

financial confidence: a game-changer for digital banking engagement

Your accountholders want to feel financially confident, but certain life events disrupt financial routines for 75% of them. The right tools and support can rebuild that confidence, strengthening your digital banking engagement along the way.



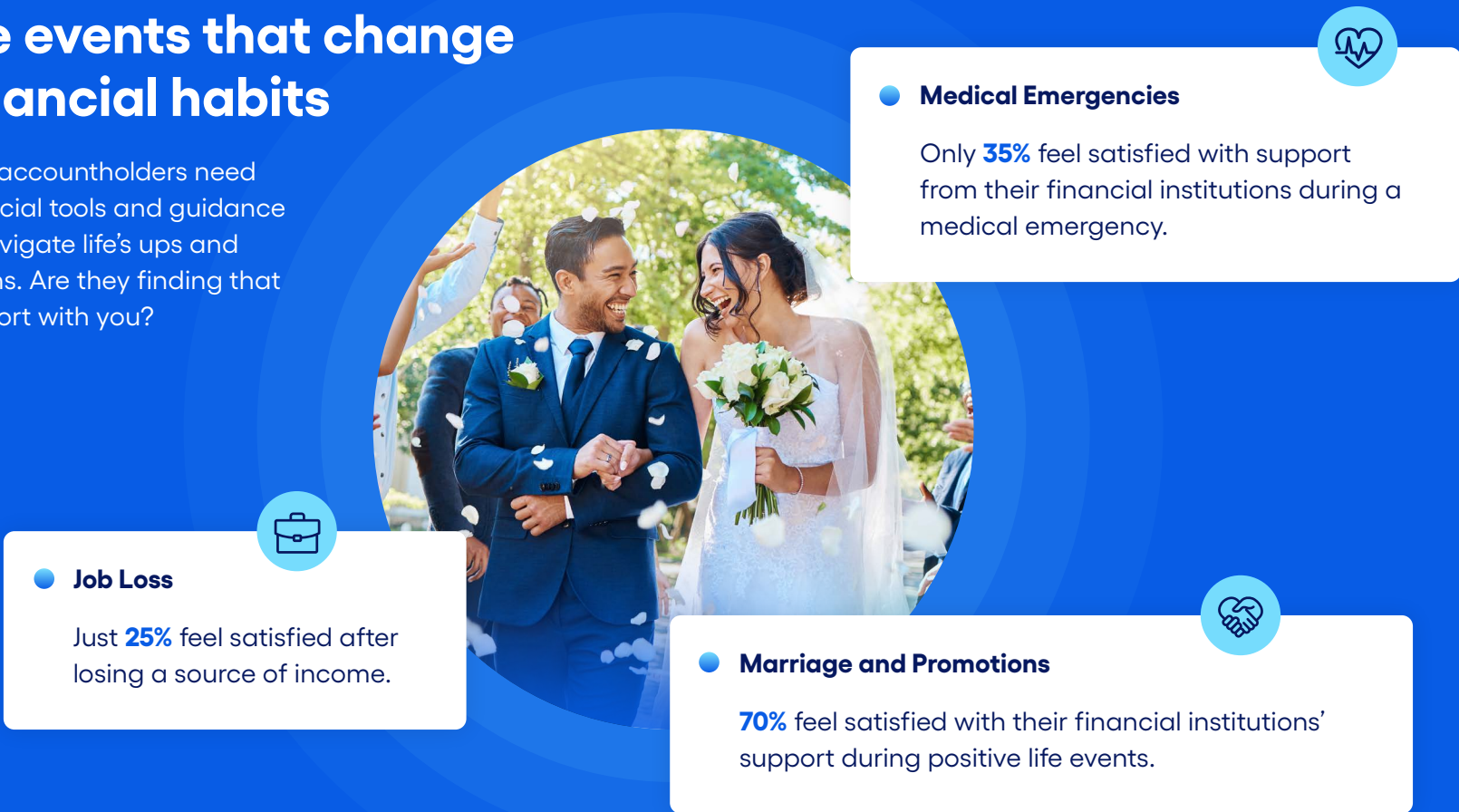
what shapes financial confidence?

Confidence dips during major life transitions – but financial institutions can step in at the right moments.



life events that change financial habits

Your accountholders need financial tools and guidance to navigate life's ups and downs. Are they finding that support with you?



your role in financial confidence

- 1. Give Accountholders the Tools to Take Control of Their Money:**
Your accountholders budget, save, spend, invest, monitor, and a lot more when it comes to their money. The right tools and features make these tasks easier.
- 2. Get More People Using Your Digital Tools**
Your accountholders budget, save, spend, invest, monitor, and a lot more when it comes to their money. The right tools and features make these tasks easier.
- 3. Help Rebuild Confidence After Disruptions**
Offer immediate, empathetic solutions like financial counseling or flexible repayment plans.

Turn insights into action with the digital banking campaign collection

The digital banking campaign collection makes it easy to engage your accountholders at every stage of their financial journey.

- [Digital Banking Adoption Campaign](#)
- [Digital Banking Awareness Campaign](#)
- [Digital Banking Re-Engagement Campaign](#)