

Up your financial wellness game and deliver timely, relevant engagements

## Financial Health Key Lifestyle Indicators



# 73%

of Americans rank their finances as the number one stress in their life.<sup>1</sup>

## Recognize the signs of financial stress before it's too late

All financial institutions have an obligation to ensure account holders are in the best financial state they can be in.<sup>2</sup> This starts with insights into recurring financial spend patterns and credit transactions, and assessing account holders' financial stressors.

Financial institutions are uniquely positioned to provide financial education and services with complementary practical services and necessary financial products, including low-cost financial products and services that support savings, investing, and easier access to credit.<sup>2</sup>

At a time when competition can be fierce, targeted programs can assist consumers when relevant advice and services are needed. Now is the time to make financial wellness a fundamental principle for the future of banking providers.<sup>2</sup>

Learn more from our Use Cases

<sup>1</sup> <https://www.cnbc.com/select/73-percent-of-americans-rank-finances-as-the-number-one-stress-in-life/>

<sup>2</sup> <https://thefinancialbrand.com/113166/financial-wellness-bank-engagement-fintech/>

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## Financial Health Key Lifestyle Indicators



### Use Actionable Insights To Improve Customers' Financial Wellness:



#### The Problem

Consumers today expect their financial institution to already know all of their needs. With so much data, it's hard to make sense of all of the information available to truly help customers reach their full financial potential.



#### The Solution

Segmint exposes hidden information about customers held away accounts, lifestyles, needs, and preferences. Segmint makes data easy-to-use by standardizing and unifying all core and transaction data into simple categorized data tags known as Key Lifestyle Indicators (KLIs).



#### Reach Out to Account Holders with Recent Decrease in Payroll Deposits

Financial institutions can be alerted to account holders who may be experiencing financial hardship and could likely benefit from products or services to manage their budgets. Marry **Decreasing Payroll Deposits Trend** KLIs with **Average Monthly Payroll Deposit** KLIs to build custom trigger audiences.



#### Offer Assistance to Consumers Receiving Unemployment Funds and Payday Advances

Help customers in financial stress identified by receipt of recent unemployment assistance deposits and payday advance activity. Build audiences based on how the number of days ago **Unemployment Deposits** or **Payday Lenders Activity** transactions were observed.



#### Understand Customers' Ability to Meet Payment Due Dates

Assess the financial wellness of your customers by creating triggers to identify account holders who are **Past Due** on their **Loans and Credit Card** payments. KLIs update with each new data feed to always reflect the account holders present past due status or identify when account holders become current with a loan payment.

### Help Account Holders Achieve Their Life Goals:



#### The Problem

The banking industry is experiencing enhanced competition from non-banks and Fintechs, revolutionizing the way consumers conduct their banking, and open new accounts.



#### The Solution

Segmint analyzes ACH transactions and helps financial institutions better understand their account holders ever changing financial challenges and opportunities.



#### Recommend Investment Opportunities to Account Holders with Recent Increase in Payroll Deposits

Identify consumers who have recently benefited from an increase in their average payroll deposits, from a salary increase, commission payment, or other increase in compensation. Marry **Increasing Payroll Deposits Trend** with **Have Young Children** to recommend investing in a college fund. Or, identify consumers currently investing with **Acorns** or **Robinhood**, and suggest they consider your Investment or Wealth Management services.



#### Offer Debt Consolidation Options to Account Holders who Pay Less than Full CC Balance

Consumers who struggle to pay their credit card balance in full may likely benefit from options to consolidate their credit card balances. Build targeted HELOC campaign audiences to identify account holders who are likely to pay **Less than the Full Amount**.