

An aerial view of a city at night, with a blue overlay. The city lights are visible, and a large highway with multiple lanes is in the foreground. The text is overlaid on the right side of the image.

# THE **LARKY** lowdown

**ISSUE 5**

Harnessing the Power of AI:  
Smarter, Faster Push Notifications  
for Financial Institutions



## Leveraging AI in your mobile banking application's push notification messaging saves your team time and delivers better results

With the explosive growth of products and services utilizing AI, it's no wonder that solutions like Larky nudge®, which delivers push notifications through mobile banking applications, can be dramatically enhanced by leveraging this new capability. From improving staff efficiency through streamlined content creation to using predictive analytics to refine messaging content, the strategic implementation of AI technology results in a meaningful improvement in everyday operations and outcomes.

In this edition of the Larky Lowdown, we look at how the Larky nudge® messaging platform has adopted AI so far and our ongoing initiatives to improve push notifications for all financial institutions.










## Using generative AI to create messaging content

Due to their concise nature, composing push notifications has always been faster than writing copy for any other channel. Sometimes, content can be adapted from those other channels or existing campaigns. But often, message content needs to be composed from scratch. Generative AI is an excellent resource for getting started!

In 2024, Larky introduced Nudge Assist to enable our clients to quickly and easily create new, effective push notification messages through generative AI. By providing a short summary of the desired content (often with as few as two words), the platform quickly returns several suggested message titles and bodies for review.

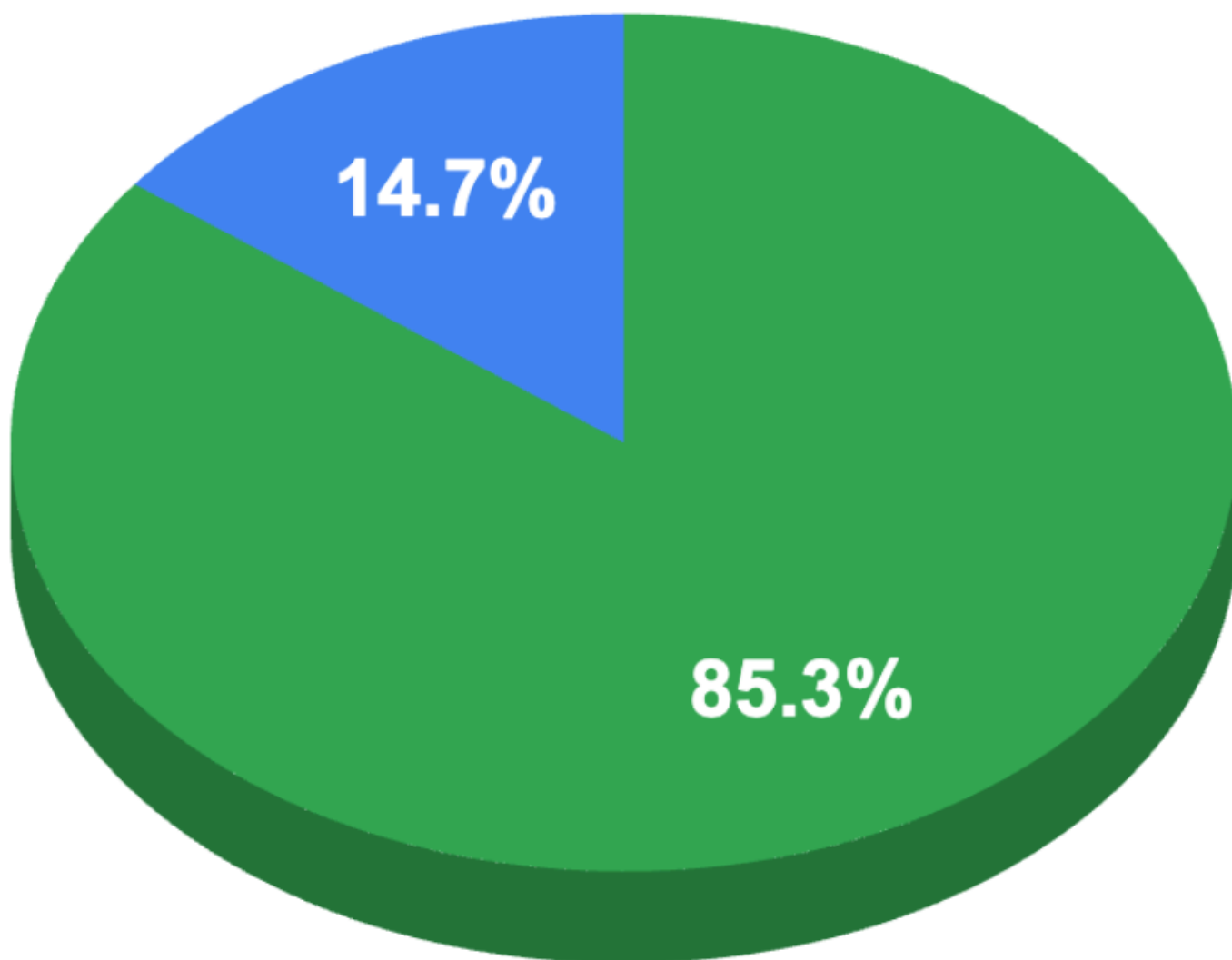


### Prompt: "Help Increase Deposits"

Suggestion 1:	 <b>Earn higher interest!</b> Grow your savings by depositing into our high-yield account today.
Suggestion 2:	 <b>Boost your savings!</b> Deposit now and watch your savings soar to new heights.
Suggestion 3:	 <b>Double your savings!</b> Take advantage of our limited-time offer to double your deposit.
Suggestion 4:	 <b>Secure your future!</b> Deposit now and secure a financially stable future for yourself.
Suggestion 5:	 <b>Get rewarded for saving!</b> Deposit with us today and unlock exclusive cashback offers and rewards.

The content for each title and body is optimized to be appropriate for push notifications and relevant to financial services. It is refined based on the performance of each of the platform's millions of messages over the years. The client can then select the combination they like best, tweak it as they see fit, and be ready to send a brand new message in just a minute or two.

## Client Adoption of Nudge Assist Generative AI Functionality



Eighty-five percent of Larky clients use this new AI-powered functionality to augment their content creation. While a few choose to write their own notifications, most clients (both big and small) benefit from the time savings delivered through this technology. Larky recently took first place at the Association for Financial Technology's AI Use Case Championship, proving how well-received and critical AI is in this sector for this application.





## Predicting message engagement

A second application of AI technology that enhances push notifications is to utilize machine learning models to predict how a message being composed might perform once it is sent. Push notifications outperform other channels by being proactive and being delivered in a way that catches the recipient's attention.

However, a well-composed message will result in even higher levels of engagement. In the case of the Larky nudge® messaging platform, we have sent millions of messages over time. The analytics data collected from each of those provides an opportunity to predict how a brand-new message will perform.

We employ a machine learning model that automatically retrains itself weekly. That model examines the content of each notification sent and the rate at which its recipients tapped on it. As a new message is composed, it is passed to the model, which compares its content to those previously sent and then returns a predictive score on likely engagement.



**nudge Score** ⓘ

Use machine learning to predict how your nudge will perform

**3 - High**

The model predicts a high level of engagement with this message!

Recheck Score

If a given message scores low, resources are available to make appropriate adjustments to achieve a higher score and a higher likelihood of engagement by recipients. Thanks to the data generated by their peers, clients new to the platform and new to communicating through this channel can compose successful messaging campaigns easily.





## Individualized scheduling of notifications for optimal performance

Another way analytics data on messages previously sent can be leveraged is to identify trends in engagement for different days of the week or times of the day. The third edition of the Larky Lowdown looked at how that data can be used to understand scheduling from a broad perspective. It found that weekday mornings, especially Monday, Tuesday, and Wednesday mornings, had the lowest average messaging engagement across all recipients. Although at rates of 5.5% to 7.5%, it still outperformed typical levels of engagement from any other channel, especially email.





However, we can refine that analysis for the individual recipient by utilizing AI and machine learning. Once an account holder has received a reasonable amount of notifications, roughly two dozen or so over several weeks or months, we can begin to model when they are most likely to engage with a push notification from their financial institution. So rather than scheduling a message to go out to all recipients simultaneously, the system can “hand deliver” messages to each recipient based on their actual history of engagement.

Combined with the other extensive delivery controls built into the Larky nudge® messaging platform, including targeted segmentation and those to prevent over-messaging any given recipient, this contributes to our mission to deliver the right message to the right recipients at the right time and place!



## Conclusion

While never a substitute for actual human strategic planning and oversight, AI and machine learning can significantly contribute to a successful messaging program. At the same time, they can increase staff efficiency and decrease the time it takes to message account holders through a channel that gets attention and delivers industry-leading results.