully, resulting in strained internal resources and wait times that fail to meet customer expectations.

Many institutions are unprepared for the tidal wave of calls. Inbound call volumes can spike 300% during a digital banking conversion, with nearly 1/3 of all online customers trying to reach their financial institution for help navigating a conversion.<sup>4</sup>

NEARLY  
**74%**

OF CONSUMERS SURVEYED  
will switch providers after a  
poor contact center experience<sup>5</sup>





TREND  
**01**

## Change Events Threaten Long-Standing Loyalty

### HOW TO CLOSE THE GAP

Change is a given. How it's managed isn't. Delivering best-in-class customer service is the key to long-term success, but more so when loyalty is challenged most.

Our survey confirmed that financial institutions are committed to change management.

We learned that investment in new tech (67%), like online and mobile banking (82%), is high. As is contact center recruiting and hiring (76%) for those with staffing challenges. But cost-effective, quality CX solutions proven to improve customer satisfaction and retention, such as virtual banking assistance (13%) and contact center outsourcing (8%), are low.



FINANCIAL INSTITUTIONS ARE INVESTING IN IMPROVING THE CUSTOMER EXPERIENCE

82%

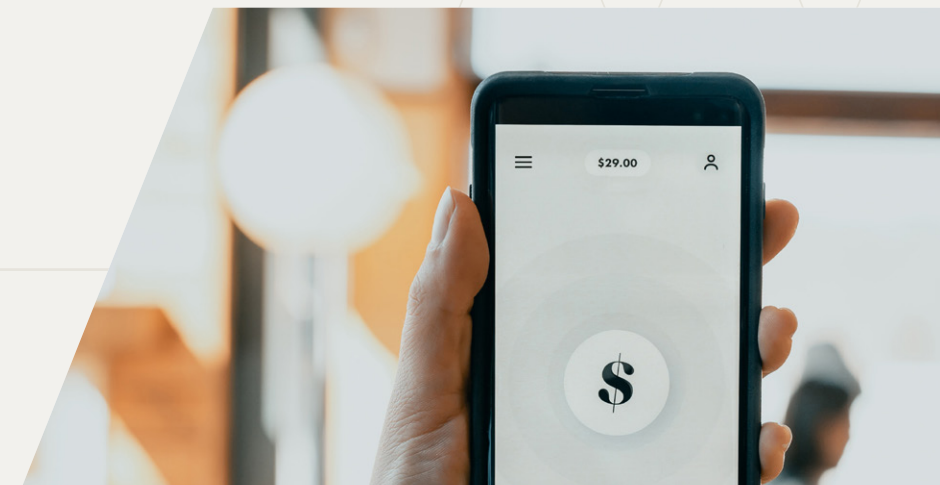
Online and mobile banking

76%

Contact center recruiting & hiring for banks with call center staffing issues

67%

New technology



TREND

01

## Change Events Threaten Long-Standing Loyalty



### 4 WAYS TO...

Reduce Attrition, Grow Revenue, Build Brand Equity and Improve Satisfaction During Change Events

1 **Personalize your communications**

72% of consumers only engage with personalized messaging<sup>6</sup>

2 **Provide white-glove service to mission-critical customers**

Proactive communications delivered at the right time, with the right offer can increase revenue 30% or more<sup>7</sup>

3 **Deliver a consistent brand experience**

Customers trust banks that deliver consistent customer journeys 30% more than those that don't<sup>8</sup>

4 **Deliver excellent and accessible customer service, both on- and offline**

81% of consumers prefer live interaction when they want answers to urgent and complex issues<sup>9</sup>

“Complex change events, like M&As and digital banking conversions, are great opportunities to create loyalty, acquire and retain customers, and grow relationships,” says Terri Panhans, Vericast’s vice president of contact center solutions. “The experience that customers have during times of uncertainty deeply impacts how they feel about their financial institution. That just cannot be undervalued.”



TREND

# 02

## Streaming Entertainment Delivers New Account Acquisition Tools

The big picture. Success requires an ability to see it. But many marketers and product managers struggle to find the right mix of marketing channels for increasing account growth.

While most of the expected channels, like email, direct mail and social media, ranked high for usage, overall, they produce modest results. Interestingly, the channel least used by marketers and product managers is also one of the hottest and most promising, connected TV (CTV).

### Deposit Account Growth Channel (Usage) Lineup

SOCIAL MEDIA

85%



EMAIL MARKETING

81%



DIRECT MAIL

66%



CONNECTED TV

33%



49%

OF CONSUMERS SURVEYED perceive CTV ads as more relevant than traditional TV<sup>10</sup>





TREND

# 02

## Streaming Entertainment Delivers New Account Acquisition Tools

### HOW TO CLOSE THE GAP

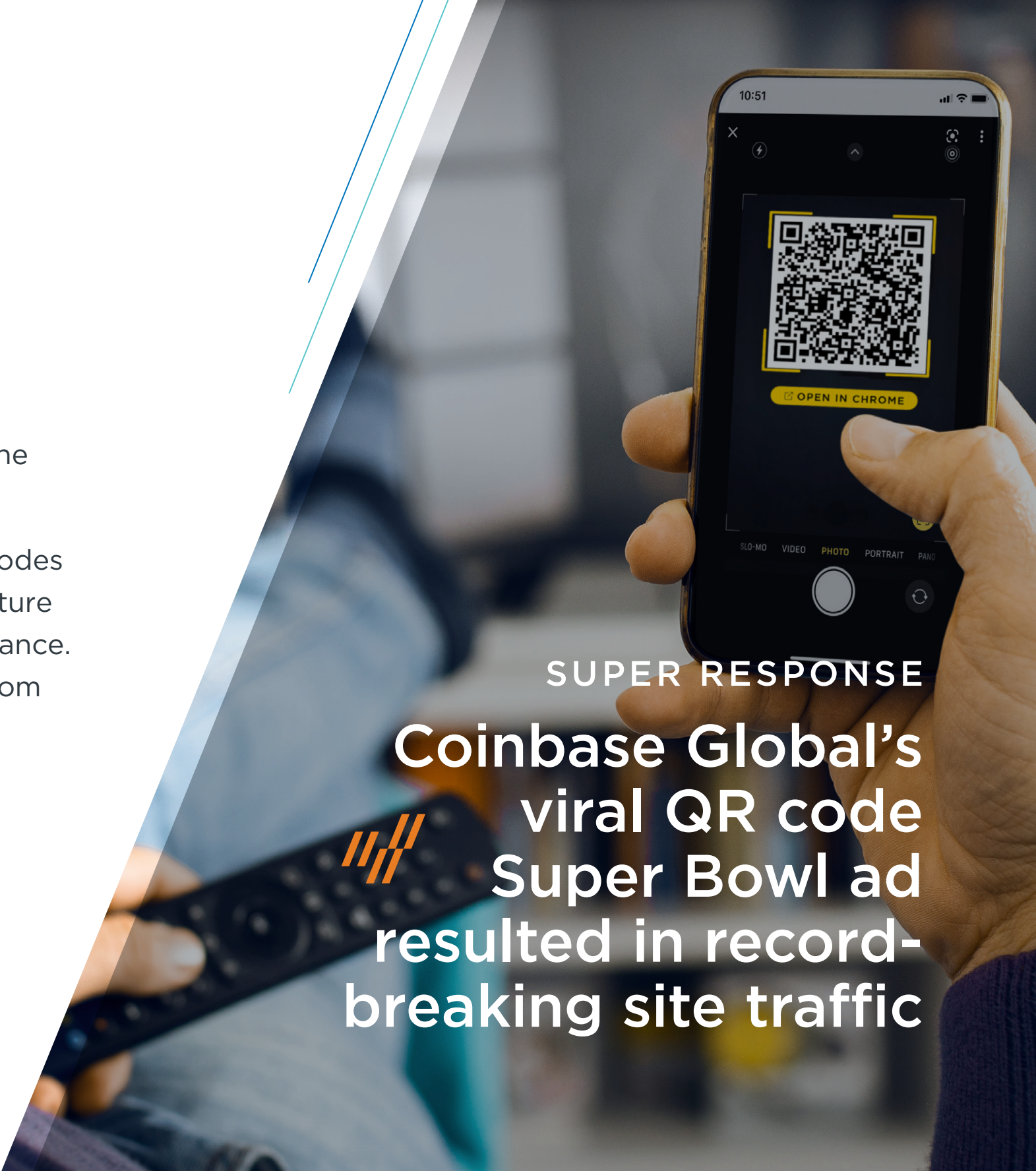
There's a startling disconnect between education and opportunity.

A whopping 80% of U.S. households have at least one CTV device,<sup>11</sup> and CTV households<sup>12</sup> are expected to grow to 82% by 2023. When included as part of an omnichannel marketing strategy, CTV is a fast-emerging and powerful tool for connecting with consumers more precisely via streaming media services.

Plus, if you haven't noticed, QR codes are back, courtesy of the COVID-19 pandemic. Once mocked and dismissed, QR codes

now have more uses than anyone could've imagined.

When added to CTV ads, QR codes help prolong engagement, capture interest and improve a performance. According to a recent survey from Sharethrough, 76% of people would scan a QR code on a TV ad if it was relevant to them.<sup>13</sup>



**SUPER RESPONSE**  
**Coinbase Global's**  
**viral QR code**  
**Super Bowl ad**  
**resulted in record-**  
**breaking site traffic**



TREND

02

## Streaming Entertainment Delivers New Account Acquisition Tools

Effectively adding CTV isn't as easy as flipping a switch. Marketers seeking real-world performance in streaming television ads need to utilize better marketing, better data and better analysis for better results.

36%

OF CONSUMERS SURVEYED  
made a purchase from a CTV ad<sup>14</sup>

5 NEW WAYS

### CTV Broadens the Spectrum of Advertising Campaigns

- 1 **QR codes** generate interest, extend engagement and inspire action
- 2 **Combine CTV** with direct mail, email and social media to supercharge your campaign
- 3 **Pinpoint consumers** ready to act with hyper-targeting message capabilities
- 4 **Bridge the 3 major attribution gaps:** ID resolution, data sources, data stability
- 5 **Cash in** on above-average engagement



“Connected TV offers a wealth of opportunities for financial institutions to connect with their ideal customers and prospects,” says Robert Ropars, senior account executive, digital for Vericast. “With ultra-detailed targeting capabilities, you’re able to connect with precision to consumers ready to act and view the campaign outcomes through the lens of advanced metrics.”

TREND  
**03**

## Expectations of Privacy Affect Marketing Strategies

It's no secret that consumers are concerned about privacy. To make web browsing more private and secure, this year Google® Chrome will become the final and largest major browser to eliminate third-party cookies. In addition, both Apple® and Google now block tracking of unique IDs across apps.

This move, a win for consumer privacy and security, promises to leave marketers with fewer options for behavioral advertising and ad targeting. Many are scrambling to adjust their strategy and mitigate the negative effects the changes will have on revenue.

Despite the major implications to

marketing strategy, financial institutions are largely unprepared for the change.

**Fewer than 1/3 are ready for a cookie-less targeting strategy, with only 28% reporting they have a plan to address it.**

The reality is that eliminating cookies is a fundamental shift in how many marketers do hyper-targeted advertising. Alternatives do exist — and many can be even more effective. But without future proofing their advertising, marketers may find they are without key tools they've come to rely on.

ELIMINATING COOKIES



**represents a  
fundamental  
shift in targeted  
advertising**



TREND  
03

## Expectations of Privacy Affect Marketing Strategies

### HOW TO CLOSE THE GAP

“While it’s true consumers are highly concerned about privacy, research reveals they also appreciate advertising — but only if it’s relevant,” says Ropars. “Financial institutions will need to build relationships with providers that have access to pertinent data and insight that doesn’t rely on cookies. And if they can also execute an effective omnichannel strategy based on that data, all the better.”

### How to Keep Your Marketing Relevant in an Unstable Market

**Don’t rely too heavily on any single marketing channel.**

Consumers engage multiple devices and channels as they journey toward purchasing. Be wherever they are with the answers, messages and products they need.

**Be relevant.** Consumers expect — and prefer — relevant advertising. Consider content and context in your marketing. Anything that violates those expectations is likely to generate a negative response in the consumer.

**Future-proof your plans.** Make sure your strategies are informed by data, stay abreast of trends and remain in tune with customer preferences. This way, you’ll be agile and proactive in the face of sweeping industry and technology shifts.

“Adds Robert Ropars, senior account executive, digital for Vericast, “Banks and credit unions need to strike a delicate balance between relevance and privacy. People say they want more relevant digital ads, but they want their privacy protected. Fortunately, there are still billions of available data points and signals to target existing and potential customers and members.”

TREND

# 04

## Demand for Corporate Responsibility Challenges Marketing Goals

Financial institutions and consumers are far apart when it comes to local, environmental and social priorities. When financial services marketers were asked to rank their 2022 marketing goals from most important (1) to least important (7), local brand awareness came in fifth place and social and environmental responsibility finished last.

Conversely, consumers ranked community and civic involvement and social responsibility high on their list of priorities.

This isn't a gap, it's a chasm. Worse yet — an emotional rift.

### Marketers' Goals Ranked From Most to Least Important

**01**  
New customer/  
member  
acquisition

**02**  
Acquire new  
accounts/grow  
wallet share

**03**  
Customer/  
member  
retention

**04**  
User experience

**05**  
Local brand  
awareness

**06**  
Customer/  
member financial  
education

**07**  
Social and  
environmental  
responsibility



CONSUMERS SURVEYED

66%

say it's important their financial institution have a role in the local community

Consumers ranked second in importance

54%

more likely to be loyal to a brand that's environmentally responsible or has sustainable/ethical business practices<sup>15</sup>

Millennials ranked second in importance



TREND  
**04**

## Demand for Corporate Responsibility Challenges Marketing Goals



**93%** OF CONSUMERS SURVEYED would switch to a card made from recovered ocean-bound plastic if offered by their current issuer<sup>16</sup>

### HOW TO CLOSE THE GAP

Assessing consumer satisfaction in the vacuum of a single-industry view is a recipe for CX failure. Today, it takes a 360-degree vision strategy — adopting successful practices and methodologies from other retail sectors, such as e-commerce, travel and entertainment — to have a true impact on the expectations of today’s conscious consumer.

**To stay relevant and compete, financial institutions must take a page out of the retailer playbook to deliver on these three key areas:**

- 1 Make a meaningful impact.** Socially and environmentally. Connect with what people care about and contribute to the cause for change. People don’t have an emotional connection to brands — they have an emotional connection to the brand’s values — its honesty, integrity, effort and transparency.
- 2 Support sustainability.** Card programs are an effective way to make an impact both socially and environmentally. Consumers are looking for everyday opportunities to support these kinds of causes. Ninety-three percent of consumers would switch to a card made from recovered ocean-bound plastic if

offered by their current issuer.<sup>16</sup> Cards made from plastic that would otherwise end up in the world’s oceans not only builds loyalty and strengthens top-of-wallet status, but also serve as an important driver of non-interest income.

- 3 Get involved.** Local community involvement enhances your reputation as an institution and builds lasting trust. Support local charities and arts, organize an event, donate to causes, support human rights, volunteer time and resources, and be sure business practices are ethical and above board. Invest in the communities you serve.

TREND  
04

Demand for Corporate  
Responsibility Challenges  
Marketing Goals



HOW TO CLOSE THE GAP

1 Make a meaningful impact.

“The need to actively demonstrate your brand’s social, environmental, and ethical awareness and commitment is not about options, it’s about responsibility...and survival,” says Nicole Machado vice president of product management, card solutions for Vericast.

2 Support sustainability.

“When was the last time you took a good, hard look at the customer engagement potential of payment cards?” Ryan Moody, Vericast’s senior vice president of payments product management asks. “Card programs have the ability to connect — even emotionally — with customers everywhere, several times a day, every day.”

3 Get involved.

Machado adds, “If financial institutions don’t think deeper than just marketing campaign goals and embrace what matters most to consumers, they will be left behind. Because consumers just don’t prefer responsible companies, *they look for them.*”



TREND  
**05**

## Loans Will Be the Market-Making Competitive Battleground

Seventy-two percent of financial institutions identified acquisition as a primary driver of revenue this year. They'll face a significant uphill battle doing so however, as 86% of consumers surveyed are not inclined to make a switch — they're generally happy with their primary financial institution and get what they need from the relationship.

But there is one critical product where consumers are open to working with a different financial institution: loans.

Loans of all types are high on the list of consumer priorities over the next year as they look to make large lifestyle

purchases (e.g., real estate, home improvement, auto, education, vacation). And while they'll stick with their primary financial institution if they need a personal loan, all other loan relationships are up for grabs.

This all presents a prime opportunity to both get your foot in the door by presenting an attractive loan offer to prospects and to deepen relationships with current customers.

**86%** OF CONSUMERS SURVEYED are not inclined to switch financial institutions



**CONSUMERS ARE  
open to working  
with a different  
financial institution  
for loans**

TREND  
05

## Loans Will Be the Market-Making Competitive Battleground

### HOW TO CLOSE THE GAP

#### Market your rates in your messaging.

Interest rates are expected to creep up this year. These rate hikes, coupled with very tight mortgage and auto markets, will mean increased competition for loans. Make sure consumers are aware of your competitive rates by highlighting them in your marketing.

**Target “in-market” customers.** If a financial institution intends to be competitive in this tight loan acquisition market, the key lies in striking while the iron is hot. You must reach

prospects with your best offer precisely when they’re in the market for a loan, and anticipate the needs of your current customers, keeping your preapproved offers top of mind so they know you stand ready to serve them.

**Offer multi-loan preapprovals to existing customers.** Consumers lack confidence in their ability to be approved for a loan — take the concern away with pre-approvals so when they are in the market they think of you first. And with multichannel multi-

loan preapprovals, customers can access, review and accept multiple prescreened loan offers at every touchpoint, driving loyalty and revenue.

**Make it easy.** “Simple” and “uncomplicated” appeal to today’s consumer. If it involves too many steps, requests too much information or takes too long they will abandon the process. Take a cue from fintechs, who have gained consumer favor by making the loan application process easy for applicants.



“Consumers are much more rate aware and discerning of the loan terms they receive than we’ve seen during the recent down-rate environment, so they’re more likely to shop around for the most favorable loan package,” says Stephenie Williams, Vericast’s vice president, financial institution product & strategy. “You must make your loan marketing proactive and clear, and your offers easily actionable.”



## Research is necessary. It's the name of the game.

Without comprehensive research to understand market conditions and the rise of new trends and patterns, financial institutions are flying blind.

Vericast's leading thinkers hawkishly monitor these trends and patterns, apply evidence and knowledge, and translate them into actionable insight that offer ways for financial institutions to not only adapt to market instability, but thrive in it.

There's no one-size-fits-all solution. But if you are intentional about getting the right message to the right consumers at the right time, the payoff will be enormous.

## / ABOUT FINANCIAL SERVICES TRENDWATCH

The annual TrendWatch report series explores the challenges and opportunities facing financial institutions in the U.S. For our 2022 report, 444 respondents from banks and credit unions with assets from \$500 million to over \$100 billion completed our survey. We also asked 6,798 consumers about their relationship, expectations and experiences with their financial institutions, from check ordering to online banking to privacy.

Respondents completed the survey from September 23 through November 23, 2021.

# / MEET OUR EXPERTS



## **Nicole Machado,**

VP, Product Management -  
Card Solutions

Nicole is responsible for the strategy and operations of Vericast's card business, which includes card manufacturing, central issuance, instant issue, and prepaid solutions. Nicole uses her strong industry knowledge and strategic partnerships to lead Vericast's card services improvement efforts to help our clients deliver highly engaging cardholder experiences. [in](#)

## **Ryan Moody,**

SVP, Payments  
Product Management

Ryan leads the design and go-to-market strategy for Vericast's payments product portfolio. His team focuses on designing products that meet the needs for businesses and consumers in an ever-changing world. Ryan's experience spans the financial services, retail, energy and healthcare industries in a variety of product management and finance roles. [in](#)

## **Terri Panhans,**

VP, Contact Center Solutions

Terri is continually focused on delighting customers and members with each and every contact, delivering incremental profitable growth, and providing solutions that deepen relationships and mitigate attrition. [in](#)

## **Robert Ropars,**

Senior Account Executive, Digital

Robert has over 30 years of experience with consumer-focused strategies and solutions for B2C & B2B brands. He's spent the last 20 years working with

financial institutions across the U.S. of all sizes. For the last three years, he has focused on online digital advertising solutions in a sales enablement/SME role. [in](#)

## **Stephenie Williams,**

VP, Financial Institution  
Product & Strategy

Stephenie has more than 20 years of experience in direct marketing, strategic planning, product management, and promotions in the financial services, retail and automotive industries. [in](#)



## / ABOUT US

[Vericast](#) is reimagining marketing solutions one business-to-human connection at a time. By influencing how over 120 million households eat, shop, buy, save and borrow, Vericast fuels commerce, drives economic growth and directly accelerates revenue potential for over 70,000 brands and businesses. While its award-winning portfolio of products, technology and solutions are part of the Vericast story, its people are the true differentiators; trailblazers in data intelligence, marketing services, transaction solutions, campaign management and media delivery.

We believe with more meaningful insight, you can create more meaningful connections. [Find out more at Vericast.com](#)

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