

FINGOAL WHITEPAPER

THE TEN MOST POPULAR FINSIGHT FLAVORS

PREPARED BY

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VALUE OF VARIETY

The product team behind Find Money from FinGoal has discovered a few important facts about the FinSights (financial insights and advice) we serve to end users.

First, we always knew that the FinSights needed to be incredibly relevant, hyper-personalized, for each end user.

We've also uncovered the value of variety and timing among the FinSights.

Users took more action based on the FinSights when we included more variety, or flavors, of FinSights.

Additionally, we learned that, at first, users are much more likely to act on FinSights that might find only a small number of dollars, but feels really easy to do.

For example, going across the street to change coffee shops might only save a buck or two, but users take this advice quickly.

Over time, typically 2-3 months, as users take more of these smaller actions, their trust in FinSights grows.

Eventually, users are willing to take bigger actions in response to high financial impact FinSights related to spending such as insurance or telecom.

POPULAR FINSIGHT FLAVORS

We've compiled a list of the most valuable varieties of FinSights. Find Money provides a growing number of additional flavors, but these are the most popular that are providing the most value. Sometimes the value add is mostly financial. Other times, the value add is more nuanced and emotional.

POPULAR FINSIGHT FLAVORS

FinSight Flavor	Description	Value Add
Home/Auto Insurance	Automotive expenses are the second highest monthly expense for the average American. That's why we're quick to identify users who are overpaying for Auto insurance and find them a better fit option. We do the same for Home Owners insurance.	Major Financial Savings
Niche Habits	We track the niche merchants users like to frequent and based on pricing + reviews we will find them some awesome alternatives for in the area and maybe a happy hour or special event.	Wow the user with hyper-personalization. Make the user feel understood.
Bundling	Customers who have redundant subscriptions (e.g. Verizon customers who can get free Netflix)	Medium dollar savings, but high "wow" for cleverness.
Utility Expenses	While users can't switch providers for electric/gas in most states, we still send users habits that will allow them to cut down on those monthly home bills.	Modest but recurring savings--set and forget.
Gas	Depending on user gas station elections we send them loyalty programs to join or apps that point them in the direction of the cheapest gas in their area.	Small, but recurring savings.

POPULAR FINSIGHT FLAVORS

FinSight Flavor	Description	Value Add
Grocery Hacks	Grocery is one of the top necessary spending categories. Depending on where the user is located, we'll identify cashback cards, specials, or "when to shop tips" for groceries.	Small, but recurring savings.
Free vs Fee	Users often pay fees for certain services that may be free on other platforms (like charitable giving) so we find fee-less alternatives.	Wow the user with hyper-personalization. Make the user feel understood.
Peer benchmarking	We see trends in how users in certain areas or tagged groups, spend and will notify a user of any opportunities their peers have already engaged.	Wow the user with hyper-personalization. Make the user feel understood.
Bill Negotiation	No one wants to pay more for the same internet than their neighbors. We identify users that are overpaying and surface automated bill negotiation services to them.	Modest but recurring savings--set and forget.
Loyalty programs	If a user frequents a location a lot, we make sure they know the savings they'd have received by simply joining the loyalty program.	Small, but recurring savings.

ABOUT FINGOAL

Financial Brands large and small count on FinGoal's infrastructure and services to better understand their account holders on a human level: personal values, life events, and current motivations.

Find Money™ from FinGoal analyzes member spending (including from third-party accounts) in order to comparison shop every dollar the member spends to ensure they are getting the best value for their money. That advice is delivered directly inside the Bank's existing mobile and digital banking app.

www.finggoal.com

Built in Colorado.



**BETTER KNOW YOUR
ACCOUNT HOLDERS.**

**BETTER SERVE YOUR
ACCOUNT HOLDERS.**

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