Driving new feature adoption and increasing security in FinTech

FinTech

The Challenge

Financial institutions want customers to keep their account information secure, but most people have poor password habits. A recent study showed 73% of adults use the same password for everything. At the same time, customers want simpler, faster logins on the go. A financial service company we work with makes safeguarding their customers' information a top priority and found that biometric logins are a safer option that helps them solve for both problems. They set out to drive adoption of their new Touch ID and Face ID Login features to help keep their customers' logins secure.

The Strategy

This financial services company designed an in-app messaging campaign that alerted users to the new biometric features and encouraged them to enable a more secure login option. It was a simple message that told users how to enable Touch or Face ID.

They needed to accurately identify which people were using an iOS device that also had the Touch or Face ID functionality. Using Upland Upland Localytics, they were able to segment their audience based on the users' device type.

The Results

The Face ID message was **sent to 33,000 app users and saw a 29%** of those users enable **Face ID within 7 days** of seeing the message. An additional **189,000 users received the Touch ID campaign and 12%** of those users enabled the security feature **within 7 days.**

The Summary

he challenge of keeping customers' financial data secure isn't limited to mobile. The advantage of being integrated with Upland Localytics is it
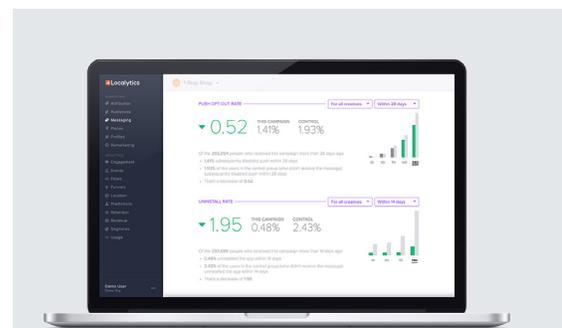
Key Results:

+ Increase Touch/Face ID use

+ Face ID conversion: **29%**

+ Touch ID Conversion: **12%**

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allows businesses to approach and solve big problems across channels. With mobile data provided by Upland Localytics, this company was able to precisely target their eligible app users and drive action that made their data safer. This focus on messaging the right users helped put the customers' experience at the center of an important security update.
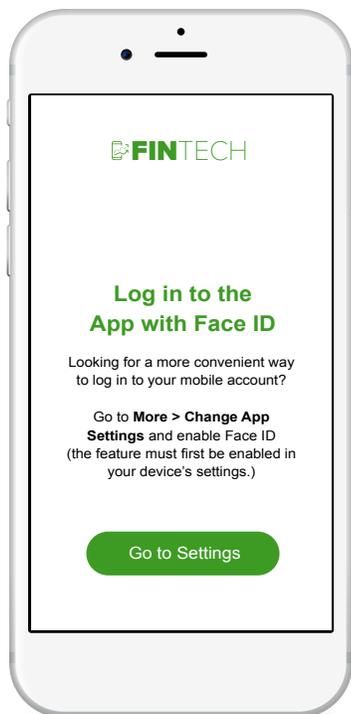
For more information, please visit:
https://uplandsoftware.com/localytics/

About Upland

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