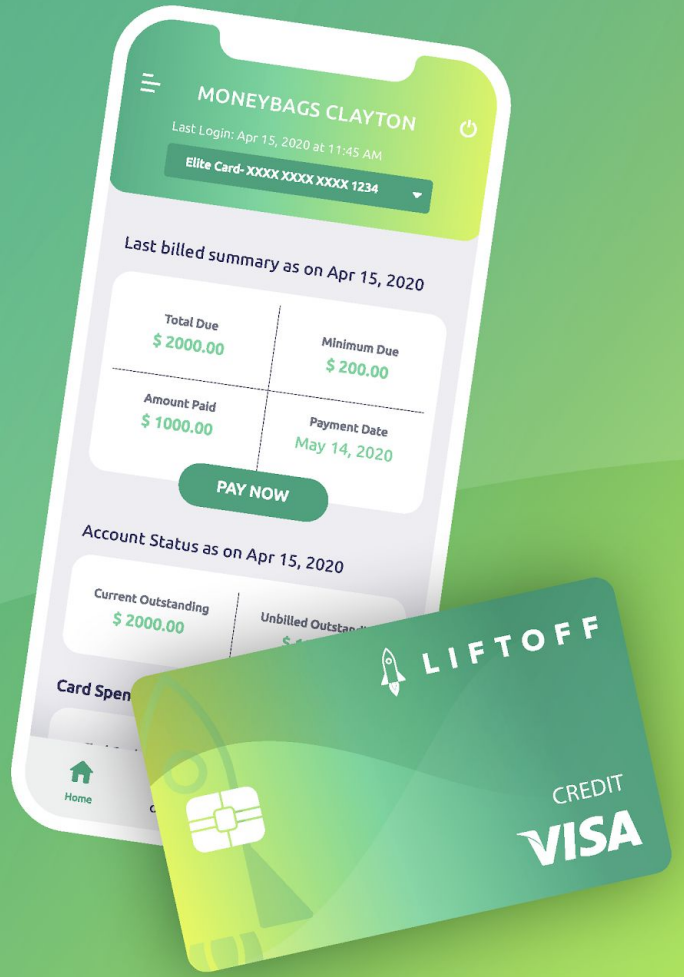
2020

Mobile Finance Apps Report

UA Trends & Benchmarks



LIFTOFF APP ANNIE

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Introduction

From Millennials addicted to approaches that make money management a no-brainer, to empowered women attracted by offers that couple investment tools and advice, more people in more countries are reaching to finance apps to plan their future.

Globally, consumers accessed finance apps over one trillion times in 2019. Investment is also seeing record growth. In the first three quarters of 2019 alone, digital banks raised more than $3 billion in venture funding. It's a dynamic driving a global arms race as fintech companies, neobanks and super apps compete for audience and market share.

- Paid advertising can boost retention rates. Non-organically installed finance apps saw year-on-year retention rates increase by nearly 30%. (AppsFlyer)
- Multiple studies report Gen Z has a deep desire to better understand money and become financially literate. Currently, over one in four (28%) see their own generation as not being financially responsible. (Northwestern Mutual)
- Gamification is an engagement booster, but users also crave greater security. More than half (54.1%) of consumers surveyed said they would use their banking apps "much more often" if only they had more control over the authentication requirements of their apps. (PYMNTS Research)

Global appetite for finance apps is off the charts. APAC, for example, is witnessing what the Financial Times calls a "fintech feeding frenzy" as companies compete for the loyalty of underbanked and underserved customers leapfrogging to finance apps.

Users in EMEA are also ripe for engaging alternatives to traditional banking services, according to research from mobile measurement company Adjust and mobile data and analytics platform App Annie. They conclude the region is on the "cusp of exponential growth" fuelled by increasing audience demand for apps that offer users "simple in-app onboarding, intuitive UX, strong security, and a more personalized experience."

Marketers determined to cash in on the upswing in finance apps use – and satisfy the growing and global requirement for frictionless app experiences – must cement their position as the "go-to" for options, advice and assistance. Liftoff partners with mobile data and analytics platform App Annie to deliver a deeper understanding of the key trends marketers must consider as they develop strategies to target territories, define audiences and craft consistently relevant experiences that engage users – and keep them coming back.

Report Highlights by the Numbers



Sessions

The number of finance app sessions crossed the **1 trillion mark in 2019**, with developing markets such as Indonesia and India fuelling much of the growth.



Costs & Conversions

A healthy install-to-register rate of **46.2%** suggests users need little convincing to engage with their finance apps. But user enthusiasm cools deeper in the funnel where the install-to-purchase rate of **19%** is encouraging, but should inspire marketers to reach higher.



Platforms

Android users are a bargain to acquire and a breeze to activate. While the install-to-purchase rate is **25% higher** for iOS than Android it comes at a price. The cost to acquire an iOS user deep in the funnel is a whopping **70% more** expensive.

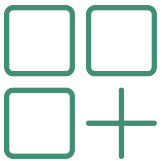


Seasons

March through July is a particularly positive period when costs are low and conversion rates that range up to nearly **one-third (29%)** are a bonus.

Liftoff Methodology

Date Range: Jan 1 2019 - Dec 31 2019



117

Apps Analyzed



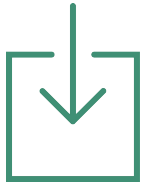
22B

Impressions



382MM

Clicks



7MM

Installs



5MM

First Time Events



Fintech apps

From low-barrier activities such as checking a credit score to high-value activities such as making a first trade, fintech apps allow people the opportunity to manage their financial livelihoods and assets from their mobile phones. Popular fintech apps include Credit Karma, Credit Sesame, Clarity Money and Stash. For 2020, analysts forecast the number of fintech apps and the range of services they offer to see massive growth as disruptors harness robotics and AI to address key pressure points and mitigate risks.



Wallet apps

Like a physical wallet in your pocket, wallet apps offer users a place to securely store and frequently use loyalty cards, coupons, business cards, tickets, credit cards and more. Android Pay, Apple Pay, PayPal and Samsung Pay are among the leading mobile wallet platforms. But local mobile wallet solutions across APAC — including Paytm and PhonePe (India), GrabPay and GO-PAY (SEA), Rakuten and LINE (Japan), and Alipay and WeChat Pay (China) — are showing massive growth.



Banking apps

From checking & savings accounts, and from loans to credit & debit cards, banking apps offer an attractive value proposition that pairs increased convenience with a much cheaper rate than brick-and-mortar banks generally charge. Popular apps include Current, N26, Transferwise and Varo. But traditional financial institutions are bouncing back, releasing new apps and features in a bid to cut costs and increase effectiveness.

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Market & Behavior Trends

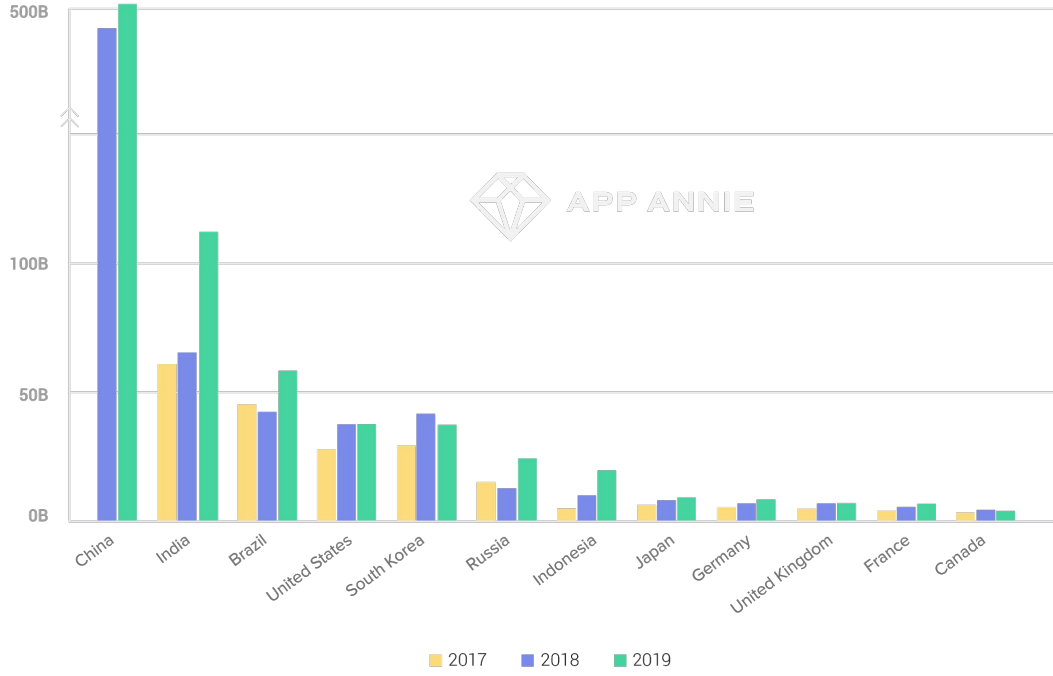
Sessions cross the trillion mark and growth shows no signs of stopping



Globally, sessions set new records as consumers rocketed their use of finance apps.

- Global consumers accessed finance apps over 1 trillion times in 2019. That's double the number reported in 2017. Session growth rates range from 35% to nearly 4x as consumers turn to apps to manage their financial futures.
- Predictably, developing markets such as Indonesia (+115%) and India (+95%) are seeing hockey-stick growth year-over-year.
- Mature markets such as France (+15%), Germany (+30%) and Japan (+30%) are seeing healthy increases year-over-year, while sessions are gaining steam in North America (Canada +2% and U.S. +10%). The potential for future growth is strong, as deregulation opens new markets and innovation continues.

Total Sessions in Finance Apps in Select Markets

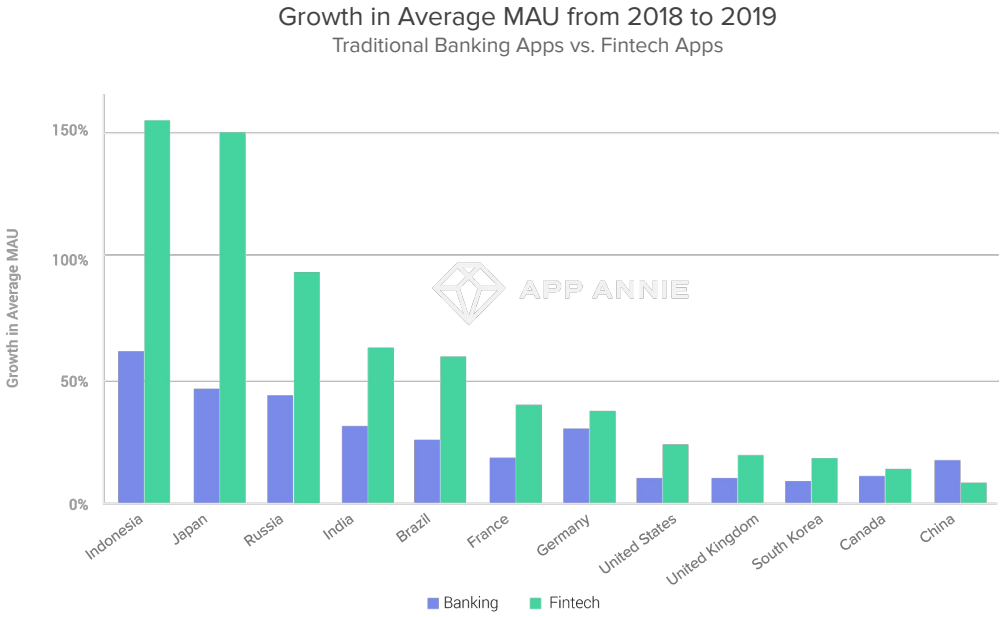


Note: Android phones; Growth rate for China is year-over-year

Source: APP ANNIE

Fintech apps grow their global user base, outpacing banking apps by a significant margin.

- The size of the user base belonging to the top 10 fintech apps (measured in Monthly Active Users or MAU) increased by 20% compared to 15% for traditional banking apps.
- In APAC — with the exception of China — the audience for fintech apps grew at least twice as fast as banking apps. Significantly, the difference is most dramatic in Indonesia and Japan, where growth in the number of fintech app users exceeds that of banking apps users by a factor of up to 3x.
- It's a different story in Canada and Germany where the growth gap between fintech and banking apps narrows to 1.2x.

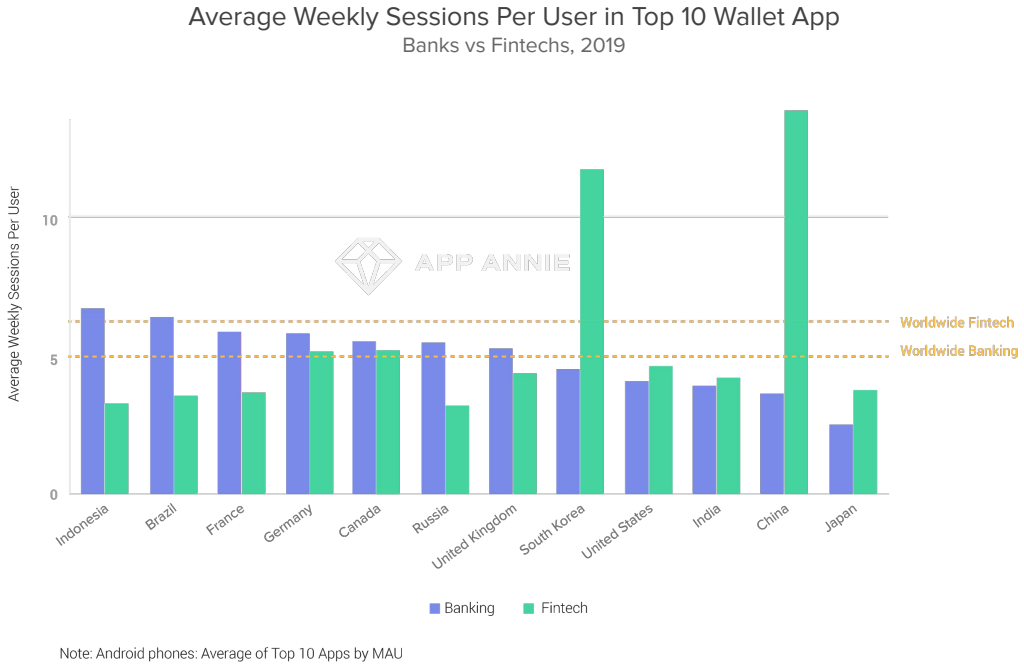


Note: Combined iPhone and Android phones: Average of Top 10 Apps by MAU

Source: APP ANNIE

In several markets, traditional banks with wallet apps are leaving serious money on the table.

- Globally, wallet app sessions on fintech apps beat out sessions on banking apps, counting one more session per user per week. Do the math, and this adds up to 52 more sessions per user per year — and an additional opportunity for marketers to drive usage and deepen engagement.
- Significantly, fintech wallet apps have the edge in APAC. An extreme example is South Korea, where fintech wallet apps sessions outnumber banking wallet apps sessions by a factor of 2.5x.
- Of the 12 countries in the dataset, the majority (Indonesia, Brazil, France, Germany, Canada, Russia, and the U.K.), are home to a loyal base of banking wallet app users.



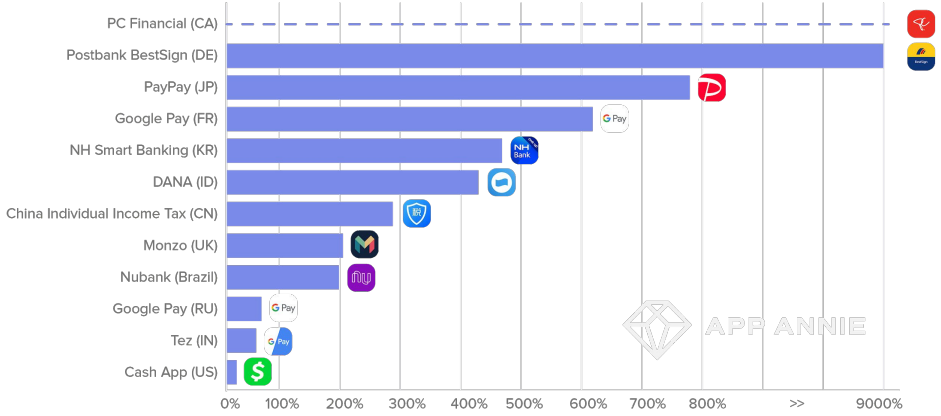
Note: Android phones: Average of Top 10 Apps by MAU

Source: APP ANNIE

Downloads reveal newcomers and fintech brands dominated last year's list of 'breakout finance apps'

- Breakout Finance apps saw the greatest year-over-year increase in downloads. While download rates for some apps kept pace with the previous year, others saw growth rates rise into the stratosphere.
- A prime example is Postbank BestSign — a security app from Germany's Postbank. Total app downloads grew a whopping 9,300% since it launched in December 2018.
- PC Financial also saw phenomenal growth. (The app launched in February 2019, which is why the app growth rate isn't featured on the chart.)
- Tez — Google Pay in India — had a breakout year, adding 36 million new downloads and chalking up 50% year-over-year growth of its download base.

Year-Over-Year Growth of 2019 Downloads
Among #1 Breakout Finance App by Market



Note: Breakout app determined by absolute growth in downloads from 2018 to 2019 in each market; PC Financial saw greatest year-over-year growth in downloads in Canada but grew from a base of 0, having launched in 2019

Source: APP ANNIE

Breakout Finance Apps of 2019

	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Russia	South Korea	United Kingdom	United States
1	Nubank	PC Financial	China Individual Income Tax	Google Pay	Postbank BestSign	Tez	DANA	PayPay	Google Pay	NH Smart Banking	Monzo	Cash App
2	FGTS	Scotiabank	JD Finance	Bankin'	S-pushTAN	CashBean	OVO	d Payment	Налоги ФЛ	i-ONE Bank	Virgin Money Credit Card	Zelle
3	PicPay	Credit Karma Canada	Gome easecard	Lydia	S-ID-Check	KreditBee	KreditQ	AEON WALLET	Tinkoff	Woori WON Banking	Starling Bank	Venmo
4	CAIXA	Borrowell	Huanbei Loan	PayPal	VR-SecureGo	PhonePe	Rupiah Cepat	Rakuten Pay	Sovcombank	Hometax	Revolut	Chime - Mobile Banking
5	MercadoPago	PayPal	Xiaomi Loan	NUMBER26	comdirect photoTAN app	YONO SBI	Kredit Pintar	Line Pay	Pochta Bank	KakaoPay	Google Pay	Experian

Year-over-Year Growth in iOS & Google Play Downloads

Source: APP ANNIE



Top Tip

“You need to create a reason why people want to come back to the app and also incentivize them to share this experience with others.”

Amir Ghodrati, Director, Market Insights @ App Annie

APP ANNIE

Amir Ghodrati
App Annie

Fintech apps aren't just fast-movers, they also lead in innovation where it counts: removing friction and making personal finance fun, Amir says.

"Fun is also a word we see pop up frequently in reviews for an app like Robinhood that adds a level of gamification to the experience."

From confetti explosions to celebrate reaching a goal to tools that help users monitor their own performance, enhancements "add to an experience that might originally feel like a chore, turning it into an entertaining experience that can lead to more frequent engagement throughout the day for users."

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Finance Apps Costs & Conversion Rates

Audiences are eager to register, but need convincing to convert

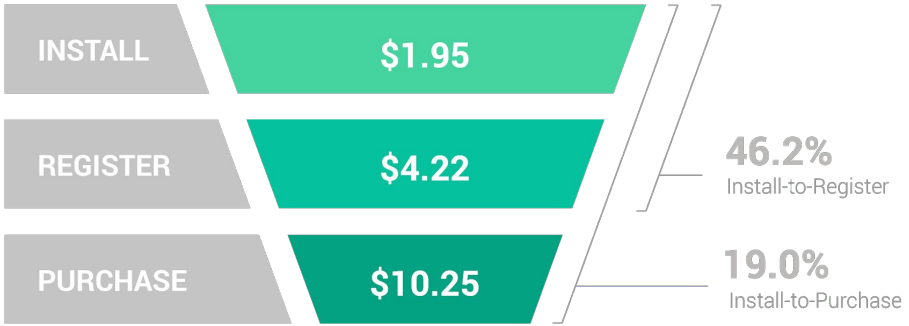


Install-to-register rates soar, while purchase rates plateau.

Pegged at 46.2%, the install-to-register rate is 27.2% higher than the install-to-purchase rate.

- **Install:** At just $1.95, install prices offer value for money, allowing marketers to acquire users highly likely to interact with their app.
- **Register:** Costs and conversions are attractive. Significantly, the install-to-register rate has increased by nearly 20% compared to the previous year.
- **Purchase:** The install-to-purchase rate, while impressive (19%), it remains flat compared to the previous year (18.7%).

Overall Finance Apps Costs & Conversion Rates



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

LIFTOFF APP ANNIE

Engagement by Platform

Android offers attractive costs and impressive engagement rates

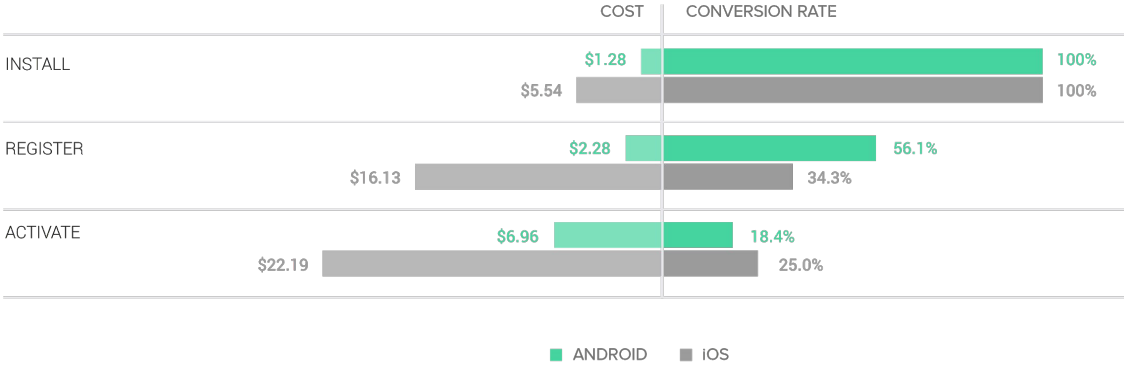


Android is the standout bargain at every stage of the funnel.

Android is a steal and a marginal difference in engagement rates deeper in the funnel is a welcome bonus.

- **Install:** At $1.28, the cost to acquire an Android user is 76.9% less than the price tag for an iOS user ($5.54).
- **Register:** Android is the better buy. At $2.28, the cost is 85.9% less than iOS and the conversion rate (56.1%) comes in 20% higher than iOS.
- **Purchase:** At 25%, iOS offers a higher engagement rate. But a price tag that is nearly 70% more than Android ($6.96) turns up the pressure on marketers to budget and target wisely.

Finance Apps Costs & Conversion Rates by Platform



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

LIFTOFF APP ANNIE

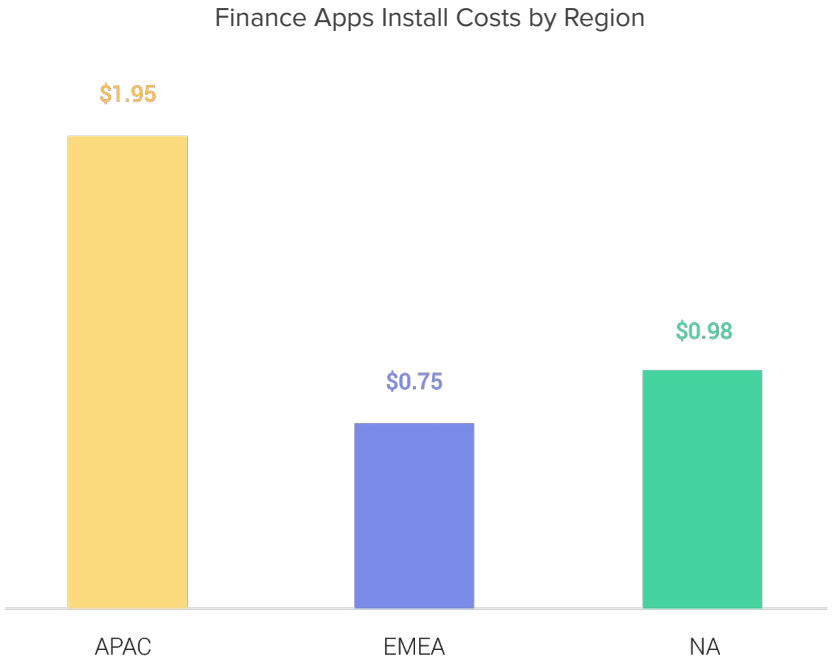
Engagement by Region

APAC leads in price, but engagement rates are off the charts

Install: APAC dominates with the highest CPIs.

APAC, a region where finance app downloads have gained "astronomical momentum," leads with soaring costs that are 2x that of North America.

- At $1.95, the cost to acquire a user in APAC is 99% more expensive than North America and 160% more expensive than EMEA.
- Significantly, this is the inverse of the previous year, when North America led in cost by a factor of 12x.
- Marketers shopping for bargains might want to focus efforts on EMEA, a region that consistently offers the cheapest CPIs.



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

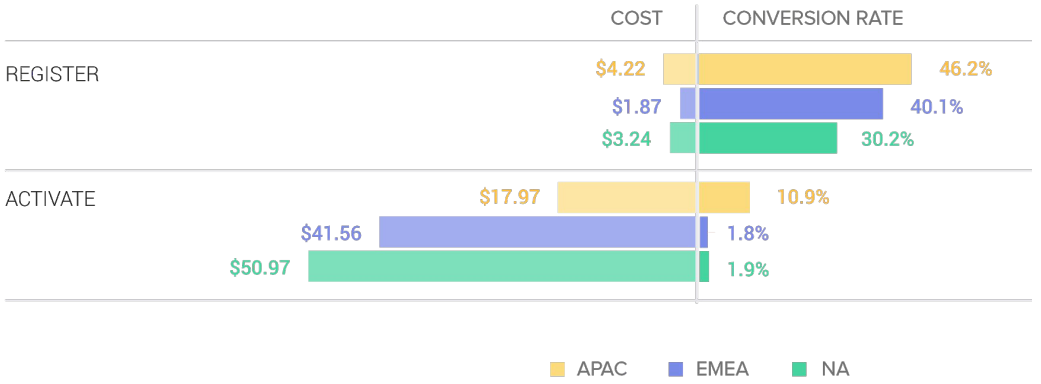
Register & Activate: APAC audiences are highly engaged and moderately priced.

Home to the world's power users of finance apps, APAC offers promising engagement rates at attractive prices.

- **Register:** At 46.2%, engagement rates in APAC are 16% higher than North America but only 6.1% higher than EMEA.
- **Activate:** APAC offers significant value for money. Costs are the lowest (64.7% less than North America) while conversion rates are the highest.

Engagement rates in EMEA may be nearly identical to North America. But a price tag that comes in nearly 20% less than North America is a definite bonus.

Finance Apps Register & Activate Cost & Conversion Rates by Region



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019



Top Tip

"Be authentic and bold! Tell what your product can provide and show how it simplifies your customer's life – without sugarcoating your campaigns."

Kelvin Saputra, Performance Marketing Lead at FinAccel

finAccel

Kelvin Saputra
FinAccel

FinAccel is a credit risk and consumer lending platform delivering retail credit products for Southeast Asia, home to nearly 10% of the world's population.

Kelvin is convinced tracking cost and conversion data across regions is a must. While EMEA may offer bargain CPIs, he says, deep-funnel engagement rates tell another story. "The CPIs are higher (in APAC) but positive user behavior offers good value for money–and for a business."

Competition for users is fierce, so he advises marketers to make sure their campaigns stand out from the crowd. "Emphasize the uniqueness of your product in your advertising and add more relevant context to engage your audience."

LIFTOFF APP ANNIE

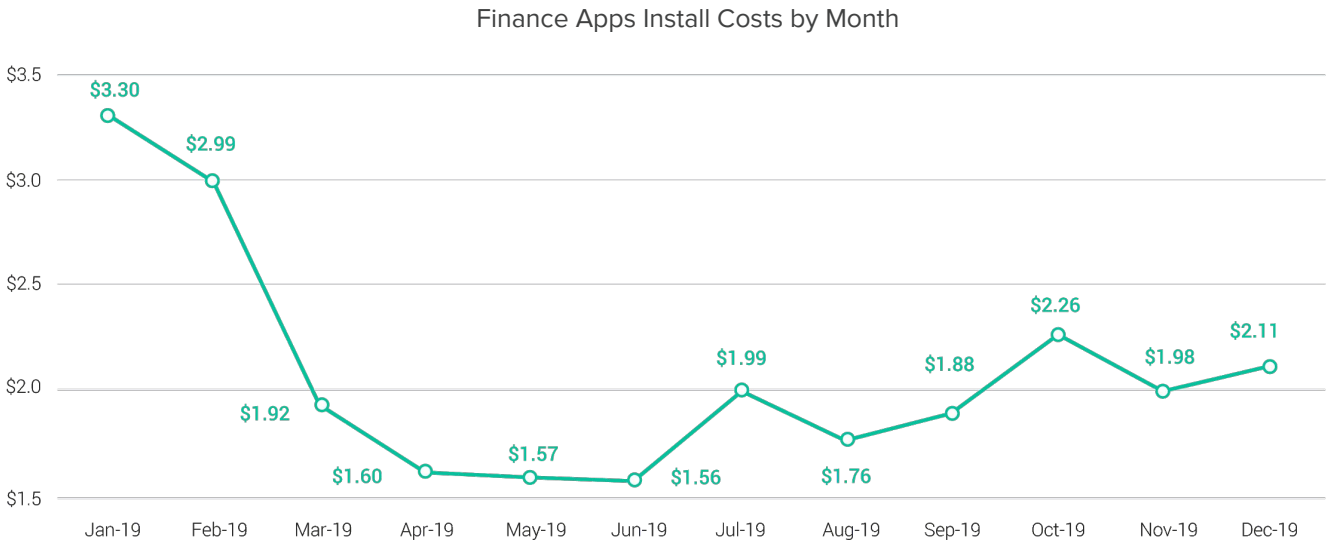
Monthly Trends

Standout seasons when marketers can earn more for their money



Install: The beginning of the year is no bargain, but CPIs melt in the spring.

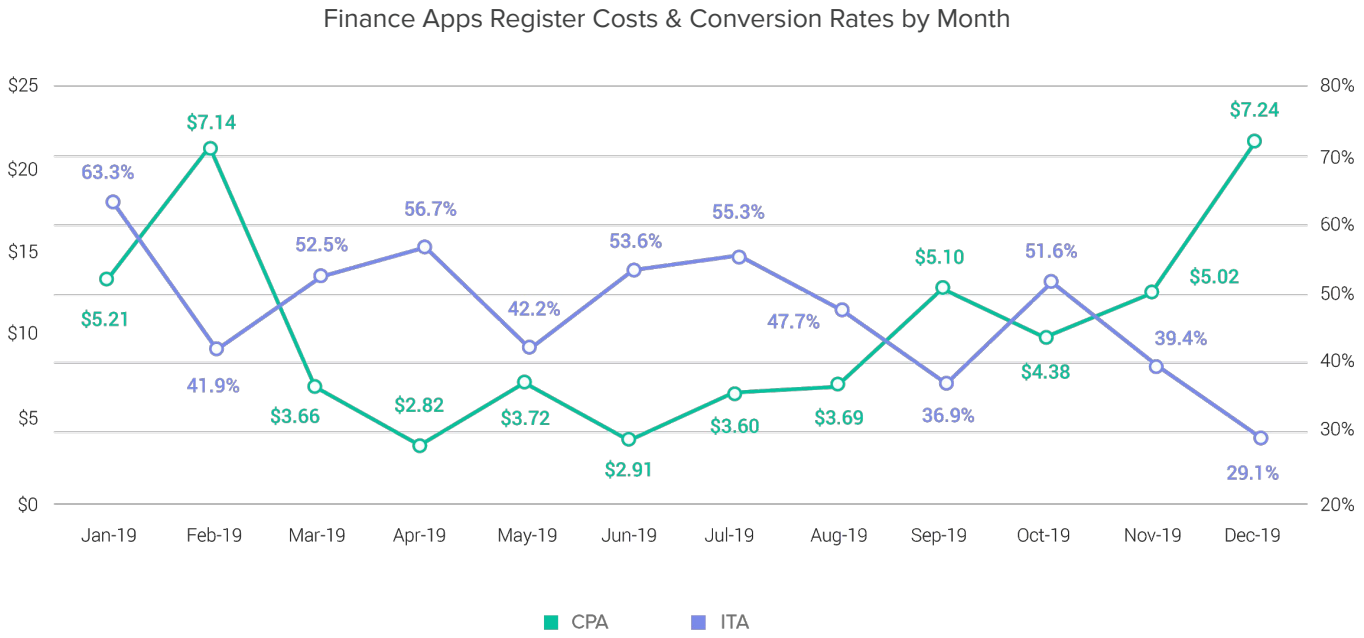
Early spring is a steal, when CPIs are at their lowest and financial planning for vacations, staycations and fix-ups around the home and garden are in full swing. Early fall sees CPIs climb 28.4% to hit a seasonal high of $2.26 in October.



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

Register: A massive window of opportunity opens after March, while winter sees prices rise and engagement rates decline.

Moderate costs and robust engagement rates mark the period from March through August. Conversions cool to hit their lowest point (29.1%) in December, and CPAs that reach an all-time high ($7.24) are a stinger.

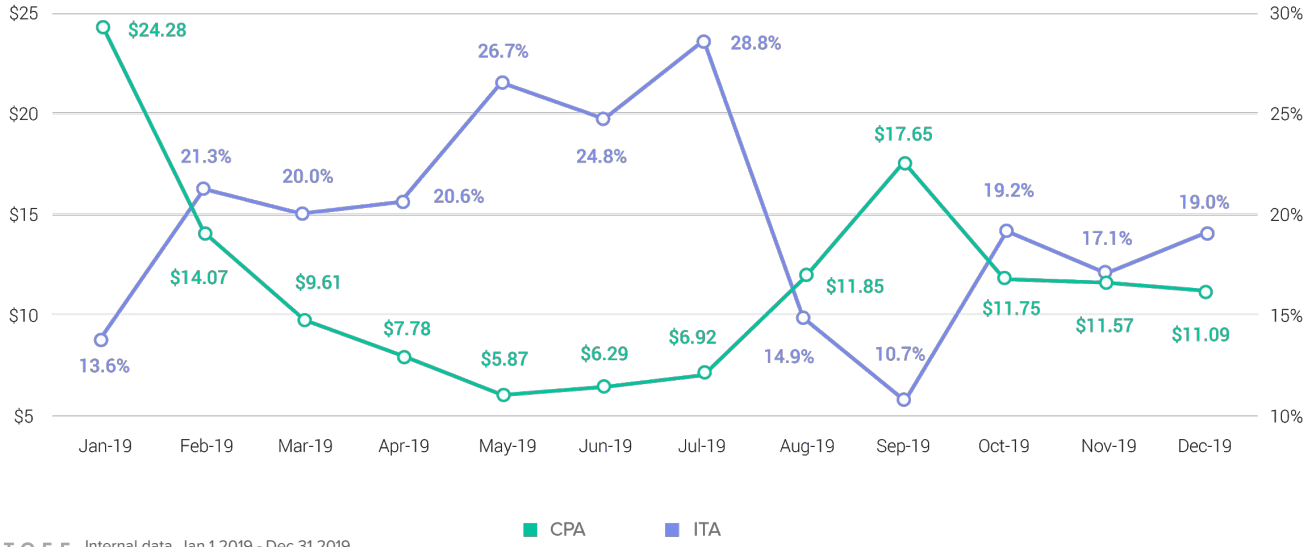


Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

Activate: Much of the year offers good value for money, but early fall sees prices soar and engagement rates plummet.

Costs and conversions are in perfect balance for much of the year, paving the way for marketers to buy low and engage high. March through July is a particularly positive period, and May is an exceptional month when costs hit their lowest point and conversions reach their second-highest point in the year.

Finance Apps Activate Costs & Conversion Rates by Month



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019



Top Tip

"Complement campaigns by working with content partners to distribute personal stories showing how individuals are having success using your product."

Derrick Nguyen, Sr. Marketing Manager at Credit Sesame

credit sesame

Derrick Nguyen
Credit Sesame

Credit Sesame allows consumers to check their credit scores and evaluate options to rebalance existing debts and loans to improve that score and thus their overall "financial health."

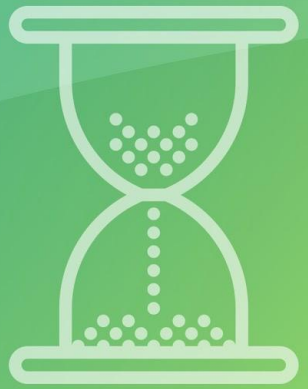
Derrick advises marketers pay attention to seasonal and monthly trends. It's a no-brainer that users might reach to finance apps to set and reach stretch goals in time for the New Year. The trick, he says, is to "buck this trend and make personal finance more relevant and top-of-mind with users throughout the year."

It's an effort that requires marketers test and experiment. "Grasp the opportunity to engage users, especially during a more cost-friendly period of the year."

LIFTOFF APP ANNIE

Install to Register and Activation Times

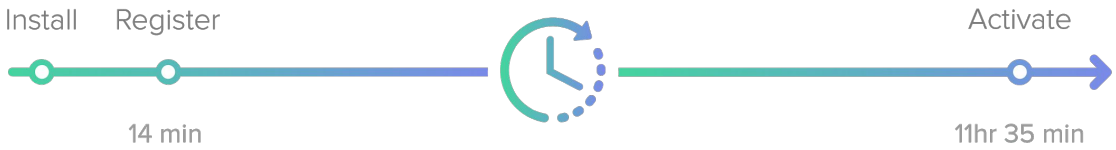
Users register quickly and activation takes less than 12 hours



Marketers have what it takes to trigger a registration in minutes. But activations take longer than ever.

- Users download finance apps with a strong sense of purpose. Determined to “get stuff done,” they complete a registration within 14 minutes of the install.
- Deeper in the funnel, the time-to-activation has increased from the previous year to an average of 11 hrs 35 min.
- The time users require to take an action is inextricably intertwined with the *nature* of the deep-funnel activity. While the time users need to check a credit score can be measured in milliseconds, the decision to make a first trade can demand hours of careful consideration.
- Both timelines beg the question: would efforts to improve segmentation, personalization and retargeting prompt users to take action faster?

Finance Apps Time From Install to Register and Activate



Source: LIFTOFF Internal data, Jan 1 2019 - Dec 31 2019

Vishal Korlipara
Intuit

Intuit offers financial, accounting and tax preparation software tailored to the needs of small businesses, accountants and individuals.

Vishal recommends marketers leverage data that shows how paid advertising can boost retention rates. “I want my team to rally around this,” he says.

Winning back users is a big focus (and a big opportunity for paid advertising) since emails and push notifications have proven “highly ineffective” at winning back churned users. “These are users that are generally disengaged, and no snappy subject line in an email will change their mind.” Instead, he says, marketers should leverage paid advertising to recapture audience and reignite engagement.

Top Tip

“Strive to make marketing as 1:1 as possible. Fintech companies are rich in data and should be driving immense value to the user based on personalization.”

Vishal Korlipara, Sr. Manager, Mobile Marketing Strategy at Intuit



intuit

Current



Top Tip

"Show your customers ads that reflect their spending and saving behaviors."

Drew Fung, Director of Performance Marketing at Current

Drew Fung
Current

Current provides premium banking services for everyone, without overdraft fees, minimum balance requirements or hidden fees.

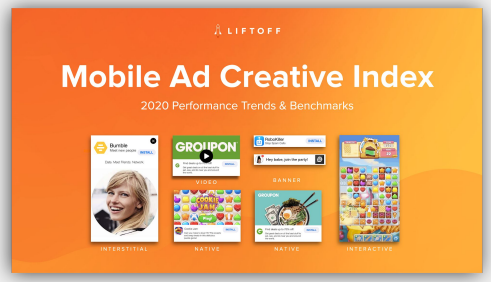
Drew gives kudos to marketers who follow the "right ad, right person" rule of thumb, but urges them to go one better. "Try to understand the behavior of your user base in terms of their demographics and financial activities" and mirror this in the ad you show potential customers.

Timing is everything and shortening the time from registration to activation is the prize, "Marketers can improve activation times through segmentation and creative."

Additional Resources



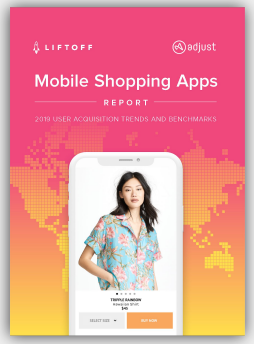
READ NOW



READ NOW



READ NOW



READ NOW



READ NOW



READ NOW



LIFTOFF

Liftoff is a complete mobile app marketing platform that helps companies acquire and retain high quality app users at scale. Liftoff uses unbiased ML to find all the best users for your app, creative testing to deliver the most engaging ad experience and a unique cost per revenue model to optimize for your LTV goals.

Liftoff is proud to be a long term partner to leading brand advertisers and app publishers since 2012. Headquartered in Redwood City, Liftoff has a global presence with offices in New York, London, Paris, Singapore, Seoul, and Tokyo.

www.liftoff.io



APP ANNIE

App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.

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