

U.S. Bank offers merchant insights

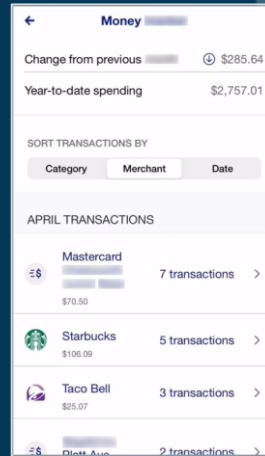
To help consumers better manage their finances, U.S. Bank's new Money Tracker spending analysis provides insight with a focus on merchants.

It's easy to toggle between data views for category, date and merchant in Money Tracker; the Merchant view shows a list of those frequented along with the number of monthly transactions at each.

By default, the list is presented in descending order of value, making it easy to determine where the most transactions were conducted during the month.

Users can also pull up a Merchant Summary that show the total and individual amounts spent with each merchant.

There is also a graph with a historical view of the past six months, showing the average spend with the merchant, changes from the previous month and year-to-date spending.



Helping borrowers visualize progress

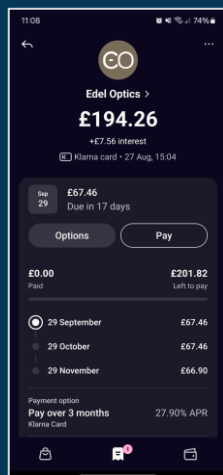
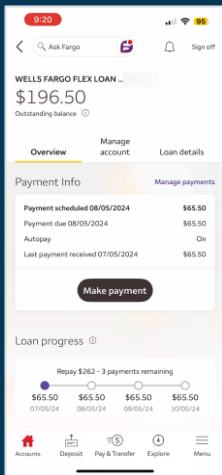
Historically, financial institutions have looked to pair loan products with educational tools to help borrowers improve financial health, providing access to credit scores, credit score improvement strategies and debt consolidation information.

Yet as the market evolves to better equip consumers with financial information, visual tools to “see” loan progress and key loan details are an emerging feature.

Wells Fargo has deployed a progress bar that provides the borrower with a quick view into the dates of future payments and corresponding payment amounts.

Buy Now, Pay Later (BNPL) providers have also deployed visual tools; Klarna shows a countdown to the next due date and links to pay off the loan early or request to delay the next installment.

Simple visual insights and tools can provide excellent practical guidance for borrowers and can work particularly well in instances where a credit facility requires a small number of repayments.



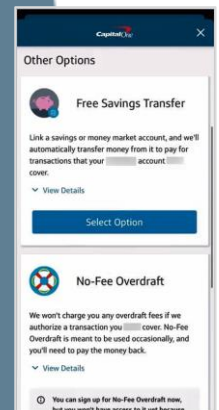
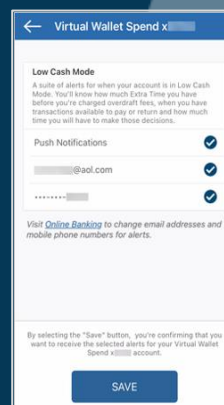
Providers add overdraft tools

With pressure on overdraft fees, institutions are building out competitive digital tools and features to offer support.

PNC has launched Low Cash Mode, which alerts customers when they are about to overdraw their account. The bank also offers Extra Time, which allows users to cancel transactions or deposit additional funds to cover upcoming transactions.

Capital One, a brand that was among the first to eliminate its overdraft fee, clearly presents its overdraft options in its mobile app. Users can select overdraft protection via transfers from a linked savings account or use the bank's No-Fee Overdraft feature. Explanatory content sits in a modal overlay window.

Consumer-friendly overdraft practices and policies, however, remain a work in progress. Financial institutions will continue to feel pressure on overdraft fees as neobanks market overdraft fee-free accounts, the regulatory environment remains challenging, consumer groups continue to focus on overdraft fees and novel innovations emerge across the market.



Advisors Plus on... Spend insights

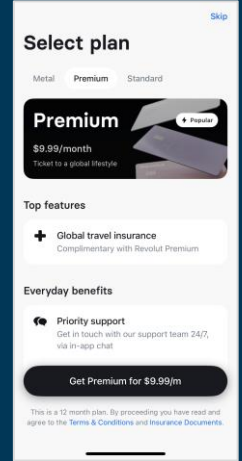
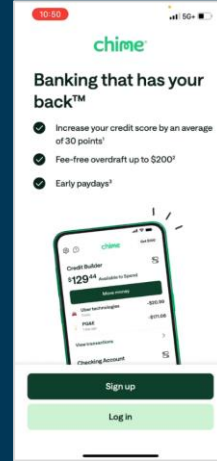
U.S. Bank provides cardholders with a view into spending at merchant level. As consumers look for help with budgeting and spending, this type of tool can provide meaningful and actionable insight.

Rise of subscription accounts

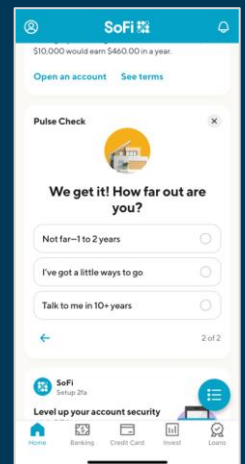
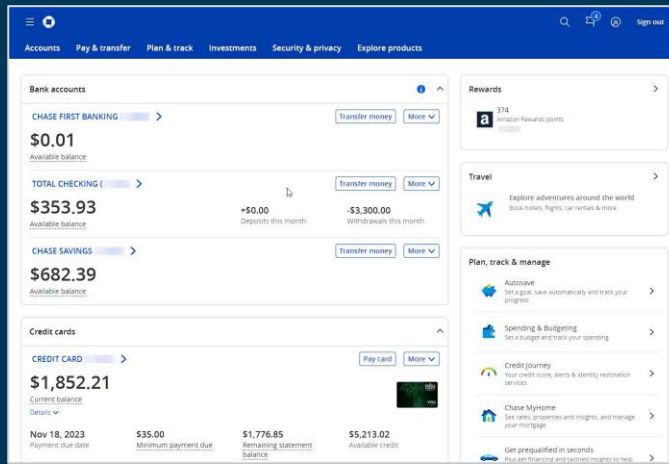
Fintechs are leading the way in offering consumers banking subscription packages aimed at delivering simplicity and transparency. Chime, SoFi and Revolut are pioneers in the space with flat-rate fees and premium features, appealing to Millennials and Gen Z users who thrive on digitally focused subscription benefits. These models simplify financial management and promote loyalty, creating growth opportunities.

Chime offers a no-fee banking experience at its lowest tier, while SoFi bundles savings, investment options and early paycheck deposits in its subscription accounts. Revolut offers a more global approach with tiered subscriptions, catering to a variety of financial needs, from travel benefits to cryptocurrency trading.

As technologies like AI-driven tools evolve, the subscription banking landscape will continue to grow. This trend is expected to influence Generation Alpha (those born between 2010 and 2024), setting new standards for financial management and long-term wealth-building. For financial institutions, embracing this model could be key to staying competitive in a market that is looking to incentivize and prioritize generational wealth in the long-term.



IN FOCUS: Cross selling gets creative



STAT OF THE
MONTH

24%

Of credit card providers* offer new users a virtual card straight after approval in-app

* tracked by the Digital Banking Analyzer

Traditional acquisition and cross-sell strategies feature advertisements or notifications, but some brands are showing that unconventional approaches can be used to generate interest and encourage product exploration.

SoFi cross-sells mortgage product exploration to accountholders through Pulse Check, a tile on the dashboard that presents a short survey about the accountholder's potential home buying plans. Pulse Check provides SoFi with prospect data and offers interested users the chance to view mortgage rates.

Chase makes its MyHome mortgage dashboard available to all accountholders across products to illustrate the comprehensive nature of the feature. Starting with discovery, the invitation to explore the home buying and neighborhood insights features creates a multi-purpose tool that works for mortgage acquisition as well as mortgage servicing.

As multi-product providers are beginning to consider new ways to engage user interest, disruptive techniques like these could be the key to rising above the white noise of standard display advertisements.

ABOUT THIS MONTH IN DIGITAL

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